

**“Team Up for Clean Waters”**  
**Itasca Waters (Itasca Water Legacy Partnership)**  
**Quarterly Board Meeting**  
**Monday, April 17, 2017 4:00 pm**  
*Itasca County Courthouse J-135*

**Attendance**

**Board members present:** Dennis Anderson, Jan Best/Brian Whittemore, Kathy Cone, John Downing, Patty Gould-St. Aubin, Bill Grantges, Pat Leistikow, David Lick, Bill Marshall, Cec Riedman, Jan Sandberg, John Zimmerman

**Technical Board present:** Dan Steward

**Board absent:** Katy Hopkins, Grant Prokop, Davin Tinquist

**Technical Board absent:** Andy Arens, Eric Raitanen, Moriya Rufer, Dan Swenson

**Guests:** Derrick Fox

Dave Lick led a round of introductions.

**1. Administrative Items**

**a. Agenda** (sent via email)

*Motion to approve the agenda circulated via email, noting that Lindsey Ketchel cannot attend. (Patty Gould St. Aubin, John Downing) M/S/U*

**b. Minutes from Quarterly Board meeting January 23, 2017** (sent via email)

*Motion to approve the minutes from the January 23, 2017 Quarterly Board meeting. (John Downing, Patty Gould St. Aubin) M/S/U*

**c. Past actions of the Executive Committee** (sent via email)

*Motion to approve the actions of the Executive Committee since the January Quarterly meeting (Attachment #1). (John Zimmerman, Patty Gould St. Aubin) M/S/U*

**d. Approve Treasurer’s Report**

Pat Leistikow reviewed the financial data included with the April Executive Committee report (attachments #2 and #3). AIS is essentially closed except for a small amount that needs to be reconciled.

*Motion to approve the Treasurer’s report (Kathy Cone, Dennis Anderson) M/S/U*

**e. Sign Conflict of Interest and Whistleblower Polices for 2017**

Forms are still needed for Grant Prokop and Patty Gould St. Aubin.

**2. President’s Report – Dave Lick**

Dave thanked all involved in the planning work last year in July and this past February. It has culminated in an Executive Committee recommendation that we focus on shoreline issues for upcoming projects. Other topics were considered but shorelines had the most support during the planning process. Some of the specific ideas will come from Cec’s notes from the planning meetings, specifically:

- Package DNR Score Your Shore with mitigation and buffer solutions; work with lake associations
- Runoff measurement and control, including shoreline buffers
- Rain Gardens: partner with SWCD native plant sale; develop several designs for gardens (wet, dry, etc.) Funding for demonstration projects
- County & State boat landings; improve shoreline management

- Shoreland tours to demonstrate visual screening and runoff screening
- “Ideal beach” (e.g., berms stop runoff, don’t block view, plant native deep-rooted plants)
- Create set of easily documented and shared shoreline best management practices
- Pursue shoreline management / restoration grants
- Sensitive lakeshore

This is not an easy project and will require multi-organization cooperation as it will be a major education and planning effort.

Discussion included some specific suggestions that might be incorporated into a project: recognize those who have kept their shorelines in good condition; maintain woody debris in the lake; county guide; define shoreline broadly (bluff to littoral zone); accommodate shorelines at different stages (preserved vs. degraded); long-term benefit demonstrated from old ICLA projects; shoreline stewardship plan; include public spaces that are often the worst maintained, especially boat accesses; identify ways to involve lake associations no longer with ICOLA that may have concerns about over regulation; identify funding sources (including lower interest rates, county/SWCD funds or charging for expert visits) for those interested in doing projects

We will likely have to raise additional funds for this project through a grant. Blandin deadlines are quarterly—June and September.

3. **Lindsey Ketchel**, Executive Director of The Leech Lake Watershed organization speaking on shoreline protection

Lindsey is ill and will attend a future meeting.

Jan relayed some thoughts based on discussion with Lindsey, including describing the shoreline owners guide ([http://www.co.cass.mn.us/document\\_center/esd/Shoreline\\_Owners\\_Guide.pdf](http://www.co.cass.mn.us/document_center/esd/Shoreline_Owners_Guide.pdf)) A similar guide has been completed for several Minnesota counties and we may be interested in contracting for a version for Itasca County. They are also being proactive, contacting homeowners with sensitive shorelines to see if they would be interested in arranging for a conservation easement—see [http://leechlakewatershed.org/media/Document\\_8.pdf](http://leechlakewatershed.org/media/Document_8.pdf).

#### 4. **Committee/Project Reports**

##### a. **Education Committee** – Kathy Cone

Kathy reported on preparations for the Children’s First event on April 29, as discussed at the April Exec meeting. Bill need some volunteers for Saturday, 9 – 1 pm.

*Motion to grant up to \$100 for event prizes (John Downing, Kathy Cone) M/S/U*

Planning for the May Youth Summit is well in hand. Question about whether we can have guests? Yes, but there needs to be clear guidelines about how they are escorted, etc. Also, it is acceptable to invite a limited number of politicians (Jan Best will help with this).

Bill Grantges asked John Downing about resources to help design a youth game for the county fair.

##### b. **Grants Committee** – Cec Riedman

Cec reported on her excitement that folks have enthusiasm for this project. She wants a more structured approach to gathering these ideas. Focus on what would work well with Blandin’s focus but maybe also pick up some outlier concept that might appeal to another group. There are also some good possibilities for measurements that could be worked into a proposal. To date she has spoken to a smaller group (John Z, Pat L) but is open to a larger group meeting. There may be a separate committee to design the project. There would be content experts to help design some of the contents. Have committee scope the project, get to Exec Committee (May?) and then send it to the Board for feedback.

##### c. **Membership Committee** – Patty Gould-St. Aubin

Patty distributed the 2016 report; Cec noted that for the first quarter there have been 30 renewals and 5 new members.

**d. Planning** – John Zimmerman

See discussion above

**e. Public Relations Committee** – Brian Whittmore/Jan Best

Brian gave a lengthy report on items in process, including several updates from the April Exec Committee meeting—see Attachment #4. The report started by describing background on activities since last January. He then described focus areas: branding, website, Lake Time magazine collaboration, and ICTV programming. The purpose is to build membership with a marketing campaign that includes these elements.

Brian also reported that Lake Time Magazine will offer free subscription for members—need to clarify if this is new, renewing or both.

**f. Technology Committee**—Jan Sandberg/Bill Marshall

Jan reported that some IWLP items (older notebooks) will still be in hard copy, but most are scanned and stored in Dropbox.

Jan will send an email to each Board member asking about the interest in access to Dropbox. Bill M sees his role as assisting the new tech efforts. He will get info from Pat L for the iPage password update so that he can do other updates. He will work with Brian to update the server info. We could do more with Facebook and other social media—probably after the website updates are completed.

**g. AIS** – Bill Grantges

The transfer to SWCD is complete and working well. Google “ItascaAIS.info” to jump to <http://www.co.itasca.mn.us/562/Aquatic-Invasive-Species>. The van is wrapped and highly visible. Remember that April 22 is the grand opening of the Children’s Museum “Lake Life” exhibit for members and the public. His newest partnership is with McCarthy Beach State Park. Bill also described the AIS Detectors program (<https://www.maisrc.umn.edu/ais-detector>) for certification as a detector. It requires a hands-on class (June 2 at ICC) plus eight hours of online training. Participants will need to perform 25 hours per year of volunteer work to retain certification. Goal is to get a detector on all the major lakes.

Dave asked Dan Steward to report on recent discussions with Dave L, Brian W, Jan B and Cec R to discuss an idea for a major project. At today’s meeting, Dan talked about the growing understanding of the connection between forest cover and good water quality. DNR Fisheries research shows that Minnesota lakes tend to decline in water quality when the lakes’ watershed drops below 75 percent forest cover. About 25 percent of the large lakes in the region are already at or above 75 percent protected forest cover in their watersheds. The Private Forest Management (PFM) program aids private landowners interested in managing their forestlands. Thus, a strong PFM program is an important tool in the effort to protect good water quality. For more information about the Minnesota Forest Resources Council and landscape and site level management programs, see <http://mn.gov/frc/programs.html>

John D reported that some actions being considered in Congress may eliminate some water programs by the middle of this year--see Supplemental Budget FY2017. Nolan, Franken and Klobuchar are on board.

**5. Board photo**

Postpone to when more members are present.

Adjourned 5:57 pm

**2017 meeting dates:**

Friday, July 14 - 4:00pm J 135 Courthouse

Monday, October 16 - 4:00pm J 135 Courthouse

Executive Committee meetings are the second Wednesday at 11 am, typically at Second Harvest board room (except for April which will be in J135 at the courthouse). Minutes are distributed to all Board members.

## ATTACHMENT #1

### Summary of Past Executive Committee Actions

January 2017 – April 2017

Administrative items such as the approval of agenda, minutes and financial reports are not included. Full minutes and attachments are sent to all Board members after each Executive Committee meeting.

#### February 2017

*Motion to spend up to \$200 on trademark and domain acquisition. (Dave Lick, Brian Whittemore) M/S/U*

*Motion to allocate \$500 to support writing articles for print and similar media. (Bran Whittemore, John Zimmerman) M/S/U*

*Motion to approve three ICTV programs at a cost not to exceed \$650 apiece. (John Zimmerman, Dave Lick) M/S/U*

#### March 2017

*No Exec Committee meeting*

#### April 2017

*Motion to approve up to \$300 for Pat Leistikow to purchase an appropriate version of Quickbooks so that IWLP can take on monthly accounting work (understanding that an external firm will complete the annual 990 form. (Dave Lick, John Zimmerman) M/S/U*

*Motion for Itasca Waters to focus on a multi-year project on issues pertaining to shorelines. (Dave Lick, John Zimmerman) M/S/U*

*Motion to provide up to \$1,800 for a full page ad in Lake Time magazine's 2017 summer issue. (Brian Whittemore, Cec Reidman) M/S/U*

*Motion to spend up to \$800 with be Media to create a new logo for Itasca Waters. (Brian Whittemore, Cec Riedman) M/S/U*









## ATTACHMENT #4

Itasca Waters Quarterly Board Meeting  
PR Committee Report  
4/17/17

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Last November Dave Lick recruited me to do PR work for the Itasca Water Legacy Partnership. He didn't know it beforehand, but he was also going to recruit my wife Jan Best, an environmental citizen advocate and research whiz. If you didn't already guess, we are a team in our approach to life.

Dave told me at the time that IWLP was sort of...my words...between gigs. It needed some fresh blood and some fresh challenges. Turns out we were also sort of between volunteer gigs at the time, and so it worked out pretty well.

And so our work began. And here is a brief report of what has been accomplished to date and what will soon be accomplished.

Among the charges Dave gave us was the need for more visibility for, and participation in, IWLP and its projects. IWLP also needs new members, hopefully a lot of new members. Those things are directly tied together. In 2016 we had 130 paid memberships, including all of us, only 17 of which were new. So far this year we have had 30 renewals and only 5 new memberships. There is work to be done here.

Jan and I started our due diligence and quickly realized that what was needed was not strictly PR, but rather a marketing campaign to bring IWLP's past and future good work for Itasca County water quality to the forefront. And we need to aim that marketing not only at our own residents, but at all the folks who come here for recreation...cabin owners and temporary tourists alike.

We also looked at the notes from the public meeting held by IWLP last July, and saw that the main thing folks said they wanted was one go-to source for all kinds of water quality information...whether AIS, septic, shoreline, or whatever.

It quickly became clear that all of this stuff could happen through our website. In fact, [www...itasca...water...legacy...partnership...dot...org](http://www...itasca...water...legacy...partnership...dot...org) (whew!) was the only way to reach and serve the public for us.

But when I thought about how difficult it had been for me to learn how to say Itasca, Water, Legacy, Partnership without stumbling, I realized it would be nearly impossible for folks to remember that web address, and therefore wouldn't use it. I also thought...and please forgive me...that the acronym "IWLP" sounded like Apple had bought a dog breeding business.

So, Jan and I talked about all of this, and brought a plan to the executive committee. After discussion, the committee unanimously approved it.

Here are the primary things we are accomplishing at this point.

Branding: Going forward we will be branded as Itasca Waters. The website is being changed to itascawaters.org. We have applied for the trademark Itasca Waters. It's under review but we can use it until such time as the feds approve it.

However, our organization's official name will remain Itasca Water Legacy Partnership. But I urge you all to adopt Itasca Waters when you speak or write about our non profit.

Website: Beginning by mid-June at the latest, our new website, [www.itascawaters.org](http://www.itascawaters.org), will have a brand new look. When you go to our site you will immediately see some broad categories, such as “What’s In My Lake?”, “How Do I Know If I Need A New Septic System?”, or “How Do I Make My Shoreline Attractive AND Healthy For The Water”. Those descriptions may be shortened, but hopefully you can appreciate what we are after...that we think and talk like folks think and talk.

Clicking on those links will take you to specific subjects. For example, if you click the “How Do I make my Shoreline Attractive and Healthy” link, it will take you to more specific subjects, such as ‘Shoreline Buffers”, “Native Plants”, and “Rain Gardens”. Clicking on one of those subjects will then take you to the real meat and potatoes accurate articles and information about those subjects. That whole process I just described will only take two easy clicks to reach a menu of specific information links.

We will also continue to display relevant articles and water-related calendar events. We hope to have a kids’ page, and come up with some other fun stuff that makes itascawaters.org fun, cool, but most of all an advocate for best practices.

There will also be prominent and attractive buttons for becoming a member.

Other pages will hold information and data about who we are and what we have done as an organization, just like now.

Lake Time Magazine: Itasca Waters really likes to form partnerships; in fact it is part of our official name.

This spring we have formed a partnership with the relatively new magazine Lake Time, published here in Grand Rapids by local people. In the spring issue, which I have

copies of for you, there is a long piece on AIS, followed by a short story on Itasca Waters. Bill Grantges is featured prominently. The short Itasca Waters piece was written by John Zimmerman.

The summer issue will feature a longer story on Itasca Waters: how we were created, what we have accomplished, and what's ahead for us. That issue will be out in mid-June and be distributed to 35,000 people and businesses. The great thing about a beautiful, glossy, magazine like Lake Time is that it sits around a cabin or house or hotel room for months, and many more people pick it up and read it over time.

We are also placing a full-page ad adjacent to the feature story. It will be powerful and simple, something like "Do You Have Questions About Your Lake?" at the top and "itascawaters.org" at the bottom.

The article was written by Sally Sedgwick, who has done other writing work for us, edited by several of us, and was submitted to Lake Time Publisher Megan Kellin last night. Lake Time, and its marketing company be House Media, is designing our new Itasca Waters logo and our advertisement.

Megan has also pledged to co-sponsor events with us when it makes sense for each of us. Her company "be Media House", a national brand marketing company, also designs websites and we are talking to her about doing that for us.

If any of you know of a good professional website designer who can work with us and can work fast, please call or email me with the name and I will check them out. We have a real need for speed and have to be online with the website no later than June 15th...less than two months from now...and that means a design plan, approval, research for the information links, placing those links on our site, and shuffling the links

already present on our old site. Right now I like “be Media House” a lot...they are local, they are pros, they are easy to work with, affordable, and they are already our partners.

ICTV: The local community television station, ICTV, is ready to partner with us to produce a monthly program on water quality issues. It will have to be purchased by Itasca Waters at \$650 per program, and we are looking for grant money to pay for the production. We are funded for the first 2-3 programs, but need funding to continue after that. Each show will be 30 minutes long and produced in the field, with one of us serving as the interviewer and ICTV videographers shooting and editing.

Currently we are looking for people from our board of directors who have an idea for a subject and might like to host a program. Please email or call me if you want to be included and we'll talk about it.

We are also brainstorming about how to make the programs available on a much wider scale. ICTV puts them on YouTube, but...like ICTV...if you don't know that a program exists and where it exists you are probably not going to watch it. In business terms, we are looking for ways to get a return on investment.

There are many more ideas in our thinking cap, but we want to focus on getting these major things accomplished before we move into event marketing, billboard advertising, fundraisers, and other things that might make sense for Itasca Waters.

Questions or comments?