



Item 7D.
BCWMC 9-17-15

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MINUTES July 14, 2015

A meeting of the West Metro Water Alliance (WMWA) was called to order by Diane Spector at 8:36 a.m., Tuesday, July 14, 2015, at Plymouth City Hall, 3400 Plymouth Blvd, Plymouth, MN.

Present were: Doug Baines, Elm Creek WMC; Laura Jester, Bassett Creek WMC; Michaela Neu, Mississippi WMO; Ben Scharenbroich, Plymouth; Diane Spector, Wenck Associates; Denis Hahn, Three Rivers Park District (TRPD); Dawn Pape, Metro Blooms; Jenny Schaust, Watershed PREP Educators; and Amy Juntunen, JASS.

1. The **agenda*** was approved by consensus.*
2. Motion by Hahn, second by Jester to approve the **Minutes*** of the June 9, 2015 meeting as presented. *Motion carried.*
3. **Educator Update.**
 - a. Schaust and Mary Anderson attended the **Will Steger climate change educator forum** and received a curriculum spanning elementary through late Junior High/early Senior High. The new curriculum can link water with climate change and biology, and tie into other science activities. Jackson Middle School is looking for classes for sixth and eighth grade students now as all of their feeder schools are implementing Watershed PREP in fourth grade. The curriculum can be adapted and sent to a sample group of teachers for feedback. The curriculum from the forum is available online.
 - b. Schaust also attended a **technology workshop** for teachers which covered websites, including WIX, and has created a new page for teachers to sign up for Watershed PREP online.
4. **Outreach Events.** The **Plymouth Children's Environmental Fair** will be held July 29. Educators will plan to attend. Jester asked to ensure the BCWMC maps are available at the fair.
5. **Website.** A subcommittee of Jester, Juntunen, Scharenbroich, Schaust, and Spector will meet to choose a template. Additional content and links to other sites should be sent to Juntunen.
6. **Special Project Update.*** Pape reported that Blue Thumb picked up a new partner in Kansas City, MO that acts like a Met Council for that area. The pollinator topic is interesting to them as well. The *Fringe Benefits* name testing in Pape's circle did not give positive results. Another name idea is *Planting from Minnesota to Mexico for Monarchs and More* or *Planting for Pollinators and Clean Water*. Several groups have contacted Blue Thumb regarding the Monarch Venture project and looking for information on the Monarch Corridor.

A mock up drawing of the state fair exhibit area was passed around. The exhibit will have four main areas: 1) Information about lakes; 2) Blue Thumb display area – Planting for Clean Water; 3) A campaign test area where visitors will be asked to provide feedback on test messages and proposed names of the WMWA special project; and 4) Pledge to plant section. WMWA will be able to test a few different messages and see what appeals to targeted audiences. We can also ask people what motivates them to plant. The exhibit will be staffed by Blue Thumb volunteers. A seating area will be available for visitors and staff. No giveaways are planned. The pledge station will collect information from visitors including Email for follow up. Another possibility is to provide visitors with a business card and they can contact us at their convenience. WMWA members may volunteer to staff the exhibit. Volunteers receive free entry to the fair but are responsible for parking costs and transportation to/from the fair.

*in meeting packet

BASSETT CREEK: Crystal • Golden Valley • Medicine Lake • Minneapolis • Minnetonka • New Hope • Plymouth • Robbinsdale • St. Louis Park
ELM CREEK: Champlin • Corcoran • Dayton • Maple Grove • Medina • Plymouth • Rogers
SHINGLE CREEK: Brooklyn Center • Brooklyn Park • Crystal • Maple Grove • Minneapolis • New Hope • Osseo • Plymouth • Robbinsdale
WEST MISSISSIPPI: Brooklyn Center • Brooklyn Park • Champlin • Maple Grove • Osseo

Pape will send a link with signage for the different sections for input to members in an editable Google doc. Most signage will be made and printed by the MPCA at no cost with the exception of the banner.

Garden/yard coaches were brought up as an idea. This would be a group of volunteers that can serve as coaches to people interested in planting who want a little hand-holding or free advice. Master Gardeners and Master Water Stewards could be a good resource. Spector noted that she has several friends that would be interested in coaching.

7. Other Business.

a. E-Newsletter. Jester will compile articles submitted by July 24. Spector will write an article regarding the State Fair exhibit. Schaust will write an article on Watershed PREP activity for 2015. The MWMO open house and Monarch Festival information will be included.

b. The County is making a few more changes to the **Guidebook for Commercial Properties**. After finalization, the County will print 2,500 copies. The brochures will be delivered to JASS in August.

c. MWMO is hosting an **open house** on Saturday, September 19 10:00 a.m. – 1:00 p.m. The crocheted coral reef will be on exhibit during the month of September and contributions for the exhibit are being accepted through July 31. The Monarch Festival in September might be another good place to promote the WMWA special project.

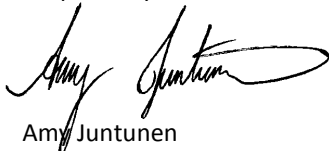
d. BCWMC received a **clean water partnership grant** for a project in New Hope.

e. SCWMC received two **319 grants** for upcoming projects.

f. **The next WMWA meeting** will be held at 8:30 a.m. on Tuesday, August 11, 2015, in the Medicine Lake Room, Plymouth City Hall.

8. Adjournment. There being no further business the meeting was adjourned at 9:43 a.m.

Respectfully submitted,



Amy Juntunen
Recording Secretary

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MINUTES

August 11, 2015

A meeting of the West Metro Water Alliance (WMWA) was called to order by Diane Spector at 8:34 a.m., Tuesday, August 11, 2015, at Plymouth City Hall, 3400 Plymouth Blvd, Plymouth, MN.

Present were: Doug Baines, Elm Creek WMC; Laura Jester, Bassett Creek WMC; Ben Scharenbroich, Plymouth; Diane Spector, Wenck Associates; Dawn Pape, Metro Blooms; Jenny Schaust, Watershed PREP Educators; and Amy Juntunen, JASS.

1. The **agenda*** was approved by consensus.
2. Motion by Jester, second by Baines to approve the **Minutes*** of the July 14, 2015 meeting as presented. *Motion carried.*
3. **Educator Update.**
 - a. Schaust attended the **Plymouth Children's Environmental Fair** representing WMWA. Eighty citizens stopped at the booth. Both adults and children are still surprised to learn where stormwater goes so the market hasn't been saturated with the information. The number of people volunteering to mark storm drains has doubled in Plymouth.
 - b. Educators will begin contacting schools to schedule **Watershed PREP classes** at the end of August as the new school year begins.
4. **Outreach Events.** The **Golden Valley Arts & Music Festival** will be held on September 26.
5. **Website.** The subcommittee will meet later this week to choose a theme and begin building the website.
6. **E-Newsletter.** The articles on summer lawn care, Watershed PREP, and Bassett Creek WMC partnerships were sent to Alisa Reckinger at Hennepin County last Friday. It is expected that the newsletter will be sent out within a week. The October newsletter articles will include Fall cleanup tips, the Elm Creek WRAPS project for public comment period, a report on the two Shingle Creek 319 grants, recognition for water quality monitoring volunteers and a link to Equus, and a highlighted school performing a cleanup or storm drain marking. A link to the Hennepin County Strategic Plan should also be included. The deadline for articles is October 2.
7. **Special Project Update.*** Pape displayed a layout of the space and exhibits. There will be a Blue Thumb area, and a separate area with the WMWA test signage. PCA is providing the Blue Thumb banner and signs. WMWA will pay for its test message signage. The WMWA campaign signs are 8 ft tall by 4.5 ft wide. Hashtags will be incorporated to act as key words so we can monitor the trending activity on social media. Hashtags include #FringeBenefits, #YardsWithBenefits, #10,000Reasons, #PledgeToPlantMN, #BlueThumbHero, and #CampaignName. Areas include an area for visitors to write down their reasons for clean water and tie them to a "wave;" a Blue Thumb overview area with assistance in planning, purchasing and planting; the WMWA test campaign area where visitors will be asked to give input on the names available; a superhero photo area; and a pledge to plant area. A pledge form will be available on the Blue Thumb website. Blue Thumb bookmarks may be given to visitors who want information on the website to take home.
7. **Other Business.**
 - a. The County has received the final **Guidebook for Commercial Properties** and will print 2,500 copies. The brochures will be delivered to JASS in August.

**in meeting packet*

b. Chloride in surface water mainly comes from ice control, but some comes from water softener salts and there is also chloride in fertilizers. There is currently no economic way to remove chloride from surface waters. Concentration is also increasing in groundwater.

c. The next WMWA meeting will be held at 8:30 a.m. on Tuesday, September 8, 2015, in the Medicine Lake Room, Plymouth City Hall.

8. Adjournment. There being no further business the meeting was adjourned at 10:00 a.m.

Respectfully submitted,



Amy Juntunen
Recording Secretary

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