

“Team Up for Clean Waters”
Itasca Waters
Quarterly Board Meeting
Monday, July 15, 2019 4:00 pm
J135, Itasca County Courthouse

Board Members Present (quorum 8): Jan Best, Brian Whittemore, Jan Sandberg, Dave Lick, John Downing, Sandy Anderson/Jesse Davis, Shirley Loegering, Megan Christianson

Board Members Absent: Ben Benoit, Pat Leistikow, Lynn Moratzka, Kathy Cone, Bill Grantges, Bill Marshall, Davin Tinquist

Technical Board Members Present: Dan Steward

Technical Board Members Absent: Andy Arens, Eric Raitanen, Dan Swenson

Staff: Zack Simpson

NOTE: it is very important that when someone moves an expenditure that they specify what "bucket" the expenditure is coming from: Itasca Waters Operating, Bush Foundation, Shoreland Project (Blandin 2018 grant), We Are Water, Old Blandin (Youth Education)

As there was not a quorum for the first few minutes of the meeting, the Board present reviewed several informational items first.

1. Administrative Items

a. Agenda distributed in advance of the meeting

Motion to approve the agenda distributed via email before the meeting, deleting item for fundraising and adding an item for Mississippi River Watershed meeting. (Shirley Loegering, John Downing) M/S/U

b. Minutes from Quarterly Board meeting April 15, 2019 (circulated in advance of the meeting)

Motion to approve the Quarterly Board meeting minutes from April 15, 2019. (Brian Whittemore, Jan Best) M/S/U

c. Financial Reports Attachments #1, 2, 3 (circulated in advance of the meeting)

In the absence of Pat Leistikow, Dave reported that IW is in good financial shape with about \$247,000 in the bank. See Attachments #1 -#3 for more detail and minutes from July Executive Committee meeting.

d. Ratify Past Actions of the Executive Committee May – July A #17 (circulated in advance of the meeting)

Motion to approve the past actions of the Executive Committee for May – July 2019 circulated in advance of the meeting. (John Downing, Megan Christianson) M/S/U

e. Signed Policy Statements Needed

Policy statements are still needed from: Benoit, Grantges, Moratzka, Tinquist, Arens, Raitanen. Several forms from other members were collected at today's meeting. Jan S will send out another email to those missing forms

f. President's Report (report at meeting)

Dave reported that RMB Labs will close the ICC site, perhaps later this summer. There will be a pickup location to be named later. This decision will save IW on insurance cost for general liability.

Youth Water Summit planning is in process. There is discussion of extra hours for Zack to pick up work previously handled by Melanie DeBay and some of Dave's work.

Septic grant: Dave and John Davis (Deer Lake) have been working with county commissioners on a no-interest loan for septic upgrades, repaid via property tax. Not certain if there is a limit on the size of the loan.

g. Coordinator Report

Zack said that much of June focused on getting familiar with organizations in Itasca County, looking at alternatives to Drop Box, updating the web site, working with shoreland advisors, and figuring out workload needs for Youth Summit (and possible date change).

2. Projects

- a. **We are Water A#5, #6, #7, #8** (report at meeting, some items carried from discussion on July 11 meeting)

Brian reported that we are basically ready to go with We are Water. Jennifer Tonko approved four events. We did need to sub for the KAXE event with the water boat project. We have been encouraged to spend all the money. One event that will be minimal cost will have money available for radio ads and similar. At KOZY, 30 second for \$750 which covers two ads. Megan will send Jan B her complete list for PR contacts for We are Water.

Welcome ceremony: 5 pm August 2, then exhibit is open M-F 10 am – 4 pm, essentially when the Reif box office is open. Jan B is trying to get MN Humanities to print bookmarks with words to the nibi song and exhibit hours. Several other presenters also, perhaps 45 minutes. Zack will coordinate Facebook Live.

- i. **Review discussion from July Executive Committee meeting.**

Detailed discussion can be found in the July Executive Committee minutes. Megan sent out digital ad, 50 press releases. Would be better to pre-record PSA for commercial station. Megan is working on the newspaper ads—Jan B needs to submit to MN Humanities for approval. Also, TV folks, possibly at the water bar August 1. Send the flyer Sandy is working on poster for Bud Stone who agreed to send member to member at no cost—Megan will coordinate this.

To replace the KAXE event, Jan B developed a 4th event focused on community engagement using paper boats to gather thoughts to be used for NCROC and the water bar, perhaps other events.

- ii. **Volunteers needed for Tall Timber Days August 3 9am – 5 pm, focus on 10 am to 2 pm**

We have a table facing Stokes outside Central School. Possibly use the SWCD display (Shirley will investigate getting permission). Volunteers: Shirley set up 9-10 am, Zack 9 – noon, need 12-2 pm. *Jan S or Shirley to poll Board asking for volunteers.* We will have Guides, Shoreland Advisor and We are Water information available.

- iii. **Help needed for event August 2 – Sept 16**

No help is needed to count visitors as the plan is to use a guest book, perhaps on a lectern near entry. Check if Reif has a lectern. Brian will coordinate with Zack on hours to check up on exhibit status.

- b. **Shoreland A#9, #10, #11, #12, #13** July Executive Committee

- i. Selection of Pokegama Lake for advisor focus (Dan Steward)

Dave reported on plans to target mail shoreland owners on a part of Pokegama Lake. Dan's (Board of Water and Soil Resources) suggestion is targeting the NE part of lake. He noted that the south and west sections are involved in Blandin easements. He is concerned that we maintain good forest cover around the lake. Dan displayed a map. Dave hopes that the GPLA Board will call and ask Dan to attend a meeting, then involve tech folks like SWCD and Environmental Services. GPLA at the meeting mentioned Wendigo as having concerns. Dan will email a copy of an updated map to Sandy A so she can work on addresses.

Jan B is working on text for a postcard or letter. Sandy thinks that a letter and hand-written addresses would work best.

- c. **Bush Foundation Community Innovation Grant A#14, #15** (report at meeting)

Dave reported that he and Bill Marshall met July 3rd with Bush staff and that they are very supportive. See Attachment #15 for more detail. Within Attachment #14, Laura provides details on UnTapped's work on the Bush grant.

3. Committee Reports

4. Other

- a. **IW Representative to ICOLA**

Lynn has asked Bill Grantges and we think he accepted. Jan S to send Bill an email to confirm.

- b. **NCROC event A#16**

Shirley briefly described her work with Zack to pull together the presentation. He plans to have a drawing for two fishing poles. See Executive Committee minutes for more detail.

- ~~c. **Fund Raising Ideas** (event, other)~~

d. Google Suites

Zack describe Google Suites as a cloud-based platform with Microsoft Office type apps, with access to expanded Google Drive storage. Users do not need a Gmail account to use it although each will need to sign up for a Google account. One feature is a shared master calendar. The tiered storage system for allows differentiating committee and individual access to control access for editing and comments. The product also gives us access to YouTube for Nonprofits. And there may be a useful online donation form. Finally, we could create an internal website, perhaps just for the Board. Zack hopes to get it finished in a week or so. When all files are transferred, he will delete Dropbox. We may need a short evening training session. To access Suites, Zack will send out individual email invitations.

e. Board Retreat Report (A#4)

Dave summarized the Exec Committees July 11 discussion. Amanda has sent out a short survey. Please respond and list some specific ideas for improvement, including ideas about breaking up the workload.

f. Website Policy

We do not have a policy for links from our website to businesses and organizations. Discussion that an entity needs to be someone or a business who provides a service that supports our work. We should clarify that for businesses on the shoreland advisor list, being on the list is not an endorsement by Itasca Waters.

g. Draft Equipment Use Policy

If you have a sample policy or thoughts, please forward them to Lynn or me and we will pull together for a future meeting. Thanks to Bill G for his suggestions. John Downing, Megan Christianson, Sandy Anderson and Jesse Davis may have ideas.

h. Mississippi Headwaters

Shirley reported on the public input meeting for the Mississippi Headwaters Watershed plan, Timberlake Lodge, July 30, meeting 4-6 pm. See

Shirley also reported that the Nature Conservancy has a new rep Sydney Arens and their work is focused on the Upper Mississippi Headwaters.

Dave added that Perry Loegering is the Izaak Walton League representative to the Mississippi Headwaters Task Force. Beltrami County wanted an Itasca Waters rep, and they are happy to have Perry represent both groups. This is ideal because Perry is a Shoreland Advisor and the task force wants more information about the shoreland advisor program.

Dan Steward added that the Mississippi Headwaters Board received \$6 million from Lessard-Sam's funding. They are working with counties to protect 12 miles (out of 400) of the Mississippi and achieving good results. Also, last year they finished a WMA on Birdseye Lake with help of the Sand Lake association, demonstrating the power of local efforts.

Adjourned 5:25 pm

Upcoming Events

- August 1, 4pm - 7 pm Water Bar at Klockow Brewing
- August 2 – Sept 16 We are Water Exhibit, Reif Performing Arts Center Lobby
- Opening: August 2, 5 pm
- Other hours: M-F 10 am – 4 pm
- August 3, 10 am – 2 pm Tall Timber Days
- August 8, 4:30 pm – Executive Committee Meeting, Central Square Mall meeting room
- August 9, 1 pm – 4 pm Water (Nibi) Walk Orientation, Blandin Foundation
- Participation required for Sept 13-14 event; pre-registration required
- see <https://mnhum.org/event/pokegama-lake-nibi-walk/>
- August 22, 3-7 pm NCROC Day at ICC
- September 12, 4:30 pm – Executive Committee Meeting, Central Square Mall meeting room
- September 13-14 Water Walk around Pokegama
- October 10, 4:30 pm – Executive Committee Meeting, Central Square Mall meeting room
- October 21, 4:00 pm – Quarterly Board Meeting, J135 Itasca County Courthouse

2019 Meetings

Quarterly Board meetings are held at 4 pm in J135, Itasca County Courthouse except as noted

 October 21

Executive Committee meetings are the second Thursday at 4:30 pm at the Central Square Mall meeting room. Agendas and minutes are distributed to all Board members and all Board members are invited to attend the Executive Committee meetings.

Occasionally meetings must be changed but a notice will be emailed in advance. All meetings are posted in Google calendar—please contact Jan Sandberg for access. Minutes from each meeting will include a link to a recording from the meeting.

Upcoming Executive Committee meetings for 2019 are: August 8, September 12, October 10, November 14, and December 12

ATTACHMENT #1

Itasca Waters							
June Summary	2019						
Fiscal Year ending 12/31/2019							Youth Education
July 9, 2019							Summit
	IWLP		Bush	Shoreland			Blandin
	Operating	Memorials	Foundation	Project	WE ARE WATER	IWLP Operating	Total
Revenue							
Beginning Balance 01/01/2019	58,294.68	1,896.36	-	34,061.71	(1,417.09)	17,068.89	109,904.55
Memberships and Donations	1,885.00						1,885.00
Bush Grant			114,040.00				114,040.00
Blandin Grants				50,000.00			50,000.00
Memorials							-
Interest and Dividends	104.21					107.52	211.73
Gain(loss) on sale							
Administrative fee							-
Miscellaneous							-
Subtotal Revenue FY 2019	1,989.21	-	114,040.00	50,000.00	-	107.52	166,136.73
Available Cash Revenue FY 2019	\$ 60,283.89	\$ 1,896.36	\$ 114,040.00	\$ 84,061.71	\$ (1,417.09)	\$ 17,176.41	\$ 276,041.28
Expenditures							
Contracted Services	140.00		3,996.33	3,362.33	1,108.25	300.00	8,906.91
Salaries and Wages				6,300.74	741.12		7,041.86
Employer paid benefits	14.00			465.14	73.56		552.70
Telephone	853.35						853.35
Accounting Fees	1,147.05						1,147.05
Dues and Memberships	400.00						400.00
Grant Administration Fee							-
Insurance	481.00						481.00
Interest and fees							-
Mileage and Travel							-
Registration Conferences							-
Postage				32.80		55.00	87.80
Education							-
Program Supplies	84.20				532.55	2,431.00	3,047.75
Office Supplies				101.26			101.26
Promotion	500.00			1,087.81	375.00		1,962.81
Membership Drive	1,107.32						1,107.32
Reimbursement Other							-
Rental and Storage			175.00	1,386.00		500.00	2,061.00
Repair and Maintenance							-
Printing				7.48	7.48		14.96
Website	348.76			503.50			852.26
Subtotal Expenditures FY 2019	\$ 5,075.68	\$ -	\$ 4,171.33	\$ 13,247.06	\$ 2,837.96	\$ 3,286.00	\$ 28,618.03
Ending Cash balance 06/30/2019	\$ 55,208.21	\$ 1,896.36	\$ 109,868.67	\$ 70,814.65	\$ (4,255.05)	\$ 13,890.41	\$ 247,423.25
Checking							87,747.80
Payroll timing differences							(291.50)
Savings							159,635.84
Edward Jones							331.11
Total Cash Balance 06/30/2019							\$ 247,423.25

ATTACHMENT #2

Itasca Water Legacy Partnership									Youth	
Detail Fiscal Year 2019									Summit	
			July 9, 2019		IWLP	IWLP	Bush	Blandin	WE ARE	
				Operating	Memorial	Foundation	Shoreland	WATER	Blandin	
									IWLP	
Beginning Balances 01/01/2019				58,294.68	1,896.36		34,061.71	(1,417.09)	17,068.89	109,904.55
Check #	Date	Name	Amount							
2204	1/2/2019	Card Service Center	648.10	648.10						648.10
2205	1/2/2019	AT&T Mobility	146.47	146.47						146.47
ACH	1/2/2019	Donor Snap on line giving	15.00	15.00						15.00
2206	1/8/2019	GR Area Community Foundation	250.00				250.00			250.00
2207	1/14/2019	KirkGilbertson CPA	130.60	130.60						130.60
2208	1/15/2019	Carissa Anderson	763.58				763.58			763.58
ACH	1/15/2019	Withholding	69.75				69.75			69.75
2209	1/31/2019	Carissa Anderson	763.58				763.58			763.58
ACH	1/31/2019	Withholding	70.75				70.75			70.75
2210	1/21/2019	ICTV	250.00	250.00						250.00
2211	1/31/2019	Central Square Mall	231.00				231.00			231.00
ACH	2/4/2019	Donor Snap on line giving	15.94	15.94						15.94
2212	2/6/2019	Timberlake Lodge	175.00			175.00				175.00
2213	2/6/2019	AT&T Mobility	145.28	145.28						145.28
2214	2/12/2019	KirkGilbertson CPA	354.60	354.60						354.60
2215	2/15/2019	Carissa Anderson	761.58				761.58			761.58
ACH	2/15/2019	Withholding	70.75				70.75			70.75
2216	2/24/2019	Itasca County	500.00						500.00	500.00
2217	2/28/2019	Carissa Anderson	762.58				762.58			762.58
ACH	2/28/2019	Withholding	70.75				70.75			70.75
2218	2/28/2019	Central Square Mall	231.00				231.00			231.00
ACH	3/4/2019	Donor Snap on line giving	15.00	15.00						15.00
2219	3/8/2019	AT&T Mobility	140.57	140.57						140.57
2220	3/5/2019	Card Service Center	21.26				21.26			21.26
2426	3/6/2019	ForestLakeRestaurant	200.00				200.00			200.00
2221		VOID	-							-
2222	3/22/2019	KirkGilbertson CPA	105.60	105.60						105.60
2223	3/27/2019	Carissa Anderson	204.44				204.44			204.44
	3/27/2019	Withholding	16.94				16.94			16.94
2224	3/31/2019	Post Office	100.00	100.00						100.00
2225	3/29/2019	Minnesota Lakes and Rivers	150.00	150.00						150.00
2226	3/31/2019	Central Square Mall	231.00				231.00			231.00
2227	3/29/2019	Itasca SWCD	500.00	500.00						500.00
	4/2/2019	Donor Snap on line giving	20.38	20.38						20.38
2228	4/5/2019	AT&T Mobility	140.13	140.13						140.13
2229	4/11/2019	kirkGilbertson CPA	171.45	171.45						171.45
2230	4/23/2019	Jan Sandberg	120.28	7.48			112.80			120.28
2231	4/23/2019	Creative North Graphic Design	140.00	140.00						140.00
2232	4/23/2019	Two Rivers Video	587.81				587.81			587.81
2233	4/26/2019	Superior Point	299.00	299.00						299.00
2234	4/28/2019	Card Service Center	50.00				50.00			50.00
2235	4/30/2019	Central Square Mall	231.00				231.00			231.00
2236	4/30/2019	AT&T Mobility	140.40	140.40						140.40
2237	4/30/2019	University of Minnesota	3,362.33				3,362.33			3,362.33
2238	4/30/2019	Zachary Simpson	142.07				142.07			142.07
	4/30/2019	Withholding	11.77				11.77			11.77
2239	4/30/2019	unTapped Inc	1,410.00			1,410.00				1,410.00
ACH	5/2/2019	Donor Snap on line giving	40.00	40.00						40.00
2240	5/13/2019	KirkGilbertson CPA	105.60	105.60						105.60
2241	5/15/2019	Zachary Simpson	687.58				687.58			687.58
	5/15/2019	Withholding	145.75				145.75			145.75
2242	5/21/2019	ISD# 318 GRHS	2,431.00						2,431.00	2,431.00
2243	5/30/2019	Rapids Printing	44.89	44.89						44.89
2244	5/30/2019	Mary Shideler	200.00					200.00		200.00
2245	5/30/2019	Let's Go Fishing	150.00				150.00			150.00
2246	5/30/2019	Jan Sandberg	22.44	7.48			7.48	7.48		22.44
2247	5/30/2019	Sammy's Pizza	286.23					286.23		286.23
2248	5/30/2019	Super One	162.09					162.09		162.09
2249	5/30/2019	David Lick	102.04	84.20				17.84		102.04
2250	5/31/2019	Zachary Simpson	687.58				687.58			687.58
	5/31/2019	Withholding	145.75				145.75			145.75
2251	5/31/2019	Central Square Mall	231.00				231.00			231.00
2252	5/30/2019	John Latimer	200.00					200.00		200.00

Itasca Water Legacy Partnership									Youth	
Detail Fiscal Year 2019									Summit	
		July 9, 2019		IWLP	IWLP	Bush	Blandin	WE ARE	Blandin	
				Operating	Memorial	Foundation	Shoreland	WATER	IWLP	
2253	5/30/2019	Herald Review	375.00					375.00		375.00
2254	5/31/2019	Card Service Center	316.78	316.78						316.78
	6/3/2019	Donor Snap on line giving	40.00	40.00						40.00
2255	6/4/2019	unTapped Inc	2,445.00			2,445.00				2,445.00
2256	6/4/2019	Derek Fox	66.39					66.39		66.39
2257	6/4/2019	AT&T Mobility	140.40	140.40						140.40
2258	6/4/2019	Barb's Korner Kitchen LLC	558.25					558.25		558.25
2259	6/6/2019	Terry Barth Design LLC	431.25				431.25			431.25
2260	6/6/2019	Timberlake Lodge	141.33			141.33				141.33
2261	6/13/2019	CAN Surety	187.00	187.00						187.00
2262	6/13/2019	Rapids Printing	187.03	187.03						187.03
2263	6/14/2019	Zachary Simpson	687.58					687.58		687.58
	6/14/2019	Withholding	145.75				92.21	53.54		145.75
2264	6/18/2019	KirkGilbertson CPA	279.20	279.20						279.20
2265	6/28/2019	Zachary Simpson	687.58				687.58			687.58
	6/28/2019	Withholding	145.75				145.75			145.75
2266	6/30/2019	Jean Kindom Design	72.25				72.25			72.25
2267	6/30/2019	Jake Anderson	100.00						100.00	100.00
2268	6/30/2019	Rachel Randle	100.00						100.00	100.00
2269	6/30/2019	John Schroeder	100.00						100.00	100.00
2270	6/30/2019	Central Square Mall	231.00				231.00			231.00
2271	6/30/2019	David Lick	55.00						55.00	55.00
		Employer Unemployment	14.00	14.00						14.00
		Employer FICA share	538.70				465.14	73.56		538.70
			0.10	0.10						0.10
Total Expenditures			28,625.03	5,082.68	-	4,171.33	13,247.06	2,837.96	3,286.00	28,625.03
Receipts										
	1/5/2019	Memberships	75.00	75.00						75.00
	1/11/2019	Memberships	130.00	130.00						130.00
	1/11/2019	Memberships on line	2.00	2.00						2.00
	1/22/2019	Memberships	20.00	20.00						20.00
	1/24/2019	Western National Refund	5.00	5.00						5.00
	1/24/2019	Memberships	200.00	200.00						200.00
	1/28/2019	Cash Donation	10.00	10.00						10.00
	1/28/2019	Memberships	70.00	70.00						70.00
	1/28/2019	Wabana Chain	100.00	100.00						100.00
	1/31/2019	Interest	27.76						27.76	27.76
	2/12/2019	Memberships	100.00	100.00						100.00
	2/14/2019	Memberships	160.00	160.00						160.00
	2/20/2019	Memberships	180.00	180.00						180.00
	2/20/2019	Donation Blandin Match	200.00	200.00						200.00
	2/28/2019	Interest	25.08						25.08	25.08
	3/4/2019	Donor Snap on line giving	71.00	71.00						71.00
	3/6/2019	Memberships	110.00	110.00						110.00
	3/8/2019	Donor Snap on line giving	119.00	119.00						119.00
	3/11/2019	Memberships	30.00	30.00						30.00
	3/26/2019	Memberships	80.00	80.00						80.00
	3/31/2019	Interest	27.78						27.78	27.78
	04/01/219	Membership	80.00	80.00						80.00
	4/5/2019	Bush Grant	114,040.00			114,040.00				114,040.00
	4/30/2019	Interest	26.90						26.90	26.90
	4/30/2019	Dividend	1.38	1.38						1.38
	5/10/2019	Membership Visit GR	100.00	100.00						100.00
	5/14/2019	Blandin Foundation	50,000.00				50,000.00			50,000.00
	5/31/2019	Interest	29.32	29.32						29.32
	6/27/2019	DonorSnap refund online	50.00	50.00						50.00
	6/30/2019	Interest	72.13	72.13						72.13
	6/30/2019	Dividend	1.38	1.38						1.38
										-
Total Receipts			166,143.73	1,996.21	-	114,040.00	50,000.00	-	107.52	166,143.73
Current Balance			247,423.25	55,208.21	1,896.36	109,868.67	70,814.65	(4,255.05)	13,890.41	247,423.25

ATTACHMENT #3

2019 Budget														
Budget Summary														
June 30, 2019														
	Actual 2018	Budget 2019	Actual 2019	Actual 2018	Budget 2019	Actual 2019	Actual 2018	Budget 2019	Actual 2019	Actual 2018	Budget 2019	Actual 2019	Budget 2019	Actual 2019
	Itasca Waters Operating			Blandin Old - Youth Summit			Blandin New - Shoreland			We Are Water			Bush Foundation	
Revenues														
Memberships and Donations	6,241.28	7,000.00	1,885.00							0	10,000.00			
Misc Grants	974.02	1,000.00					1,200.00							
Private Grants							60,000.00	50,000.00	50,000.00				114,040.00	114,040.00
Memorials	75.00	400.00												
Edward Jones stock donation	328.35													
Edward Jones Sale	(508.75)													
Interest and Dividends	35.80	30.00	104.21	234.63	100.00	107.52								
Administrative fee	-	3,000.00												
Miscellaneous	(5.48)													
Total Revenue	7,140.22	11,430.00	1,989.21	234.63	100.00	107.52	61,200.00	50,000.00	50,000.00	-	10,000.00	-	114,040.00	114,040.00
Expenditures														
Contracted Services	2,000.00	1,000.00	140.00	815.44	1,700.00	300.00	4,375.00	10,000.00	3,362.33				1108.25	87,000.00
Board Development														316.33
Salaries and Wages							7,782.06	20,000.00	6,300.74	1,384.57	4,583.00	741.12		
Employer paid benefits	8.00	20.00	14.00				541.23	2,386.00	465.14	32.52		73.56		
Telephone	2,074.03	1,728.00	853.35											
Accounting Fees	2,698.10	2,700.00	1,147.05											
Dues and Memberships	1,670.00	1,500.00	400.00											
Equipment														
Fuel and Oil														
Grant Administration Fee							-	3,000.00						
Insurance	2,785.00	3,000.00	481.00											
Interest and bank fees	48.24	25.00												
Mileage and Travel							27.24	1,000.00					540.00	
Registration Conferences														
Postage	143.98	150.00		50.00	100.00	55.00	410.00	500.00	32.80					
Program Supplies	288.31	300.00	84.20	2,959.89	3,200.00	2,431.00	455.00	5,000.00			4,000.00	532.55	3,500.00	
Promotion	383.49	400.00	500.00	472.56	500.00		3,017.03	5,000.00	1,087.81			375.00	11,000.00	
Membership Drive	1,193.42	1,200.00	1,107.32											
Rental and Storage		2,158.00		500.00	500.00	500.00	1,386.00	614.00	1,386.00				5,000.00	
Repair and Maintenance														
Office Supplies	255.29	100.00					2,335.23		101.26					
Printing	46.49	100.00					6,013.75	1,000.00	7.48			7.47		
Website	71.96	1,500.00	348.76	4,149.75			2,295.75	1,500.00	503.50					
Total Expenditures	13,666.31	15,881.00	5,075.68	8,947.64	6,000.00	3,286.00	28,638.29	50,000.00	13,247.06	1,417.09	8,583.00	2,837.95	114,040.00	4,171.33
Revenues over(under) Expenditures	(6,526.09)	(4,451.00)	(3,086.47)											

ATTACHMENT #5

We Are Water Exhibit & Auxiliary Exhibits Public Relations & Marketing

Comments came from June and July Exec meetings and Megan

<u>Category</u>	<u>Item</u>	<u>Target Date</u>	<u>Person Responsible</u>	<u>Completed Task</u>
Coordination	<p>Coordinate with Tall Timber Days for co-promotion:</p> <p>Dr. Lee Jess Email: drjess@2z.net Phone: 218-326-3231</p> <p>Dee Bretti Email: brettid@yahoo.com</p> <p>There will be a table for us, ask Board for volunteers, target 9 am – 2 pm. Provide Guides, advisor handout, stickers, water testing kits? Megan will be the contact.</p>	6/7/19	Megan	6-7-19 Via Email
Outreach	<p>Community Calendar: List event in all event calendars / bulletins with local blogs and radio stations</p> <p>Waiting for more information about Water Bar before adding to the Community Calendar.</p> <p>Information sent to KAXE, Herald Review (need to re-check), Visit Grand Rapids</p>	6/10/19	Megan	6-14-19 Via Email Request & Submitted New Community Event For We Are Water.
Outreach	<p>Ask people on your volunteer committee to share these events</p> <p>Send to donors, volunteers</p> <p>Ask Board members to share with their contacts.</p>	6-28-19	Shirley	
Outreach	<p>Put an ad in the Chamber newsletter (\$100). Would probably have to have this sent to Chamber by early July. But Chamber would need to be called about this and find out their due date. Contact person is Nicole. _____</p> <p>We are past timing for an ad.</p> <p>Ask Bud if he will do a separate eblast to the 900 member list</p>	6-14-19	Megan	6-14-19 Via Email To Bud & Kerry

We Are Water Exhibit & Auxiliary Exhibits Public Relations & Marketing

Outreach	Letter/email to interested groups <u>Communication content</u> <ul style="list-style-type: none">• Chamber of Commerce luncheon on September 9 with Paul Radomski from DNR. I believe the time is 11 am-1 pm with RSVP to the Chamber beforehand. I'll send an email to Paul to see if I can get a title for his speech and get back to you.• Include the Water (Nibi) Walk (orientation on August 9, 1-4 at Blandin) and Water Walk around Pokegama on September 13-14. More info here: https://mnhum.org/event/pokegama-lake-nibi-walk/• If Jesse has details about the Water bar event, that can be put in the letter.• General opening info <p>Need one pager for distribution with bullet points</p> Draft in process, Shirley L and Jan B discussing target audience.	6-28-19	Shirley, ask Jan B to review	
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We Are Water Exhibit & Auxiliary Exhibits Public Relations & Marketing

<p>Outreach</p>	<p>Letter/email to interested groups Ask these groups to share with their mailing lists. Ask them to forward to their members—few would share an email list. Include summary content in the body of the email not just an attachment</p> <p><u>Recipients</u></p> <ul style="list-style-type: none"> • Itasca Waters members, past and present, and volunteers (Shirley) • Izaak Walton League (Shirley) • Earth Circle (Shirley) • Other environmental orgs in our area • DNR • AIS • ICOLA • Individual lake associations • SWCD • Environmental Services Itasca County • Community Ed • ISD 318 • ICC • Churches • Boy Scouts / Girl Scouts • YMCA • Circle of Healing • Reif • Itasca County Historical Society • MacRostie • Visit Grand Rapids • Morris Survey people • Downtown Business Association • Arts and Cultural Commission <p>Add Leech Lake Band Megan suggested an odd shaped postcard instead of an email See previous item that addresses content.</p>	<p>Complete by June 28, 2019</p>	<p>Sandy A, Shirley</p>	
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We Are Water Exhibit & Auxiliary Exhibits Public Relations & Marketing

Outreach	<p>Contact original WAW partners to share info for distribution Izaak Walton, KAXE, Lamke Broadcasting KOZY, Itasca Circle of Healing, IC Historical Society, MacRostie Art Center, SWCD Also Grand Rapids Chamber of Commerce and Visit Grand Rapids, RMB Labs– Are these right? Who else? Not being done.</p>			
Broadcast Media	<ul style="list-style-type: none"> • Contact Reif to put WAW event on their digital board (by the bridge on 169). They have agreed to do this but we need to give them the info. <p>Ask Shontel to do three for the remaining events—Water Bar, Nibi walk, opening—They need some specifics Zack will send Megan some graphics—Reif will rotate the content—water bar, exhibit,</p>	June 10, 2019	Megan	June 14, 2019 Via Email To Shantel & Lauren at City
Broadcast Media	<ul style="list-style-type: none"> • Call producers from local TV and Radio programs and ask to be interviewed a few days before the opening event. For TV, tell the producer you have a thumb drive of high-resolution photos that can be used for “B-Roll” – meaning the photos or video the news cuts away to when the camera is not on the reporter or guest <p>Call 2-4 weeks in advance, concentrate on opening KOZY, KAXE, WDIO—Dave did interview with Justin Eiles from Youth Summit. Zack will reach out for link that can be posted to IW Facebook. Megan has another contact (Renee) at WDIO. She thinks one of us should travel to Duluth for an interview about WAW and IW. Also Lakeland TV</p>	July 12, 2019	Megan	
Print Media	<ul style="list-style-type: none"> • Call those reporters who cover community, environment, and outdoors to make sure they got it and invite out to coffee to show your materials <p>Megan may also contact WCCO and will CC Jan Best and Zack. She will review her list of media with Jan B. Add to Megan’s list: Outdoor News, Tom Chapin Add Hibbing Megan will start contacting July 15 week but could use some PSA background for phone calls. Brian will prepare some PSAs (4 lines/30 seconds) and Jan B will get them to Megan. Megan will try to arrange for some interviews (not her)</p> <p>Question about MPR Water Month (July)—Jan S will email her donor contact, Megan will contact Julie Siple Jsiple@mpr.org</p>	July 8, 2019	Megan	

We Are Water Exhibit & Auxiliary Exhibits Public Relations & Marketing

Print Media	<ul style="list-style-type: none"> Press release <p>Herald Review Thursday before Sunday edition 8 am Wednesday July 3 dated for date of release</p> <p>Jan B working on press release. Megan can attach press release to all who are emailed.</p>	July 8	Jan B	
Print Media	<ul style="list-style-type: none"> Have a volunteer write an Op/Ed or letter to the editor about the exhibit coming and the local content to be included <p>Comes later than a press release</p> <p>Cec Riedman agreed to do this and Lynn will also ask Tim.</p>	July 22	Lynn	
Print Media	<ul style="list-style-type: none"> Phone reporters as a “courtesy call” the day of the event before 8am 	August 2		
Print Media	<ul style="list-style-type: none"> Send out a Media Alert about the opening event, alerting them there is something specific for them to cover <p>Press release</p>	July 12, 2019	Megan	
Print Media	<ul style="list-style-type: none"> Send two-three weeks out to media announcing exhibit is coming, background information, and offer to have a background conversation on the event. <p>Press release</p> <p>Megan needs original poster from MN Humanities—currently just have a photo version. Megan thought a PDF should work. Jan B has the original and will send to Zack to insert more specific text.</p>	July 8, 2019 Reminder: July 22, 2019	Megan	
Print Media	Individually the newspapers to be contacted. If there are people at newspapers we know, list their names as contacts.	July 12, 2019	Megan	
Print Media	Put box ads in the newspapers three weeks prior to event beginning July 15 week. May want to run some box ads during the exhibit.	July 12, 2019	Jan B	
Printed Materials	<p>Banner—On the corner of route 169 and route 2, there is currently a banner hanging on the building facing Route 2 for Schrek. We should see if IW can hang a banner there for WAW. Find out if we can, how much to rent that space, and who do they recommend for designing a banner, who to print it. There is a size limitation on all banners that hang there, I believe. The contact person for the banner is Ray Nikkel, ray@northcompassfinancial.com, phone 218-259-4722. This space seems to be rented far in advance, so contact them in the next two weeks. Depending on the costs for all this, our MN Hum grant should cover this. There is a possibility that Amber Powers, who redesigned our logo, could design a banner. The banner would need to have a bunch of logos on it (I think 6)...but they could be real small at the bottom. Ambers phone number is 218-244-6785 and her email is amber@creativenorthmn.com. They are no longer doing this.</p>	Banner	Pat L— contact Sandy A	Pat reached out but having a hard time to get Ray to respond.

We Are Water Exhibit & Auxiliary Exhibits Public Relations & Marketing

Printed material	Pull together common theme for poster, post card, banner, all printed, Facebook—uniform design—incorporate materials from MN Humanities and alter PDF add remaining events, Blandin Foundation	Week of June 18, 2019	Zack	
Printed materials	Poster/flyer – it’s a lot of work and might not be right for your organization Get Megan the original poster from MN Humanities—currently just have a photo version. Megan thought a PDF should work. Jan B has the original and will send to Zack to insert more specific text.	Week of June 18, 2019	Zack	
Social Media	Continue to post photos and little tidbits on this page as it will re-feed onto interested parties Facebook feeds Separate Facebook event page off Itasca Waters Zack will coordinate social media.	Each Week starting June 10, 2019 through week of each event	Zack	
Social Media	Create a Facebook Event page for the Opening Event a couple weeks out	June 13	Zack	Done
Social Media	Do a Facebook/ Instagram LIVE when it arrives and as it is being put together Zack will coordinate social media.	August 2	Zack	
Social Media	Post photos from previous exhibits on your org’s social media leading up the event to create excitement about it coming Zack will coordinate social media.	July 2019	Zack	

ATTACHMENT #6

DRAFT EMAIL ABOUT WE ARE WATER EVENTS

Subject: Coming to Grand Rapids Soon: We Are Water Events

To: Friends and Supporters of Itasca Waters

Minnesota has a very unusual geographic position. We sit atop a triple continental water divide. That triple divide is located at the “Hill of Three Waters” near Hibbing, Minnesota, just a few miles east of the Itasca County border. Water in Itasca County flows north to the Hudson Bay, east to the St. Lawrence River and south to the Gulf of Mexico. This means we are not receiving polluted water from other states, counties or provinces. But it also means what we do here matters.

Itasca Waters, in partnership with those listed below, will be hosting several unique events to highlight what our water resources are and the important relationship we have with water. Please join in the fun at one of the following:

- **Water Bar** Thursday, August 1st at Klockow Brewing, 36 SE 10th Street, Grand Rapids from 4:00-7:00 p.m.
 - Join us for the latest craze – Water Tasting for you (and your dog if he/she wants to come)
 - Entertainment & Food Truck
 - Hands-on art project

- **Opening Ceremony for We Are Water Travelling Exhibit**, Friday, August 2nd at the Reif Performing Arts Center, 720 NW Conifer Drive, Grand Rapids at ____ p.m.
 - Welcoming address by _____
 - Visit the interactive exhibit that will be on display until September 16, Mondays through Fridays from (hours _____)
 -

- **Nibi Water Walk** at Anishinaabe Day, Friday, August 9th at the KAXE Rotary Tent, 260 NE 2nd Street, Grand Rapids (time ____)
 - The Minnesota Humanities Center is partnering with the Nibi Walk program of the [Indigenous Peoples Task Force](#) and Sharon Day to host three water walks in "[We Are Water MN](#)" host communities.

Build your relationship with water in Minnesota through Nibi Walks. Participants walk the route of the river or lake and learn from this Anishinaabe spiritual and cultural practice. Each Nibi Walk has two parts: an orientation a few weeks before the walk itself and the active walks.

• August 9, 1:00–4:00pm: Orientation*

• September 13–14, all-day: Nibi Walk*

*You must attend the Orientation to attend the Nibi Walk.

Learn more and register → <http://bit.ly/2Uuhwki>

- **Chamber Luncheon**, Monday, September 9th at Timberlake Lodge, 144 SE 17th Street, Grand Rapids at noon. The featured speaker will be Paul Radomski, MN DNR Research Scientist, on the “Economic Impact of Water”. RSVP required to the Chamber at 326-_____.

Here's to healthy water, [or some other catchy closing]

A handwritten signature in blue ink that reads "David Lick". The signature is written in a cursive, flowing style.

Dave Lick, President and
Itasca Waters Board of Directors

PARTNERS: Minnesota Humanities Center, Minnesota Historical Society, Clean Water Land & Legacy Amendment and the Minnesota Departments of Agriculture, Health, Natural Resources and the MN Pollution Control Agency



Jan Sandberg <jan.f.sandberg@gmail.com>

Fwd: Itasca Waters/Agenda

2 messages

Jan <jbest51@yahoo.com>

Tue, Jul 9, 2019 at 9:29 PM

To: Jan Sandberg <jan.f.sandberg@gmail.com>, Jan <jbest51@yahoo.com>

Jan,

Is it too late to have this on the agenda? Using Nicole's idea (Milligan Studio) of paperboats for the Waterbar and NCROC events?

I'll need to get back to her soon since, if we do it...she needs time to make the boats.

Do you know if we're doing a tent/booth/table for Tall Timber Days by the Central School? If yes, we could have her send some boats for that too.

Jan Best
952-288-3838

Begin forwarded message:

From: Milligan Studio <themilliganstudio@gmail.com>**Date:** July 9, 2019 at 2:27:02 PM CDT**To:** Jan <jbest51@yahoo.com>, Jeff Davies <jdavies@ci.grand-rapids.mn.us>, Tom Pagel <tpagel@ci.grand-rapids.mn.us>**Cc:** Zack Simpson <zack@itascawaters.org>, Shirley Loeggering <pershirl@gmail.com>, Jesse Davis <jesse@moveitrealestate.com>**Subject: Re: Itasca Waters**

Hello!

So nice of you to write Jan...and cc all in.

We're all working on Memory of Water.... [For the progress report](#)

Our proposal had a community engagement element, so we're going to try to work these types of events into the time we're going to be installing...Mid August.

That said, this all sounds as if its happening before and/or after our install so we'll have to ship things to you...If that gets too dear, maybe you could pay the postage. :)

Let me know what you decide. As I have to make all the boats myself, please give me a couple of weeks lead time...

Thanks so much again!

Nicole

On Tue, Jul 9, 2019 at 1:50 PM Jan <jbest51@yahoo.com> wrote:

Thanks for contacting Itasca Waters, Nicole, about your memory of water paper boat idea. One idea we will be discussing with our board is using the paper boats in two of our events. One event is a WaterBar we're doing at Klockow, a local brewery. Itasca Waters will be involved in having local people taste three different waters. We'll have music, a food truck, and an art activity. We might be able to incorporate your Remembrance of water paper boat activity in this event.

We also have an event the end of August in which we will have a booth at a local festival.

The We Are Water exhibit has a display of paper water droplets in which people can write down water stories. So the paper boat activity might not fit there.

I will be discussing with others on our board if your idea would work for these other two events and will get back to you.

Is there a charge for your services?

Once we collect the boats, would we mail them to you? When your poem is ready, we could display it on our Facebook page. Is there anything more involved that we should know about?

We are looking forward to having Alan's permanent sculptures a part of our community. I noticed you had participated in Yaddo at one point. We used to live in Saratoga Springs and loved the influence of the arts in the community.

Jan Best
952-288-3838

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"ununtu botbo (ooh-noon-to boo-to) means the essence of being human. It speaks about humanness, gentleness, hospitality, putting yourself out on behalf of others, being vulnerable. It recognizes that my humanity is bound in yours, for we can only be human together." -Archbishop Desmond Tutu.

www.themilliganstudio.com

Jan Sandberg <jan.f.sandberg@gmail.com>
Reply-To: jan.f.sandberg@gmail.com
To: Jan <jbest51@yahoo.com>

Wed, Jul 10, 2019 at 6:52 AM

I can slot this under the We are Water item. I will send out an updated agenda later today.

I have not heard any discussion about Tall Timber Days.

[Quoted text hidden]

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Jan Sandberg
jan.f.sandberg@gmail.com



Jan Sandberg <jan.f.sandberg@gmail.com>

Fwd: connecting our exhibits

2 messages

Jan <jbest51@yahoo.com>

Wed, Jul 10, 2019 at 12:04 AM

To: Jan Sandberg <jan.f.sandberg@gmail.com>, Jan <jbest51@yahoo.com>, David Lick <wabana54@gmail.com>, Zack Simpson <zack@itascawaters.org>, Lynn Moratzka <lgn7739@me.com>, Brian Whittemore <brwhit44@gmail.com>, Sandy Anderson <sandy@lakehomes.com>, Shirley Loeggering <pershirl@gmail.com>, Jesse Davis <jesse@moveitrealestate.com>, Megan Christianson <megan@visitgrandrapids.com>, Benjamin Benoit <Benjamin.Benoit@llojibwe.org>, Pat Leistikow <PatandRodLeistikow@gmail.com>, Kathy Cone <kiffyl@hotmail.com>

I sent an email to Katie Marshall to see what she had in mind for IW collaborating on this August 3 MacCrostie event. Do you know if IW had discussed this while we were gone?

Jan Best
952-288-3838

Begin forwarded message:

From: Katie Marshall <katie@macrostieartcenter.org>
Date: June 26, 2019 at 12:49:58 PM CDT
To: Jan <jbest51@yahoo.com>, info@itascawaters.org
Subject: connecting our exhibits

Hi Zach (and cc'ing Jan since we have had some conversation about this already),

I'm with MacRostie Art Center and we are hosting a photography exhibit in our gallery that dovetails a bit with the We Are Water project. We've been trying to think of ways we can connect the two exhibits, so I'm just touching base about an idea.

Sam Baardman is a photographer from Winnipeg and will be showing his photos in a series called "Immersion". Unfortunately the opening reception for that is going to be the same time as the We Are Water opening (Friday, August 2) but he will also be in town on Saturday, August 3 and is interested in giving a longer artist talk here at the gallery on that date either late morning or early afternoon. We're a little hesitant since it's Tall Timber Days weekend and a Saturday in summer, but we thought if there was any interest from Itasca Waters in collaborating we might be able to draw in a few listeners. Not sure what you have on the schedule for August 3 and if you might be interested in co-programming. There would be no cost involved, just sharing in promotion efforts.

More about Sam: <http://www.sambaardman.com/>

His newest works aren't on the site, and this will be the first time they are shown, but it gives you an idea of the type of work he does. The show will be all black and white photography about the relationships between people and the rest of the natural world. He's done a lot of advocacy for water protection as part of an artists collective "River on the Run". Then he had a life-changing experience of falling through the ice in the Red River a couple years ago and it really impacted his art. He has since spent a lot of time creating self portraits of himself in natural environments that demonstrate an almost seamless transition from the human form to shapes and forms in nature. That's the short version -- just wanted to give you some context.

Let me know if you think there is any chance for collaborating on this. I'm sure you have a lot on your plate, so no hard feelings if it doesn't work out :-)

Best,
Katie

--

Katie Marshall | Executive Director

MacRostie Art Center

405 First Ave NW, Grand Rapids, MN 55744

Office hours: M-F, 9am - 5pm

P: [218.326.2697](tel:218.326.2697) | E: katie@macrostieartcenter.org

www.macrostieartcenter.org

Jan Sandberg <jan.f.sandberg@gmail.com>

Wed, Jul 10, 2019 at 6:58 AM

Reply-To: jan.f.sandberg@gmail.com

To: Jan <jbbest51@yahoo.com>

As far as I know there has been no communication with most of the initial partners (MacRostie, IKES, etc) for We are Water. No mention of this event but it sounds like a good idea. Can we cross market the event from Klockow or Reif to MacRostie?

[Quoted text hidden]

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Jan Sandberg

jan.f.sandberg@gmail.com

ATTACHMENT #9

KAXE Notes

Itasca Waters Shore Land Advisor Program

contact: Dave Lick 326-6837; wabana54@gmail.com; ItascaWaters.org

Others in the project:

Karen Terry, UMN Extension

Paul Radomski, DNR

Jesse Davis, Itasca Waters Board member

Dave is asking for publicity for this program; PSA

I think we can produce a series of 5 interviews this summer around the topics below.

Interviewees would be land owners who have adopted shore land projects designed to preserve water quality; volunteers (maybe with Jesse) explaining their work and the mission of the Advisor Program;

County Soil and Water staff

Volunteers (about 40 so far) visit people who live on lakes to educate/persuade them to develop a strategy to protect water quality.

5 focus areas:

Septic

Forestry

Erosion

Littoral Zone (the part of a lake or river that is close to the shore)

Buffers

What's at stake?

"People have to change the way they live on shore land" OR?...

"We Are Water" campaign: a series of "water bar" events in Bemidji, GR, Aitkin, Brainerd between August 2 and September 16



Jan Sandberg <jan.f.sandberg@gmail.com>

Dave L -- Report on Itasca Waters PSAs

Jan Sandberg <jan.f.sandberg@gmail.com>

Wed, Jul 3, 2019 at 4:04 PM

Reply-To: jan.f.sandberg@gmail.com

To: Benjamin Benoit <Benjamin.Benoit@llojbwe.org>, Brian Whittemore <brwhit44@gmail.com>, Dave Lick <wabana54@gmail.com>, Jan Best <jbest51@yahoo.com>, Jesse Davis <jesse@moveitrealestate.com>, Kathy Cone <kiffyl@hotmail.com>, Laura Connelly <ljcturningpoints@gmail.com>, Lynn Moratzka <lgm7739@me.com>, Pat Leistikow <PatandRodLeistikow@gmail.com>, Sandy Anderson <sandy@lakehomes.com>, Shirley Loegering <pershirl@gmail.com>, Zack Slmpson <zack@itascawaters.org>

Jesse, Lynn, Zack and Megan, Jan

I met with Kathy at KOZY this morning. She liked the idea of using citizens to help residents of the county adjust their shore land and suggested that the PSA's be no more than 80 words and last 20 to 30 seconds. She will begin running them as soon as we produce them and they edit if necessary. There is no charge, but I did volunteer to buy a few adds so that they generate some revenue. I did it the same way last year when they advertised our septic seminar. I ended up getting 60 or so PSAs and then bought \$300 of advertisements. I think they appreciated that. They will run them on all 3 stations and will either read them or we can record them. She suggested that there is a false deadline included to get people to act by contacting our website. They are willing to do them for us this year and next year. I have written a couple of them but of course mine are to long. Maybe anyone with an interest in composing the PSA could take a stab at it. I would like to get this going by mid July. I am going to ask Tim S to help. I think he will. Next I will contact KAXE and see if they are also willing to help us out. I think a couple of on radio interviews would also be beneficial. We should also contact WDIO TV. When they covered the YWS in May the camera man suggested we get a hold to them and they would do a story. If we contact Justin Liles and ask him who the camera man was we could contact the cameraman directly. As long as I am going on and on I stopped at Bloomer's garden center after I visited KOZY and dropped off a shoreland brochure and spoke to Becky Wilkins and Sharalee Hoard, it was good timing no one was at their store. They also understood the concept of citizen advisors and I think liked it. Zack I know we talked about you stopping by and you still can but the initial contact has been made. I suggested that Bloomers maybe have a few brochures on hand to give to customers. They are going to look at our website. They are willing to stock native plants they have 3 in stock now but would like a list of the plants to stock or at least know what we have in mind and then they will find the suppliers and I suggested that we were not expecting them to carry a large inventory but know where they could get them if our program and demand takes off. They said they would be glad to do that. I also asked them to tip us off to who may let us use their property as a demo. Both meetings were productive and I look forward to some feedback and suggestions from our board. Jan S please use this as my report for the exec board mtg. It may be somewhat unorganized but I think the info will help others get an idea of what we have in mind. Thanks.

Dave

--

Jan Sandberg

jan.f.sandberg@gmail.com

ATTACHMENT #12

Shoreland Advisors Strategy

Goal: Through the engagement of Shoreland Advisors with lakeshore owners about best management practices of their property, there will be an increased public interest to protect Itasca County's shoreland.

Timeline:

1. Conduct two meetings with potential advisors to discuss why and how the program would work and to get their feedback.
2. Construct a data base of potential advisors including those who were contacted via letter (Morris Survey, Master Gardeners) and those solicited by phone.
3. Engage Karen Terry from MN Extension Morris to conduct two workshops; a basic 101 class, and a land tour workshop. Filming these workshops will allow those who were unable to attend to get the training on their own time. It will be available on our website as an educational tool. A Notebook prepared by Karen, with helpful information about things that can be done to restore and preserve Shoreland will be given out. This notebook will be available digitally so it can be emailed to those who were unable to attend, or future Shoreland Advisors. Advisors will be given Shoreland Guides with our membership form and fall letter, to give out to people they visit. Prepare a Resource Guide which will be given to the lakeowners by the Shoreland Advisors. This guide will have local experts in septics, nurseries/native plants and contractors/experts. Have this guide available on our website under Shoreland Advisors button.
4. Begin marketing program. Start by sending out postcards to a targeted group using Move It Real Estates' parcelinfo database. Target one lake such as Pokegama, which is one of the two "future endangered lakes", according to the report Perry Loeggering gave us this month from the Mississippi Watershed meeting he attended. Deer Lake Association, one of the most active lake associations in the state, was the other lake but they are very active in working on improving their lake. Use Vista Print, which Zack and Sandy are familiar with, to print the postcard. An alternative is to have Amber Powers graphically design it, email it to Rapids Printing, and they send it out. Include our website in the postcard to drive people to our website.
5. The goal this summer 2019, is to get 20 lakeshore owners to request visits. We have one from the Morris survey group. If, after sending out cards, we don't achieve 20, send out emails to our members, ICOLA and lake associations.
6. Have Zack, and/or an IW board member, present the program to ICOLA's June or July meeting. Notify ICOLA in advance to get on the agenda. Have handouts that explain the program (I sent this to Zack and some other board members).
7. Contact lake associations to explain the program.
8. Send a press release to local newspapers, Star Tribune, Duluth Tribune, and Brainerd Dispatch. Send to other nonprofit groups in the state, MN Lakes and Rivers, county agencies, commissioners.
9. After a Shoreland Advisor visits a property owner, Laura interviews the owner as part of the Bush Engagement process. Laura will also take copies of the Shoreland Advisors program description to any groups or individuals she meets with, that she will give out. She also suggested she could take Shoreland Guides with her too. Laura indicated she can give her feedback results, from interviewing lakeshore owners who had a Shoreland Advisors visitation, back to us quickly in case we need to make adjustments.
10. After the Shoreland Advisor meets with a property owner, Zack will interview the advisor to get feedback. This way we can quickly correct or improve any issues that might arise and will allow IW to further engage the advisors.
11. Zack would be the scheduler. He would contact the Shoreland Advisor and would get the name, address, phone number, email of the property owner. He could encourage them to visit our website. Then he would contact the advisor so the landowner and advisor can set up a mutually agreeable time to meet.
12. Next year, hold a community event/ picnic with Shoreland Advisors, property owners and the public.



Jan Sandberg <jan.f.sandberg@gmail.com>

Fwd: Pokegama Lake map

4 messages

Jan <jbest51@yahoo.com>
To: Jan Sandberg <jan.f.sandberg@gmail.com>

Tue, Jul 9, 2019 at 10:06 AM

This should be included on the Quarterly agenda.

ATTACHMENT #13Jan Best
952-288-3838

Begin forwarded message:

From: "Steward, Dan (BWSR)" <dan.steward@state.mn.us>
Date: July 9, 2019 at 10:04:17 AM CDT
To: Jan <jbest51@yahoo.com>
Subject: RE: Pokegama Lake map

Hi Jan, I think Pokegama would be a good choice for the Shoreland Advisors program for a number of reasons. First it is a large high quality lake that is very important to Itasca County and the region.

Pokegama also ranks very high with a number of high quality habitat indicators including, cisco, wild rice, trout, outstanding terrestrial biodiversity, a high Wildlife Action Network Score and is a lake of Outstanding Biological Significance. As you know the watershed area southwest of Pokegama is largely permanently protected forestland, but the east side of the lake has much lower levels of protected forestland.

I have it written down to remember to bring a copy of the Pokegama map to the Quarterly meeting coming up on July 15th. If you have any questions, please contact me. Thank you.

-----Original Message-----

From: Jan [mailto:jbest51@yahoo.com]
Sent: Friday, July 05, 2019 3:51 PM
To: Steward, Dan (BWSR) <dan.steward@state.mn.us>
Subject: Pokegama Lake map

Dan,

I'd like to present to the Itasca Waters Executive Committee the idea of our contacting Pokegama north shore lake owners about our Shoreland Advisors program. Since that area of the lake is most in need of more trees/plants. Could you send me a couple of paragraphs as to why Pokegama would be a good choice for us to start with our Shoreland Advisors program? Is there any way you could share the Pokegama map with IW that showed the amount of forest coverage around the lake with easements shown?

Jan Best
952-288-3838

Jan <jbest51@yahoo.com> Tue, Jul 9, 2019 at 10:14 AM
To: Jan <jbest51@yahoo.com>, Jan Sandberg <jan.f.sandberg@gmail.com>, Lynn Moratzka <lmg7739@me.com>, David Lick <wabana54@gmail.com>, Zack Simpson <zack@itascawaters.org>, Brian Whittemore <brwhit44@gmail.com>, Sandy Anderson <sandy@lakehomes.com>, Shirley Loeggering <pershirl@gmail.com>, Jesse Davis <jesse@moveitrealstate.com>, Benjamin Benoit <Benjamin.Benoit@llojibwe.org>, Pat Leistikow <PatandRodLeistikow@gmail.com>, Kathy Cone <kiffyl@hotmail.com>, Laura Connelly <ljcturningpoints@gmail.com>, kerry@umn.edu, Megan Christianson <megan@visitgrandrapids.com>, marsh323@gmail.com, davin.tinquist@co.itasca.mn.us, Bill Grantges <bill@grantges.net>



INVOICE

Check # 2277

7/8/19

\$1,830.00

Bush/cont sur

July 2nd, 2019

Itasca Waters
P.O. Box 881
Grand Rapids, MN 55744

Professional Services & Expenses (June 2019)

Professional Services		
Activities	Hours	Fees
Community engagement		
• Connelly	9.0 hrs	\$1,350.00
• Zabinski	3.2 hrs	\$480.00
Total Services & Expenses	12.2hrs	\$1,830.00

Please remit payment to: Untapped, Inc.
PO Box 320
Grand Rapids, MN 55744

Community Engagement Summary (June 2019)

COMMUNITY OUTREACH

- Met with Tom Pagel and Matt Wegwerth (City of Grand Rapids) 6/3; talked about ways in which the city is organized to protect the quality of our water and the ways the things they believe residents could do to help keep our water clean. They are going to look at the survey we created and potentially send it to city residents.
- Interviewed Grand Rapids City Councilor Rick Blake (6/18).
- Interviewed County Commissioners Ben DeNucci & Leo Trunt and County Administrator Bret Skyles. Identified six County department heads for follow-up interviews.
- Convened focus group of Grand Rapids area business owners.

- Worked with Bud Stone (Grand Rapids Chamber of Commerce) to agree to distribution surveys via Chamber mailing. Agreed to convene a focus group of Chamber board of directors in August.
- Scheduled interviews for city councilors Tasha Connelly & Michelle Toven in July.

LAKE ASSOCIATIONS

- Facilitated human-centered design session around the question: how might we close the gap between best practices for sustained water quality and the beliefs and actions of people? 55 members of the Deer Lake Association were present for this exercise.
- Distributed online surveys via lake associations; 86 responses in June from property owners on Pokegama, Deer, Johnson, Shallow, Little Jay Gould, Dora, Lower Lawrence, Wabana, Island, Big Turtle, and Bigfork River.



Jan Sandberg <jan.f.sandberg@gmail.com>

Meeting with Bush

2 messages

David Lick <wabana54@gmail.com>

Fri, Jul 5, 2019 at 10:36 AM

To: William Marshall <marsh323@gmail.com>

Cc: Jan Sandberg <jan.f.sandberg@gmail.com>, Zack Simpson <zack@itascawaters.org>

Bill,

We have an exec mtg on Thursday. Please send Jan a short write up of the discussions and the people that were at the meeting. Asking you to write this up so all attendees can read it and we don't have to spend addl time explaining to the exec committee. I appreciated your help.

Thanks.

Dave

Bill Marshall <marsh323@gmail.com>

Wed, Jul 10, 2019 at 9:33 AM

To: David Lick <wabana54@gmail.com>

Cc: Jan Sandberg <jan.f.sandberg@gmail.com>, Zack Simpson <zack@itascawaters.org>

Hi Jan (and Dave and Zack):

Here's a quick write-up of the meeting with Bush last Wednesday that can be provided to members of the Exec. Board.

Sorry for being last minute!

Zach- I know you took some notes, so feel free to add relevant details where appropriate.

On Wednesday, July 3, Bush Foundation grant manager Rudy Guglielmo Jr. met with IWLP for lunch at 12:00 at Brewed Awakenings.

The purpose of the meeting, which was requested by Rudy, was to check-in on our progress with the grant and to offer his support and guidance.

Board members present: Dave Lick, Bill Marshall

Staff Present: Zack Simpson

Consultants present: Ed Zabinski & Laura Connelly (of UnTapped, Inc.)

The purpose of the grant work was reiterated as working toward a culture shift in Itasca County related to the protection of clean water. Consultants Ed and Laura summarized their work collecting information from stakeholders over the last 3 months. Discussion gravitated toward the importance of the opinions of key leaders and citizens, including commissioners, business owners, lake shore owners, anglers, and others of influence in our communities. Slow and steady progress in how these key stakeholders and influencers value clean water is how real change will occur as they change the minds of those around them.

Rudy mentioned the availability of supplemental funds specifically for technical expertise if the need should arise through our work on this grant specifically.

Zack took down notes as ideas came up throughout the meeting and indicated his plan to follow-up on a few things.

After Rudy departed, those remaining agreed that the meeting went well.

Let me know if you have any questions.

Thanks!

Bill

Bill Marshall
651-236-0558

7/10/2019

Gmail - Meeting with Bush

[Quoted text hidden]

ATTACHMENT #16

Report to Itasca Waters Executive Committee July 11, 2019

By Shirley Loegering

RE: NCROC Visitor Day August 22, 2019

The Executive Committee moved on June 6th to approve \$350.00 for this event (see proposed budget below), including two different size banners. I'm proposing Option two instead, but still within budget dollars approved. I might need a new motion to accept Option Two.

Under option two, I would only need the table runner for this event. However, there may be a need for an 8' hanging banner for other events. Also, I would like to purchase one or two nice, reusable water bottles as door prizes and a new header for our tri-fold display with our logo. We could put one of our new stickers on the bottles. Estimate \$20 each.

I have a quote for two different size banners from Silvertip Graphics in the horizontal color format with our logo and text at an estimated cost of \$173.69. This is a few dollars more than if ordered from an online company, but I feel there are benefits to ordering local.

- One 8' banner = \$100.0 + \$6.89 tax = \$106.89
- One 5' banner = \$62.50 + \$4.30 tax = 66.80
 - o These are better suited for hanging than trying to tie on the front of a table

Display Plans, with assistance from Zack Simpson:

- Tri-fold display board (see samples sent via email). I will bring large mock-up to meeting.
- Hand out "12 things to protect water" leaflet as provided by We are Water
- Informational poster about wells in Itasca County
- Have a dozen water testing kits available from RMB labs
- Join Itasca Waters Sign
- Shoreland Guides available with our membership apps inside
- Bob Conzemius with his water hydraulics model

Budget for NCROC Display - August 22, 2019

<u>Expenses:</u>	Est. Exp.	Income	Option Two
Handout printing	50		0
GIS Map Printing by County	0		0
Two banners (5' and 8')	200		0
One 8' vinyl banner w/ grommets for hanging			106.89
Bob Conzemius	100		100
One 3' x 5.67' table runner w/ logo (hangs over middle of any table w/ our own cloth)			40.5
Print new header for tri-fold display (Rapids Printing)			16
Door Prizes (2 reusable water bottles)			45
<u>Income:</u>			
From new Blandin grant (approved 6-6-19)		350	
Total estimate	350	350	308.39

Itasca County Water Facts:

One County / Six Major Watersheds

- ◆ Upper Mississippi (Headwaters)
- ◆ Upper Mississippi (Grand Rapids)
- ◆ Big Fork River
- ◆ Little Fork River (small portion)
- ◆ St. Louis River (small portion)
- ◆ Upper and Lower Red Lake (small portion)

Map of six watersheds

Over 1,000 lakes (950 over 10 acres) or 170,000 acres of lake = 9% of Itasca County land area of 1,874,000 acres

1,853 miles of streams, including

- ◆ 119 miles of Mississippi River
- ◆ 71 miles of Big Fork River

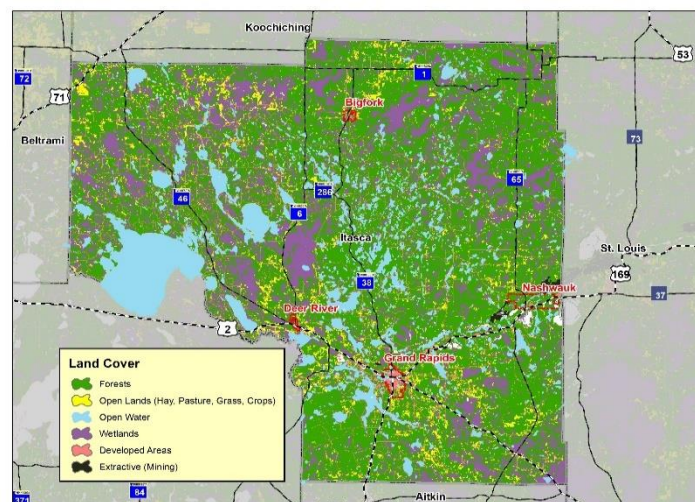
2,630 miles of lakeshore

Compared to 1,100 miles of California coastline

550,000 acres of wetlands, about 1/3 of total Itasca County land surface

70% of Minnesotans use groundwater as a drinking source

- ◆ Much of our area has surficial sand aquifers, thus, many shallow wells
- ◆ Water table depths in Itasca County are often less than 25 feet
- ◆ Well head protection plans are required for public water systems



Things we can do to protect our water:

- ◆ Make certain your septic system is functioning properly
- ◆ Seal unused wells
- ◆ Allow native plants and grasses to grow along shorelines
- ◆ Create spaces for water to soak into the ground
 - Rain gardens
 - Native plant gardens
- ◆ Decrease water use, especially summer landscape watering
- ◆ Minimize use of fertilizers and pesticides
- ◆ Use non-toxic cleaning and personal care products
- ◆ Dispose household hazardous wastes properly
- ◆ Pick up pet wastes
- ◆ Follow guidelines for preventing invasive species on their “What should you do” page at:
<https://www.dnr.state.mn.us/invasives/preventspread.html>
- ◆ Dispose of unused medications at drop sites, **NOT** in drain or toilet
 - Drop site at Grand Itasca Clinic & Hospital Pharmacy
 - Drop site at Itasca County Sheriff's Department

Other ways:

- ◆ Join a lake association
- ◆ Have your well water tested. Kits available at Itasca County Environmental Services

Join Itasca Waters

Check out our Shoreland Advisor Program

Follow us @ Itasca Waters

QR Code



**Link to our
website**



**Link to our
Facebook**

Did you know?
Itasca County waters are located on a triple continental divide—one of only two in the United States!

What we do here matters!

What we put down our drains, on our lawns and through our public water treatment plants can flow one of three places:

- North to Hudson Bay
- East through Lake Superior to the St. Lawrence Seaway
- South to the Gulf of Mexico



Blow-up of triple divide section on the map.

ATTACHMENT #17

Summary of Past Executive Committee Actions—May 2019 – July 2019

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

May 2019

None

June 2019

Motion to approve up to \$350 for two banners-- 8' x 2' and 5' x 2' -- and \$100 stipend for the NCROC event with funds coming from the new Blandin grant. (Dave Lick, Kathy Cone) M/S/U

Motion to approve up to \$150 for small water-themed stickers that include Itasca Waters and logo with funds coming from the new Blandin grant. (Dave Lick, Jesse Davis)

July 2019

Motion to assign earned interest under the new Blandin grant. (Pat Leistikow, Jan Best) M/S/U

Motion to approve Zack moving forward on YouTube channel (Lynn Moratzka, Dave Lick) M/S/U

Motion to allocate up to \$200 Facebook promotion. (Dave Lick, Brian Whittemore) M/S/U

Motion to allocate up to \$500 for We are Water promotional activities. (Dave Lick, Lynn Moratzka) M/S/U

Motion to allocate up to \$300 for We are Water opening costs. (Dave Lick, Jan Best) M/S/U

Motion to allocate up to \$500 for NCROC expenses from Bush Foundation and Blandin Shoreland grants. (Pat Leistikow, Brian Whittemore) M/S/U

Motion to allocate up to \$100 for documents/training associated with adoption of Google Suites to be taken from board development in the Bush grant). (Dave Lick, Brian Whittemore) M/S/U