



Item 6H.
BCWMC 2-21-19

Bassett Creek Watershed Management Commission

MEMO

To: BCWMC Commissioners
From: Laura Jester, Administrator
Date: February 13, 2019

RE: 50th Anniversary Event Planning

Recommendation: Decide on format and priority dates for 50th Anniversary Celebration; direct Administrator to reserve venue; direct Education Committee to continue planning anniversary events and products for Commission consideration

Background: At their meetings last year, the Education Committee developed various ideas for commemorating the Commission's 50th Anniversary this year. The Committee developed these recommendations:

- Primary goal = Increase awareness among public officials and citizens about the Commission and its work.
- Secondary goal = Capitalize (leverage) on landmark year to encourage behavior change
- Concentrate on targeted approach with one or two main components rather than scatter shot of activities

The Committee discussed a variety of ways to reach these goals including (asterisks denote most highly recommended activities):

- Watershed Tours (bus, bike, walking) **
- Celebration event for elected officials and all levels – share history and successes **
- Special reports with Commission history and cumulative impact after 15 years of CIP projects **
- Installation of permanent signage at parks, along trails, at lakes, etc.
- Creek clean ups
- Presentations to groups (Rotary, Lions, churches, city commissions, etc.)
- Development of Watershed Story Map ([Sand Creek Watershed Story Map](#) recently developed by Scott County)
- Partnerships with others to develop marketing materials/messages (Blake School or Perpich Center for the Arts)
- Videos produced – drone footage, interviews with Commissioners and others, footage of CIP projects, monitoring, etc.
- Increased press releases and stories covering history, projects, monitoring, etc.

The 2019 Education Committee will be meeting very soon to more fully plan for events this year. However, at this time I would like the Commission to discuss and decide on a format for the celebration event and priority dates so a venue can be secured.

Event Options:

- Brunch and presentation followed by optional watershed tour
- Luncheon and presentation followed by optional watershed tour
- Late afternoon snacks/beverages and presentation followed by options watershed tour
- Optional watershed tour followed by light dinner and presentation

The main audience for this event includes elected officials like county commissioners and city council members; city planning commission members; city environmental commission members; lake group leaders; state agency staff; park district officials and staff; and others from the community. While the invitation list would be close to 300, I anticipate attendance would be around 100 people. The following pages show the availability of the Bassett Creek North and South Rooms at Brookview Community Center (Golden Valley) for June, July, and August. Only dates with the fewest or no city or county meetings scheduled (according to online city/county calendars) are included on the following pages.

Possible Anniversary Event Budget:

Celebration Event Venue: \$0

Celebration Event Meal: \$1,700 (100 ppl * \$17/person)

Tour buses (2 – 54 passenger buses): \$1,200

Development of historical document display at event: \$840 (D. Pape's time)

Development and limited printing of commemorative report/document: \$2,200 (D. Pape time + printing 200 copies)

TOTAL: \$5,940 (Education and Public Outreach Budget)

Additional costs include Commission Engineer's time to assist with report generation and tour stops. The Education Committee will make further refined recommendations in the next two months.

June 2019

Brookview Community Center
Bassett Creek Room North and South
Availability + City/County meetings

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

BCWMC meeting

Open after 2:00 p.m. [MTKA Plan Comm]

Open all Day [no meetings]

July 2019

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17 Open until 4 pm [Robb, SLP Plan Commissions]	18 BCWMC Meeting	19	20
21	22	23	24	25 Open after 10:30 a.m. [no meetings]	26	27
28	29	30	31 Open until 4 p.m. [no meetings]			

August 2019

Sun	Mon	Tue	Wed	Thu	Fri	Sat	
					1	2	3
4	5	6	7	8	9	10	
11	12	13	14	15	16	17	
				BCWMC meeting	Open all day [no meetings]		
18	19	20	21	22	23	24	
25	26	27	28	29	30	31	
			Open until 4 p.m. [no meetings]				