

# Itasca Waters Board Meeting Minutes

May 11, 2020 4:30 pm online via Zoom

Attendance (quorum 7 of voting Board): Present (P), Absent (A), Excused(E). Non-voting Technical Advisory Board (TAB)

Sandy Anderson	P	John Downing	P	Lynn Moratzka	P	Andy Arens (TAB)	A
Jan Best	P	Bill Grantges	A	Jan Sandberg	P	Benjamin Benoit (TAB)	A
Megan Christianson	P	Pat Leistikow	P	Davin Tinquist	A	Eric Raitanen (TAB)	A
Kathy Cone	A	David Lick	P	Brian Whittemore	P	Dan Steward (TAB)	A
Jesse Davis	P	Shirley Loegering	P			Dan Swenson (TAB)	A

Staff: Zack Simpson

Guests: Laura Connelly & Ed Zabinski from UnTapped (Bush grant)

Agenda Items/ Attachments A#--	Key Discussion/ Outcomes	Follow-up Needed By Whom/When
Call to order	Meeting called to order by Jesse Davis at about 4:35 pm	
1.a Agenda	The agenda was circulated in advance of the meeting. <i>Motion to approve the agenda with the Bush report (3.a) moved up to follow Financial reports (Lynn Moratzka, Pat Leistikow) M/S/U</i>	
1.b Minutes from April 6, 2020	The minutes were circulated after the April 6 meeting. <i>Motion to approve the minutes from April 6, 2020 (Brian Whittemore, John Downing ) M/S/U</i>	
1.c Financial Reports A#1.c-1, A#1.c-2., A#1.c-3. A#1.c-4, A#1.c-5, A#1.c-6	Pat reviewed the final summary cA#1.c-4--highlight is the cash balance in each bucket. Always be reminded that operating fund has a balance of \$58,000.  Discussion about assignment of Lamke spots (\$1,998) funded from Blandin Shoreland between Shoreland and Marketing.  Question if Bush Foundation report was done by May 1—Bill was asking Rudy for an extension. Bill has Laura’s report. Pat has grant to date funding for the report. NOTE: discussion later about Bill’s resignation and impact on reporting.  Question about Blandin funding—it is not yet received although the report was submitted.  <i>Motion to approve the Treasurer’s report. (Dave Lick, Jan Best ) M/S/U</i>	<ul style="list-style-type: none"> <li>• Pat will split the \$1,998 and it will be reflected in the next version of A#1.c-1.</li> <li>• Pat will follow up receipt of Blandin funding.</li> </ul>
1.d Ratify Past Actions of Executive Committee	None	
1.e President’s Report	Jesse said that essentially this has been a rocky start. He appreciates member support. <i>Motion to accept the President’s report by consensus.</i>	
1.f Coordinator’s Report A#1.f	Zack posted his report to Google Drive. Zack reviewed his report. <i>Motion to accept the Coordinator’s report. (Megan Christianson , Pat Leistikow ) M/S/U</i>	<ul style="list-style-type: none"> <li>• Zack to add Kathy Cone to Coordinator folder</li> <li>• Zack to forward MLR newsletter to donors</li> </ul>
<b>Committee Reports</b>		
2.a Executive/ Governance	No report	

Agenda Items/ Attachments A#--	Key Discussion/ Outcomes	Follow-up Needed By Whom/When
2.b Finance	No report	
2.c Grants	Trying to get committee to meet. Hopeful that Bill Marshall will continue.	
2.d Marketing A#2.d	<p>Sandy reviewed her detailed report. Terry presentation was great—we have a good photo of her for future use. Ongoing projects are under discussion—vertical banner could use some professional support (\$150), website changes are coming. YouTube channel is in the works—Bill Marshall was able to separate the IW and ICC channels. Discussed other video ideas—Shoreland visit, Beier’s.</p> <p>Dave asked about follow-up to the letters to a set of Pokegama lakeshore owners. Post that advisors plan to continue work soon.</p> <p>Question about marketing interface with other committees—need to coordinate</p>	<ul style="list-style-type: none"> <li>• Jan B has a few video project ideas to circulate to Lynn for Zack’s time, then full Board, then Exec Comm for approval.</li> <li>• Consider steps needed to clarify marketing interface with other committees</li> <li>• Jan S – send GPLA minutes to Board</li> </ul>
2.e Membership & Fundraising A#2.e	Shirley reviewed her report and work in progress.	
2.f Planning	No report—plan to start working on this late summer.	<ul style="list-style-type: none"> <li>• Consider process to recruit new Board members</li> </ul>
2.g Shoreland Advisors A#2.g	Dave reviewed recent activities, including the Terry presentation that dug into the science. Two issues easily added—AIS, aquatic zone.	
2.h Vision/New Projects	No report	
2.i Youth Water Summit	No report	
<b>Unfinished Business</b>		
<p>3.a Bush Grant Report A#3.a-1, A#3.a-2</p> <p>Moved up to after Financial report.</p>	<p>Laura and Ed worked off the table of contents from A#3.a-2. First year was listening and learning, now have results to identify key themes for action. Important for today is translating insights into action for year 2. Ed noted that the Appendix has the detail from stakeholder groups. See page 11 for the five plan elements.</p> <p>Advocacy &amp; Education—includes school districts, fishing guides, simplified shoreland companion guide (1-2 pp) for realtors and others.</p> <p>Leadership: Many elected officials think the water is clean, so no complaints=no issues, no action needed. Need to figure out how to get elected officials to consider issues even if constituents do not raise them. Note that some areas have concerns about potable drinking water. In contrast, further north folks are more inclined to exhibit good lakeshore practices. Lake associations differ from elected officials.</p> <p>Enforcement: cleaning station, signage, reminiscent of FireWise.</p> <p>Discussed pandemic analogy and acceptance of the need for behavior change. Fishing guides have a broader perspective and are a valuable resource. Resort owners are interested but funding is an issue.</p> <p>Monitoring and assessment: create countywide online map of water quality, for lake associations and those interested in monitoring water quality—John Downing noted problem keeping things current in the version that was pulled together several</p>	<ul style="list-style-type: none"> <li>• Communicate with Bill M about Bush report</li> </ul>

Agenda Items/ Attachments A#--	Key Discussion/ Outcomes	Follow-up Needed By Whom/When
	<p>years ago. The data was expensive. Laura—consider a less scientific way to do this.</p> <p>Brian suggested a new committee to focus on the ideas from this report and similar to develop a list for the Board. Ed &amp; Laura propose taking the 12 action items and assign timeline, perhaps working with a committee.</p> <p>Questions: (1) about developing relationship with Leech Lake band members—some trust issues (2) businesses favorable to IW</p> <p><i>Motion to accept the report and create a committee to work with Laura and Ed to focus on implementation. (Lynn Moratzka, Brian Whittemore) M/S/U</i></p>	<ul style="list-style-type: none"> <li>• Laura &amp; Ed: Look for possible members on the Bush Implementation (BI) committee.</li> <li>• ?--Create charter for BI committee: Board members are Brian, Jesse, Pat.</li> <li>• Zack--add folder to Google Drive for BI committee</li> </ul>
3.b NCROC	<p>Shirley cannot help with NCROC this year. Jesse noted that there have been some major limits in place for this year by ICC and no guarantee that event will happen this year.</p> <p>Jesse is willing to help if it does happen. Zack helped last year—talk to Lynn. It was a success last year.</p>	<ul style="list-style-type: none"> <li>• Jesse will help track NCROC—likelihood to occur, constraints.</li> <li>• Dave and Jesse will follow up with NCROC about plants.</li> </ul>
3.c Coordinator Job Description A#3.c	<p>Lynn walked through the revised description. Source of frustration is who can claim coordinator time—all requests should go through Lynn. Zack has revised his workplan in Google Drive. Responding to emails continues to be a challenge. She does not want to oversubscribe his time. One change to expand access to the work plan to all Board members.</p> <p><i>Motion to approve the revised coordinator job description as amended and make the work plan available to the full Board. (Jan Best, Shirley Loegering) Motion passed with one vote no.</i></p>	<ul style="list-style-type: none"> <li>• Zack to distribute work plan to full Board.</li> </ul>
3.d Project Form & Use A#3.d-1, A#3.d-2	<p>Members will continue to work on the form, include marketing involvement and administrative liaison approval. Process letter sent by Brian was not attached—Jan S will distribute to Board.</p> <p>Questions included the process, operating fund, length (two pages, one for budget).</p>	<ul style="list-style-type: none"> <li>• Jan S—distribute process letter to Board for comment.</li> </ul>
<b>New Business</b>		
4.a COVID-19 Response		<ul style="list-style-type: none"> <li>• Postpone to next Board meeting</li> </ul>
4.b Closed Meetings		<ul style="list-style-type: none"> <li>• Postpone to next Board meeting</li> </ul>
4.c Continue Zoom Meetings for Foreseeable Future	Consensus to continue to use Zoom until the end of the year.	
Adjournment	<i>Motion to adjourn meeting (7 pm) (Jan Sandberg, Brian Whittemore) M/S/U</i>	

### Upcoming Events

May 21, 2020	Youth Water Summit, Itasca County Fairgrounds
July 13, 2020	Board Meeting--4:30 pm, Blandin Meeting Room, Central Square Mall
September 14, 2020	Board Meeting--4:30 pm, Blandin Meeting Room, Central Square Mall
November 9, 2020	Board Meeting--4:30 pm, Blandin Meeting Room, Central Square Mall
January 11, 2020	Board Meeting--4:30 pm, Blandin Meeting Room, Central Square Mall

Executive Committee meetings are held as needed and communicated in advance to the Board and Technical Advisory Board.

ATTACHMENT A#1.c-1

2020 Budget Worksheet										
April 30, 2020	Itasca Waters Operating Projects						Blandin Operating (OLD) Projects			
	Membership Drive Budget	YTD	Operating Budget	YTD	Total Budget	Total YTD	Youth Water Summit Budget	Youth Water Summit YTD	Total Budget	Total YTD
<b>Revenues</b>										
Memberships and Donations			8,500.00	1,054.00	8,500.00	1,054.00				
Misc Grants			1,000.00		1,000.00	-				
Private Grants					-	-				
Memorials			250.00		250.00	-				
Edward Jones stock donation					-	-				
Edward Jones Sale					-	-				
Interest and Dividends			500.00	118.15	500.00	118.15				
Administrative fee			2,000.00		2,000.00	-				
Miscellaneous					-	-				
<b>Total Revenue</b>	-	-	12,250.00	1,172.15	12,250.00	1,172.15	-	-		-
<b>Expenditures</b>										
Contracted Services			200.00		200.00	-	700.00		700.00	
Salaries and Wages					-	-				-
Employer paid benefits			30.00	8.00	30.00	8.00				-
Telephone			1,800.00	374.27	1,800.00	374.27				-
Accounting Fees			3,000.00	497.80	3,000.00	497.80				-
Membership and Fees	600.00	66.22	1,300.00	400.00	1,900.00	466.22				-
Equipment					-	-				-
Fuel and Oil					-	-				-
Grant Administration Fee					-	-				-
Insurance			2,100.00	31.00	2,100.00	31.00				-
Interest and fees			25.00		25.00	-				-
Coordinator Mileage and Travel					-	-				-
Registration Conferences					-	-				-
Postage	700.00	220.00	125.00		825.00	220.00				-
Program Supplies			100.00	500.00	100.00	500.00	3,800.00		3,800.00	
Promotion			500.00		500.00	-	500.00		500.00	
Rental and Storage					-	-	500.00		500.00	
Repair and Maintenance					-	-				-
Office Supplies	100.00		200.00		300.00	-				-
Printing	600.00				600.00	-	500.00		500.00	
Website			500.00	681.66	500.00	681.66				-
<b>Total Expenditures</b>	2,000.00	286.22	9,880.00	2,492.73	11,880.00	2,778.95	6,000.00	-	6,000.00	-
<b>Revenues over(under) Expenditures</b>	(2,000.00)		2,370.00		370.00	(1,606.80)				

Blandin New - Shoreland Projects								Bush Foundation Projects							
Advisors Budget	Advisors YTD	Marketing Budget	Marketing YTD	Other Budget	Other YTD	Total Budget	Total YTD	Contracted Services Budget	Contracted Svc YTD	Board Develo Budget	Board Dev YTD	Other Budget	Other YTD	Total Budget	Total YTD
				40,000.00		40,000.00	-								
-	-	-	-	40,000.00	-	40,000.00	-	-	-	-	-	-	-	-	-
1,000.00				10,000.00		11,000.00	-	69,800.00	17,520.00	3,000.00				72,800.00	17,520.00
				45,000.00	6,666.64	45,000.00	6,666.64							-	-
				4,775.00	510.00	4,775.00	510.00							-	-
														-	-
	125.00						125.00					32.06		-	32.06
														-	-
				3,000.00		3,000.00	-							-	-
														-	-
				1,000.00		1,000.00	-			10.00		540.00		550.00	-
										200.00				200.00	-
				500.00		500.00	-			100.00		3,280.00		3,380.00	-
2,000.00	326.93			5,000.00		7,000.00	326.93			2,000.00		11,000.00	200.00	13,000.00	200.00
5,000.00	632.95	5,000.00	1,998.00	5,000.00		15,000.00	2,630.95							-	-
				4,350.00	1,070.70	4,350.00	1,070.70					4,903.00		4,903.00	-
														-	-
1,000.00					90.66	1,000.00	90.66			500.00				500.00	-
				1,000.00		1,000.00	-			500.00				500.00	-
				1,500.00	43.50	1,500.00	43.50							-	-
9,000.00	1,084.88	5,000.00	1,998.00	81,125.00	8,381.50	95,125.00	11,464.38	69,800.00	17,520.00	6,310.00	32.06	19,723.00	200.00	95,833.00	17,752.06

9:08 AM

05/07/20

Cash Basis

**Itasca Water Legacy Partnership**  
**Profit & Loss by Class**  
**All Transactions**

	Shoreland	TOTAL
<b>Ordinary Income/Expense</b>		
<b>Income</b>		
4220 · Grants	112,700.00	112,700.00
<b>Total Income</b>	112,700.00	112,700.00
<b>Gross Profit</b>	112,700.00	112,700.00
<b>Expense</b>		
7020 · Contract Services	12,044.05	12,044.05
7022 · License Fee	125.00	125.00
7060 · Program Supplies	881.93	881.93
7070 · Promotional and Advertising	7,540.79	7,540.79
7200 · Salaries and Wages		
7250 · Payroll Taxes	2,093.16	2,093.16
7200 · Salaries and Wages - Other	29,025.60	29,025.60
<b>Total 7200 · Salaries and Wages</b>	31,118.76	31,118.76
7545 · Supplies	34.34	34.34
7550 · Office Supplies		
7551 · Postage	595.68	595.68
7550 · Office Supplies - Other	3,118.10	3,118.10
<b>Total 7550 · Office Supplies</b>	3,713.78	3,713.78
7560 · Printing and copying	6,069.32	6,069.32
7565 · Office Rental Space	5,480.50	5,480.50
7580 · Website	3,351.50	3,351.50
8300 · Travel and lodging expense	982.24	982.24
<b>Total Expense</b>	71,342.21	71,342.21
<b>Net Ordinary Income</b>	41,357.79	41,357.79
<b>Net Income</b>	41,357.79	41,357.79

9:07 AM

05/07/20

Cash Basis

**Itasca Water Legacy Partnership**  
**Profit & Loss by Class**  
All Transactions

	<b>Bush Foundation</b>	<b>TOTAL</b>
<b>Ordinary Income/Expense</b>		
<b>Income</b>		
4220 · Grants	114,040.00	114,040.00
<b>Total Income</b>	<u>114,040.00</u>	<u>114,040.00</u>
<b>Gross Profit</b>	114,040.00	114,040.00
<b>Expense</b>		
7020 · Contract Services	34,741.33	34,741.33
7060 · Program Supplies	200.00	200.00
7550 · Office Supplies		
7551 · Postage	220.00	220.00
7550 · Office Supplies - Other	74.87	74.87
<b>Total 7550 · Office Supplies</b>	<u>294.87</u>	<u>294.87</u>
7712 · Board development	722.87	722.87
<b>Total Expense</b>	<u>35,959.07</u>	<u>35,959.07</u>
<b>Net Ordinary Income</b>	<u>78,080.93</u>	<u>78,080.93</u>
<b>Net Income</b>	<u><u>78,080.93</u></u>	<u><u>78,080.93</u></u>

**Itasca Water Legacy Partnership**  
**Profit & Loss by Class**  
 All Transactions

9:09 AM  
 05/07/20  
 Cash Basis

	Univ of Wis (Water Economic Study)	Water Legacy (Water Economic Study)	Total Water Economic Study	TOTAL
<b>Ordinary Income/Expense</b>				
Income				
4220 · Grants	97,300.00	60,008.31	157,308.31	157,308.31
5310 · Interest Earned	0.00	1,534.39	1,534.39	1,534.39
<b>Total Income</b>	<b>97,300.00</b>	<b>61,542.70</b>	<b>158,842.70</b>	<b>158,842.70</b>
<b>Gross Profit</b>	<b>97,300.00</b>	<b>61,542.70</b>	<b>158,842.70</b>	<b>158,842.70</b>
<b>Expense</b>				
7020 · Contract Services	87,094.00	2,416.40	89,510.40	89,510.40
7025 · Education	0.00	14,642.36	14,642.36	14,642.36
7030 · Event Expense	519.86	0.00	519.86	519.86
7060 · Program Supplies	0.00	19,049.60	19,049.60	19,049.60
7070 · Promotional and Advertising	0.00	72.56	72.56	72.56
7550 · Office Supplies				
7551 · Postage	0.00	55.00	55.00	55.00
<b>Total 7550 · Office Supplies</b>	<b>0.00</b>	<b>55.00</b>	<b>55.00</b>	<b>55.00</b>
<b>7560 · Printing and copying</b>	<b>0.00</b>	<b>197.27</b>	<b>197.27</b>	<b>197.27</b>
<b>7580 · Website</b>	<b>0.00</b>	<b>4,149.75</b>	<b>4,149.75</b>	<b>4,149.75</b>
<b>7600 · Grant Administrative Fee</b>	<b>9,686.14</b>	<b>0.00</b>	<b>9,686.14</b>	<b>9,686.14</b>
<b>8220 · Facility Rental and Storage</b>	<b>0.00</b>	<b>4,463.41</b>	<b>4,463.41</b>	<b>4,463.41</b>
<b>Total Expense</b>	<b>97,300.00</b>	<b>45,046.35</b>	<b>142,346.35</b>	<b>142,346.35</b>
<b>Net Ordinary Income</b>	<b>0.00</b>	<b>16,496.35</b>	<b>16,496.35</b>	<b>16,496.35</b>
<b>Other Income/Expense</b>				
Other Expense				
3210 · Fund To/From Funds	0.00	3,607.99	3,607.99	3,607.99
<b>Total Other Expense</b>	<b>0.00</b>	<b>3,607.99</b>	<b>3,607.99</b>	<b>3,607.99</b>
<b>Net Other Income</b>	<b>0.00</b>	<b>-3,607.99</b>	<b>-3,607.99</b>	<b>-3,607.99</b>
<b>Net Income</b>	<b>0.00</b>	<b>12,888.36</b>	<b>12,888.36</b>	<b>12,888.36</b>



**Itasca Water Legacy Partnership**  
**Balance Sheet by Class**  
As of April 30, 2020

	<u>Bush Foundation</u>	<u>Gen-Water Legacy</u>	<u>Memorials</u>	<u>Shoreland</u>	<u>Water Economic Study</u> <u>Water Legacy</u>
<b>ASSETS</b>					
<b>Current Assets</b>					
<b>Checking/Savings</b>					
1010 - Cash in Bank	-21,919.07	22,093.92	3,583.12	41,641.29	-12,467.63
1070 - Savings & short-term Investment	100,000.00	34,738.78	0.00	0.00	25,355.99
<b>Total Checking/Savings</b>	<u>78,080.93</u>	<u>56,832.70</u>	<u>3,583.12</u>	<u>41,641.29</u>	<u>12,888.36</u>
<b>Total Current Assets</b>	<u>78,080.93</u>	<u>56,832.70</u>	<u>3,583.12</u>	<u>41,641.29</u>	<u>12,888.36</u>
<b>TOTAL ASSETS</b>	<u><u>78,080.93</u></u>	<u><u>56,832.70</u></u>	<u><u>3,583.12</u></u>	<u><u>41,641.29</u></u>	<u><u>12,888.36</u></u>
<b>LIABILITIES &amp; EQUITY</b>					
<b>Liabilities</b>					
<b>Current Liabilities</b>					
<b>Other Current Liabilities</b>					
2120 - Payroll Withholding	0.00	0.00	0.00	283.50	0.00
<b>Total Other Current Liabilities</b>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>283.50</u>	<u>0.00</u>
<b>Total Current Liabilities</b>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>283.50</u>	<u>0.00</u>
<b>Total Liabilities</b>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>283.50</u>	<u>0.00</u>
<b>Equity</b>					
3100 - Contributed Capital	0.00	27,049.80	0.00	0.00	0.00
32000 - Net Assets (Close)	95,832.97	31,389.69	3,583.12	52,822.17	12,888.36
Net Income	-17,752.04	-1,606.79	0.00	-11,464.38	0.00
<b>Total Equity</b>	<u>78,080.93</u>	<u>56,832.70</u>	<u>3,583.12</u>	<u>41,357.79</u>	<u>12,888.36</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>78,080.93</u></u>	<u><u>56,832.70</u></u>	<u><u>3,583.12</u></u>	<u><u>41,641.29</u></u>	<u><u>12,888.36</u></u>

# Itasca Water Legacy Partnership Balance Sheet by Class

As of April 30, 2020

	Total Water Economic Study	Water Summit- Youth	We Are Water	TOTAL
<b>ASSETS</b>				
Current Assets				
Checking/Savings				
1010 - Cash in Bank	-12,467.63	-165.26	0.15	32,766.52
1070 - Savings & short-term investment	25,355.99	0.00	0.00	160,094.77
Total Checking/Savings	12,888.36	-165.26	0.15	192,861.29
Total Current Assets	12,888.36	-165.26	0.15	192,861.29
<b>TOTAL ASSETS</b>	<b>12,888.36</b>	<b>-165.26</b>	<b>0.15</b>	<b>192,861.29</b>
<b>LIABILITIES &amp; EQUITY</b>				
Liabilities				
Current Liabilities				
Other Current Liabilities	0.00	0.00	0.00	283.50
2120 - Payroll Withholding	0.00	0.00	0.00	283.50
Total Other Current Liabilities	0.00	0.00	0.00	283.50
Total Current Liabilities	0.00	0.00	0.00	283.50
Equity				
3100 - Contributed Capital	0.00	0.00	0.00	27,049.80
32000 - Net Assets (Close)	12,888.36	-165.26	0.15	196,351.20
Net Income	0.00	0.00	0.00	-30,823.21
Total Equity	12,888.36	-165.26	0.15	192,577.79
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>12,888.36</b>	<b>-165.26</b>	<b>0.15</b>	<b>192,861.29</b>

**Itasca Water Legacy Partnership**  
**Profit & Loss by Class**  
January through April 2020

	Bush Foundation	Gen-Water Legacy	Shoreland	TOTAL
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
4240 · Donations	0.00	142.00	0.00	142.00
5100 · Memberships	0.00	912.00	0.00	912.00
5310 · Interest Earned	0.00	118.15	0.00	118.15
<b>Total Income</b>	<b>0.00</b>	<b>1,172.15</b>	<b>0.00</b>	<b>1,172.15</b>
<b>Gross Profit</b>	<b>0.00</b>	<b>1,172.15</b>	<b>0.00</b>	<b>1,172.15</b>
<b>Expense</b>				
7020 · Contract Services	17,520.00	0.00	0.00	17,520.00
7022 · License Fee	0.00	0.00	125.00	125.00
7030 · Event Expense	0.00	500.00	0.00	500.00
7050 · Mailing and Postage Costs	0.00	220.00	0.00	220.00
7060 · Program Supplies	200.00	0.00	326.93	526.93
7070 · Promotional and Advertising	0.00	0.00	2,630.95	2,630.95
7200 · Salaries and Wages				
7250 · Payroll Taxes	0.00	8.00	510.00	518.00
7200 · Salaries and Wages - Other	0.00	0.00	6,666.64	6,666.64
<b>Total 7200 · Salaries and Wages</b>	<b>0.00</b>	<b>8.00</b>	<b>7,176.64</b>	<b>7,184.64</b>
7515 · Membership Drive	0.00	66.22	0.00	66.22
7520 · Accounting Fees	0.00	497.80	0.00	497.80
7535 · Dues and membership fees	0.00	400.00	0.00	400.00
7548 · Telephone	0.00	374.26	0.00	374.26
7550 · Office Supplies	0.00	0.00	90.66	90.66
7565 · Office Rental Space	0.00	0.00	1,070.70	1,070.70
7580 · Website	0.00	681.66	43.50	725.16
7712 · Board development	32.04	0.00	0.00	32.04
8520 · Insurance	0.00	31.00	0.00	31.00
<b>Total Expense</b>	<b>17,752.04</b>	<b>2,778.94</b>	<b>11,464.38</b>	<b>31,995.36</b>
<b>Net Ordinary Income</b>	<b>-17,752.04</b>	<b>-1,606.79</b>	<b>-11,464.38</b>	<b>-30,823.21</b>
<b>Net Income</b>	<b>-17,752.04</b>	<b>-1,606.79</b>	<b>-11,464.38</b>	<b>-30,823.21</b>

## ATTACHMENT A#1.c-4

Itasca Waters									
<b>April Summary</b>	<b>2020</b>								
Fiscal Year ending 12/31/2020								Youth Education	
May 7, 2020								Summit	
	IWLP	Membership		Bush	Shoreland	Shoreland	Shoreland	Blandin	
	Operating	FundraiDrive	Memorials	Foundation	Project	Marketing	Advisors	IWLP Operating	Total
<b>Revenue</b>									
<b>Beginning Balance 01/01/2020</b>	<b>59,673.60</b>	<b>-</b>	<b>2,183.75</b>	<b>95,832.99</b>	<b>52,822.32</b>		<b>-</b>	<b>12,888.36</b>	<b>223,401.02</b>
Memberships and Donations	1,054.00								1,054.00
Bush Grant									-
Blandin Grants									-
Miscellaneous grants									-
Minnesota Hummanities Grant									-
Memorials									-
Interest and Dividends	118.15								118.15
Gain(loss) on sale									
Administrative fee									-
Miscellaneous									-
Subtotal Revenue FY 2019	1,172.15	-	-	-	-	-	-	-	1,172.15
<b>Available Cash Revenue FY 2020</b>	<b>\$ 60,845.75</b>	<b>\$ -</b>	<b>\$ 2,183.75</b>	<b>\$ 95,832.99</b>	<b>\$ 52,822.32</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 12,888.36</b>	<b>\$ 224,573.17</b>
<b>Expenditures</b>									
Contracted Services				17,520.00					17,520.00
Salaries and Wages					6,666.64				6,666.64
Employer paid benefits	8.00				510.00				518.00
Board Development				32.06					32.06
Telephone	374.26								374.26
Accounting Fees	497.80								497.80
Dues and Memberships	400.00						125.00		525.00
Event Expense	500.00								500.00
Grant Administration Fee									-
Insurance	31.00								31.00
Interest and fees									-
Mileage and Travel									-
Registration Conferences									-
Postage		220.00							220.00
Education									-
Program Supplies				200.00			326.93		526.93
Office Supplies					90.66				90.66
Promotion						1,998.00	632.95		2,630.95
DonorSnap fees		66.22							66.22
Reimbursement Other									-
Rental and Storage					1,070.70				1,070.70
Repair and Maintenance									-
Printing									-
Website	681.66				43.50				725.16
<b>Subtotal Expenditures FY 2019</b>	<b>\$ 2,492.72</b>	<b>\$ 286.22</b>	<b>\$ -</b>	<b>\$ 17,752.06</b>	<b>\$ 8,381.50</b>	<b>\$ 1,998.00</b>	<b>\$ 1,084.88</b>	<b>\$ -</b>	<b>\$ 31,995.38</b>
<b>Ending Cash balance 04/30/2020</b>	<b>\$ 58,353.03</b>	<b>\$ (286.22)</b>	<b>\$ 2,183.75</b>	<b>\$ 78,080.93</b>	<b>\$ 44,440.82</b>	<b>\$ (1,998.00)</b>	<b>\$ (1,084.88)</b>	<b>\$ 12,888.36</b>	<b>\$ 192,577.79</b>
Checking									32,766.52
<b>Payroll timing differences</b>									(283.50)
Savings									160,094.77
Edward Jones									-
<b>Total Cash Balance 04/30/2020</b>									<b>\$ 192,577.79</b>

8:23 AM

05/07/20

# Itasca Water Legacy Partnership Reconciliation Summary

1070 · Savings & short-term investment, Period Ending 04/30/2020

---

	<u>Apr 30, 20</u>
Beginning Balance	160,081.61
Cleared Transactions	
Deposits and Credits - 1 Item	<u>13.16</u>
Total Cleared Transactions	<u>13.16</u>
Cleared Balance	<u><u>160,094.77</u></u>
Register Balance as of 04/30/2020	160,094.77
Ending Balance	160,094.77

---

8:51 AM  
05/07/20

**Itasca Water Legacy Partnership**  
**Reconciliation Summary**  
1010 - Cash in Bank, Period Ending 04/30/2020

---

	<u>Apr 30, 20</u>
<b>Beginning Balance</b>	49,123.99
<b>Cleared Transactions</b>	
Checks and Payments - 16 items	-8,780.87
Deposits and Credits - 3 items	181.00
<b>Total Cleared Transactions</b>	<u>-8,599.87</u>
<b>Cleared Balance</b>	<u><u>40,524.12</u></u>
<b>Uncleared Transactions</b>	
Checks and Payments - 3 items	-7,757.60
<b>Total Uncleared Transactions</b>	<u>-7,757.60</u>
<b>Register Balance as of 04/30/2020</b>	<u><u>32,766.52</u></u>
<b>Ending Balance</b>	32,766.52

**Itasca Water Legacy Partnership**  
**Reconciliation Detail**  
**1010 - Cash in Bank, Period Ending 04/30/2020**

Type	Date	Num	Name	Clr	Amount	Balance
<b>Beginning Balance</b>						49,123.99
<b>Cleared Transactions</b>						
<b>Checks and Payments - 16 items</b>						
Check	03/13/2020	2363	Gary Siegford	X	-78.72	-78.72
Check	03/31/2020	2372	unTapped	X	-2,910.00	-2,988.72
Check	03/31/2020	2368	Zachary Simpson	X	-691.58	-3,680.30
Check	03/31/2020	2369	Central Square Mall	X	-356.90	-4,037.20
Check	03/31/2020	2371	A T & T	X	-110.28	-4,147.48
Check	03/31/2020	2370	Paul Bunyan Comm	X	-99.37	-4,246.85
Check	04/02/2020	2373	Card Service Center	X	-405.30	-4,652.15
Check	04/02/2020	ach	Bankcard	X	-15.00	-4,667.15
Check	04/10/2020	2375	KOZY/KMFY/KBAJ	X	-1,998.00	-6,665.15
Check	04/10/2020	2374	Minnesota Lakes & ...	X	-150.00	-6,815.15
Check	04/13/2020	2377	A T & T	X	-13.14	-6,828.29
Check	04/15/2020	2376	Zachary Simpson	X	-691.58	-7,519.87
Check	04/16/2020	ach	US Treasury	X	-357.00	-7,876.87
Check	04/16/2020	ach	Mn Rev	X	-54.00	-7,930.87
Check	04/23/2020	2379	Lamar Companies	X	-630.00	-8,560.87
Check	04/23/2020	2378	United States Post ...	X	-220.00	-8,780.87
<b>Total Checks and Payments</b>					<b>-8,780.87</b>	<b>-8,780.87</b>
<b>Deposits and Credits - 3 items</b>						
Deposit	03/30/2020			X	30.00	30.00
Deposit	04/13/2020			X	50.00	80.00
Deposit	04/24/2020			X	101.00	181.00
<b>Total Deposits and Credits</b>					<b>181.00</b>	<b>181.00</b>
<b>Total Cleared Transactions</b>					<b>-8,599.87</b>	<b>-8,599.87</b>
<b>Cleared Balance</b>					<b>-8,599.87</b>	<b>40,524.12</b>
<b>Uncleared Transactions</b>						
<b>Checks and Payments - 3 items</b>						
Check	04/30/2020	2383	unTapped		-7,050.00	-7,050.00
Check	04/30/2020	2380	Zachary Simpson		-691.58	-7,741.58
Check	04/30/2020	2382	Card Service Center		-16.02	-7,757.60
<b>Total Checks and Payments</b>					<b>-7,757.60</b>	<b>-7,757.60</b>
<b>Total Uncleared Transactions</b>					<b>-7,757.60</b>	<b>-7,757.60</b>
<b>Register Balance as of 04/30/2020</b>					<b>-16,357.47</b>	<b>32,766.52</b>
<b>Ending Balance</b>					<b>-16,357.47</b>	<b>32,766.52</b>

## ATTACHMENT A#1.c-6

Itasca Water Legacy Partnership										Youth
Detail Fiscal Year 2020										Summit
April 30, 2020										
			IWLP	Membershp	IWLP	Bush	Blandin	Blandin/S	Shoreland	Blandin
			Operating	Drive/Fundraising	Memorial	Foundation	Shoreland	Marketing	Advisors	IWLP
<b>Beginning Balances 01/01/2020</b>			<b>59,673.60</b>		<b>2,183.75</b>	<b>95,832.99</b>	<b>52,822.32</b>		<b>12,888.36</b>	<b>223,401.02</b>
Check #	Date	Name	Amount							
										-
ACH	1/2/2020	DonerSnap fees	19.06		19.06					19.06
2344	1/9/2020	Forest Lake Restaurant	200.00			200.00				200.00
2345	1/15/2020	Zachary Simpson	691.58				691.58			691.58
	1/15/2020	Withholding	141.75				141.75			141.75
2346	1/20/2020	Kirk Gilbertson	79.20	79.20						79.20
2347	1/28/2020	ICTV	250.00	250.00						250.00
2348	1/31/2020	Zachary Simpson	691.58				691.58			691.58
	1/31/2020	Withholding	141.75				141.75			141.75
2349	1/31/2020	Central Square Mall	356.90				356.90			356.90
2350	2/2/2020	AT&T	140.56	140.56						140.56
2351	2/3/2020	unTapped	3,840.00			3,840.00				3,840.00
ACH	2/3/2020	DonerSnap fees	15.00		15.00					15.00
2352	2/28/2020	Zachary Simpson	691.58				691.58			691.58
	2/28/2020	Withholding	141.75				141.75			141.75
2353	2/14/2020	Kirk Gilbertson	244.00	244.00						244.00
2354	2/18/2020	Zachary Simpson	691.58				691.58			691.58
	2/18/2020	Withholding	141.75				141.75			141.75
2355	2/26/2020	Northern Builders Asso	125.00						125.00	125.00
2356	2/29/2020	Central Square Mall	356.90				356.90			356.90
2357	2/28/2020	VOID	-							-
2358	2/28/2020	Card Service Center	175.47				90.66		84.81	175.47
	3/2/2020	DonerSnap fees	17.16		17.16					17.16
2359	3/13/2020	Zachary Simpson	691.58				691.58			691.58
	3/13/2020	Withholding	141.75				141.75			141.75
2360	3/13/2020	Itasca County SWCD	500.00	500.00						500.00
2361	3/13/2020	unTapped	3,720.00			3,720.00				3,720.00
2362	3/13/2020	AT&T	110.28	110.28						110.28
2363	3/13/2020	Gary Siegford	78.72						78.72	78.72
2364	3/14/2020	Terry Barth Design LLC	43.50				43.50			43.50
2365	3/14/2020	One Republic - MN ARP	295.00	295.00						295.00
2366	3/16/2020	Paul Bunyan	359.36	359.36						359.36
2367	3/18/2020	Kirk Gilbertson	174.60	174.60						174.60
2368	3/31/2020	Zachary Simpson	691.58				691.58			691.58
	3/31/2020	Withholding	141.75				141.75			141.75
2369	3/31/2020	Central Square Mall	356.90				356.90			356.90
2370	3/31/2020	Paul Bunyan	99.37	99.37						99.37
2371	3/31/2020	AT&T	110.28	110.28						110.28
2372	3/31/2020	unTapped	2,910.00			2,910.00				2,910.00
2373	4/2/2020	Card Service Center	405.30							-
		IW/GoDaddy		222.93						222.93
		Bush - Zoom				16.02				16.02



Itasca Water Legacy Partnership											Youth	
Detail Fiscal Year 2020											Summit	
April 30, 2020												
			IWLP	Membershp	IWLP	Bush	Blandin	Blandin/S	Shoreland	Blandin		
			Operating	Drive/Fundraising	Memorial	Foundation	Shoreland	Marketing	Advisors	IWLP		
		Advisors Bldrs supply							163.40		163.40	
		Advisors Brewed promotionFB							2.95		2.95	
ACH	4/2/2020	DonerSnap fees	15.00		15.00						15.00	
2374	4/10/2020	MN Lakes and Rivers	150.00	150.00							150.00	
2375	4/10/2020	Lamke Broadcasting	1,998.00					1,998.00			1,998.00	
2376	4/15/2020	Zachary Simpson	691.58				691.58				691.58	
ACH	4/15/2020	Withholding	141.75				141.75				141.75	
2377	4/13/2020	AT&T	13.14	13.14							13.14	
2378	4/23/2020	USPS	220.00		220.00						220.00	
2379	4/23/2020	Lamar Companies	630.00						630.00		630.00	
2380	4/30/2080	Zachary Simpson	691.58				691.58				691.58	
ACH	4/30/2080	Withholding	141.75				141.75				141.75	
2381	4/30/2020	Central Square Mall	-				-				-	
2382	4/29/2020	Card Service Center	16.04			16.04					16.04	
2383	4/30/2020	unTapped	7,050.00			7,050.00					7,050.00	
											-	
		Unemployment	8.00	8.00							8.00	
		Payroll taxes	510.00				510.00				510.00	
											-	
<b>Total Expenditures</b>			<b>32,259.38</b>	<b>2,756.72</b>	<b>286.22</b>	<b>-</b>	<b>17,752.06</b>	<b>8,381.50</b>	<b>1,998.00</b>	<b>1,084.88</b>	<b>-</b>	<b>32,259.38</b>
Receipts												
	1/6/2020	Membership	50.00	50.00								50.00
	1/9/2020	Membership	50.00	50.00								50.00
	1/10/2020	GiveMN on line	100.00	100.00								100.00
	1/21/2020	Donation Blandin match	142.00	142.00								142.00
	1/21/2020	Membership	130.00	130.00								130.00
	1/22/2020	Insurance Western National	264.00	264.00								264.00
	1/22/2020	Membership	100.00	100.00								100.00
	1/28/2020	Membership	30.00	30.00								30.00
	1/31/2020	Interest	47.55	47.55								47.55
	2/3/2020	Membership	100.00	100.00								100.00
	2/21/2020	Online donations	71.00	71.00								71.00
	2/29/2020	Interest	39.02	39.02								39.02
	3/31/2020	Membership	100.00	100.00								100.00
	3/31/2020	Membership	30.00	30.00								30.00
	3/31/2020	Interest	18.42	18.42								18.42
	4/13/2020	Membership	50.00	50.00								50.00
	4/24/2020	Membership	101.00	101.00								101.00
	4/30/2020	Interest	13.16	13.16								13.16
												-
<b>Total Receipts</b>			<b>1,436.15</b>	<b>1,436.15</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>1,436.15</b>
<b>Current Balance</b>			<b>192,577.79</b>	<b>58,353.03</b>	<b>(286.22)</b>	<b>2,183.75</b>	<b>78,080.93</b>	<b>44,440.82</b>	<b>(1,998.00)</b>	<b>(1,084.88)</b>	<b>12,888.36</b>	<b>192,577.79</b>

## Coordinator's Report as of May 11, 2020

Below is an up-to-date report on what I have been working on. Please review and feel free to contact me with any questions you might have.

---

### **1) Spring Newsletter**

- a. Work has been done and the newsletter is in its final draft. Coordinating with Shirley, Lynn, and Jan Best for the final details.

### **2) Shoreland Newsletter**

- a. Shoreland newsletter is in its final form. Pending approval from Dave and it will be sent out the week of May 11th

### **3) Webpage Updates**

- a. Working with Terry and the marketing committee to create a news/events page on the Itasca Waters webpage.
- b. Working with Terry to add before and after imagery from Natural Shore Technologies Page to help promote visuals of healthy shoreline to prospective property owners.
- c. Added 2019 Annual Report to webpage

### **4) Shoreland Advisor Committee**

- a. Updated advisor list
- b. Working with Dave to brainstorm training/shadowing opportunities for advisors who have requested it.
- c. Working to begin coordinating shoreland visits with interested individuals who requested a visit in 2019 and also those who expressed interest at the recent Builders Show.
- d. Coordinating with Dave Lick and Karen Terry to post and distribute new slide presentation.

### **5) Marketing Committee**

- a. Ordered a projector, microphone, gimbal stick, adapter, and projector case for filming and presening purposes
  - i. These items all arrived the week of May 6th.
- b. Coordinating with committee members on event signage
- c. Coordinating with committee members on mall signage
  - i. Waiting to hear back from Mall Manager, Linda
  - ii. Have sent her the .JPEG image of our logo
- d. Working with committee members to develop social media strategy
- e. Planning a meeting with Beiers to film a mini-series on the native plants that they will be carrying this year.

### **6) Membership/Fundraising Committee**

- a. Brainstorming membership drive ideas
- b. Attended Committee Meeting to touch base with members

### **7) Social Media Strategy**

- a. Working with Marketing Committee to develop posting opportunities

- i. Daily themed postings
  - ii. Shoreland Advisor Interviews (Why they volunteer)
  - iii. Invasive/Native plant awareness postings
- b. Working with Bill Marshall to transfer ownership of the Itasca Waters YouTube channel

**8) Google Drive**

- a. Updated coordinator task list form
  - i. Invited Kathy, John D., Megan, and Sandy
  - ii. Waiting on Davin Tinquist

## Marketing Committee Agenda & Update 5/6/20

Attended by: Brian Whittemore, Jan Best, Megan Christianson, Jesse Davis, Zack Simpson & Sandy Anderson

Below is an update of what projects have been completed and also where we are with ongoing projects.

### Completed Projects:

- *Shoreland Advisors Billboard* on Hwy 169 has been installed
- *Radio Ads* have been completed and are currently airing on Kaxe and Lamke Broadcasting
- *Shoreland Slide Presentation* - the slide show done by Zack for Perry Loegering's thwarted presentation is very much done. Zack sent it to Brian and he can package it for any of us to use before an audience, once that's possible again. Also, the way in which he did it might make it useable as a standalone at a booth. Also, Dave has asked Karen Terry to put together a more scientific slideshow for more detail info and training.
- *Projector*, Gimbel stick, microphone and adaptors have been purchased and are at the IW office
- *On the House Radio Show* – asked Jesse to use his KAXE Radio show to promote the use of native plants and how it relates to shoreland health. His guest was Karen Terry and promoted that Beier's Nursery will be selling the plants this season. Aired: 5/8 at 8:10 am. We will get the recording from KAXE to add to our website and post on FB.

### Ongoing Projects:

- *Vertical Banner* – approved to purchase we need to design it – Megan & Brian volunteered to spearhead this project and hire a designer to help with it. Megan mentioned she has used Jenna Olson and thought we could the design part done for \$100-\$150.
- *Mall Signage* has been approved we need to design. Need dimensions of the sign from the Mall – Zack is waiting to hear back re- install, size etc.
- *Website Changes* – Sandy, Jan & Zack met with Terry Barth and discussed website changes to include a News/Events section, added email & phone number to the site pages, discussed more extended use of connecting posts from the site to FB. Terry has done some of this programming on the site we need to fill in with news & events articles before it goes live.
- *YouTube Channel* – IW hasn't been using their youtube channel effectively and it is not current. Zack is working with Bill Marshall to figure out access or to just create a new channel.

### New Ideas:

- Salt Smart Coaster Idea – later in the year possibly
- Additional Video Opportunities:
  - Dave doing a Shoreland Visit – Zack discussed with Dave

- Beier's with the native plants – do an mini clips of each variety of native plants. Zack & Jan are looking into this
  - Karen Terry webinar or slideshow – done through Dave
- Social Media Fodder:
  - Introduction of Shoreland Advisors (video it some would be willing) otherwise just info from the site with portraits – Meet the Advisors series
  - Themed FB subjects - Recognition Friday, Septic Thursdays, Watershed Wednesdays.
- Other Discussion:
  - Do we need to fill out project forms for all projects?
  - Can we hire Zack outside of his regular IW hours to do videoing for special projects?
  - Do we need board approval for of our project expenditures ?

**Membership-Fundraising Committee Report to the Board of Directors  
May 11, 2020 by Shirley Loegering**

Total membership donations for 2019 were \$9,640.97 and \$1,005 so far in 2020 with two new members.

The committee met on April 20<sup>th</sup> and May 7<sup>th</sup> and are working on the following goals:

1. Strategies to retain current donors
  - a. Keep members informed of IW activities with a Newsletter. The spring issue will probably be sent out this week
  - b. Give recognition with a special letter to the 60+ members who have been donating consistently since 2009, 10 and 11. We will be enclosing a Hummingbird/Butterfly seed packet from Breier's Greenhouse as a thank you gift.
2. New donor strategies
  - a. Developed a "Welcome to the Lake" postcard to be sent to all new lakeshore property owners.
3. Fundraising
  - a. Brainstormed possible "virtual" online fundraising strategies that could be held during the restriction due to Covid-19. Committee members will do some research and bring ideas to the May committee meeting.

Update to Itasca Waters Shoreland Advisors Committee May 7, 2020

Bill, Davin, John, Jon, Sam, Bryan, Ruth, Perry and Zack,

With the Corona virus "Shelter in Place" exercise taking place I felt it reasonable to provide an update and summary of discussions and business that has been done in committee and would like some feedback on a couple of projects that are in process.

Feb 6 meeting

- Provided budget, discussed billboard purchase, idea to buy advertising from KOZY/KMFY and additional spots from KAXE, article for Herald Review on the Shoreland Advisor program

Results: Bought Billboard, the billboard is on 169 So. Cost \$3000, the Shoreland committee had budgeted the \$3000. KOZY/KMFY ads were proposed from April 15- Aug 15. 1000 10 second ads at \$2.00 per add. Jim Lamke, the owner gave us a we buy 2 adds and he pays for a third add deal. Nice of him to contribute. The \$2000 will be split by shoreland and IW marketing. The Shoreland article Jon Byrne wrote was published in the Grand Rapids Herald on April 22. Marketing also increased the ads on KAXE and made an additional contribution of \$250 to KAXE.

April 6 phone conversation we discussed how to offer shoreland visits during the Covid-19 days. Three options were agreed on

- Make the visit and maintain social distancing
- Make the visit and communicate by phone with recommendations
- Add the requester to a list and make the visit at a later date

Use the mentoring system to make visits alleviating a need for additional training at this time.

Currently in the works:

- Karen Terry has been asked to prepare a 15 slide "Science of Shoreland" audio/ visual presentation that can be used at presentations that IW will be asked to do. Currently there is no power point for presenting at a public event other than the shoreline advisors program Zack formulated. The slide show will cover the 5 components of IW shoreline program: erosion, buffers, septic, forestry and the littoral zone, with emphasis on phosphorus, roots of vegetation, and slowing water down on properties near water. She will charge us \$425 for the program. Once I receive the show from Karen I will send for your review.
- Shoreline advisor newsletter to go out to all shoreland advisors, will be sent in the next couple of weeks
- U of M Extension is growing 8 native plants ready in 2021 and Beiers Greenhouse is selling natives.

One last thought keep in mind that the Aquatic Invasives are about as sneaky as Corona virus, CLEAN, DRAIN, DRY. Hope to see you in person one of these days. Dave





Check # 2383

4/30/2020

\$7050.00

Bush/contracted Svcs.

INVOICE



April 29, 2020

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

**Professional Services & Expenses (April 2020)**

Professional Services		
Activities	Hours	Fees
Community engagement		
• Connelly	22hrs	\$3300.00
• Zabinski	25hrs	\$3745.00
<b>Total Services &amp; Expenses</b>	<b>47hrs</b>	<b>\$7,050.00</b>

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

**Community Engagement Summary (April 2020)**

**April Activity**

- Compiling, synthesizing and contextualizing year one community engagement work into a written report.

# All Things Water: A Community Engagement Summary Report

Using Community-Driven Solutions to Protect Itasca County’s Greatest Natural Resource, Our Water

Prepared for Itasca Waters by:

## unTapped

Laura Connelly and Ed Zabinski

May 2020

### Table of Contents

Introduction .....	2
Methodology: Community Engagement Overview.....	2
What We Learned: Community Engagement Insights.....	3
Translating Insights Into Action.....	10
Conclusion.....	13
Appendix: Stakeholder Groups Lessons Learned.....	15
1. Itasca County Elected Officials.....	15
2. Lake Associations .....	18
3. Fishing Guides .....	21
4. Resorts.....	24
5. Realtors.....	25
6. Grand Rapids Business Community.....	27
7. General Public Human-Centered Design Focus Groups.....	31
8. County Board and Grand Rapids City Council.....	32

## Introduction

How might we close the gap between known best practices for sustained water quality and people's awareness and behaviors?

This is a vital question for the residents of Itasca County, home to over 1,400 freshwater lakes, major rivers (including the Mississippi) and multiple small creeks and streams.

In an attempt to answer this question, Itasca Waters applied for and received a Community Innovation grant from the Bush Foundation in early 2019. Itasca Waters is a nonprofit organization whose mission is to partner with other organizations and concerned citizens to maintain abundant, clean water for the region's continued health, enjoyment and economy. The two-year grant funded Itasca Waters' year-long community engagement process and a follow-up year to implement a community wide action plan to protect the county's water resources.

The goals of the community engagement process conducted from April 2019 to April 2020, were:

1. To learn from Itasca County residents about ways in which the quality of water in area lakes, rivers and streams impacts their lives while encouraging people to identify innovative ways to protect it.
2. To develop a community-defined vision and action plan. By leveraging newfound community awareness of the importance of clean water to their livelihoods, those insights will help identify actions needed to protect the quality of the water.

The following report is a summary of the community engagement process, insights learned, and recommendations for turning the insights into strategic actions.

## Methodology: Community Engagement Overview

An in-depth community engagement process—one that generates shared meaning and ownership—can help close the gap between proven water quality protection strategies and people's behaviors in Itasca County. If done effectively, this work could become a model for water protection in other communities.

Community engagement is both a process and an outcome. The community in this engagement project includes all Itasca County residents. The engagement process is a way to learn about the community's values and beliefs concerning the quality of the water in our lakes, rivers and streams. At the same time, engaging with people around a specific topic also gets people thinking about the idea. It increases awareness and informs the community about the importance of creating a community wide vision to protect the quality of our water. It is a way to uncover widespread thinking and beliefs that will help generate sustainable solutions to the challenges we face. Itasca Waters' goal of building the foundation for a grass-roots movement to protect Itasca County's water resources in perpetuity shaped the community engagement strategy. The community engagement strategy included the following initiatives.

- 1) *Review the existing ways in which people are working to monitor and protect the water quality in Itasca County's lakes, rivers and streams, and fully understand the current initiatives and public policies intended to protect water quality.*

There are numerous federal, state, county, city and township agencies whose portfolios include monitoring or managing water quality to some degree. Identifying the resources and programs already in place helps to focus on designing solutions that build on existing efforts. There are also multiple local and statewide organizations and individuals working to maintain high water quality in Itasca County.

2) *Interview community leaders and elected officials.*

An important component of generating a community wide action plan requires a solid understanding of how people in leadership and decision-making roles view the issue of protecting water quality.

3) *Gather input from a broad cross section of the community through public surveys, focus groups, personal interviews and human-centered design ideation sessions. Targeted populations included business owners and managers, resort owners, lake associations, lakeshore property owners, fishing guides, tribal members, realtors, and the general public.*

Changing behavior requires an understanding of the collective consciousness about water quality protection. What are people's perceptions about water quality, why is water quality important to them, how do they think it should be protected, and who do they think is responsible for making sure it is protected? Multiple engagement processes were used to engage with a wide cross section of community residents. A general survey was created. An article about the survey was generated in the *Grand Rapids Herald-Review*; it was discussed in a live KAXE-FM radio interview; the survey link was posted on several websites (the City of Grand Rapids, Itasca County the Grand Rapids Area Chamber of Commerce, and KAXE-FM); and the survey link was distributed via a broad email initiative. Human-centered design sessions were convened with the area's largest lake associations and the Grand Rapids business community. Focus groups were convened, and scores of one-on-one interviews were conducted throughout the county.

4) *Research behavior and social change models to use an implementation template.*

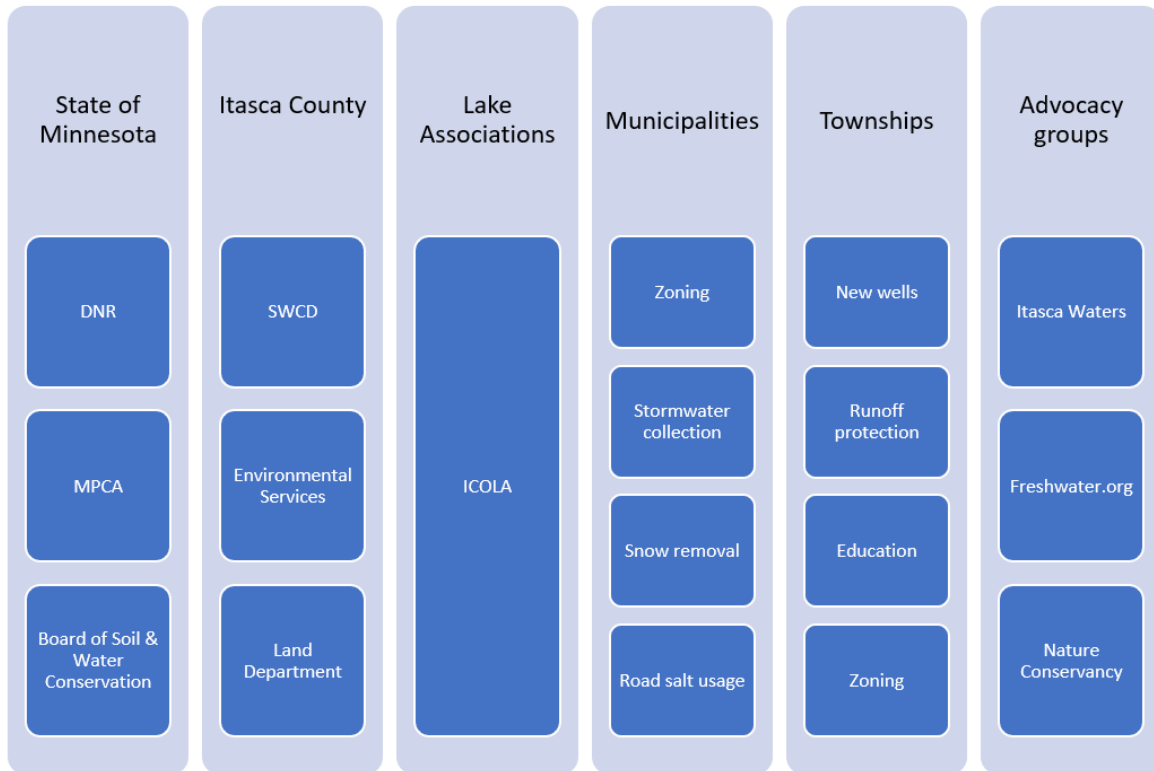
This portion of the work is on-going. Initially it seeks to understand how to permanently elevate the importance of water quality within the community consciousness and inspire new action that includes mechanisms to measure impact. It explores questions such as: How do you actually change people's perceptions, attitudes, and ultimately behavior? How do you understand people's behavior in the differing contexts of their lives? And how do you measure the impact of the changes you seek?

## **What We Learned: Community Engagement Insights**

### **A) Review of Current Local Initiatives and Public Policy**

There are a variety of local and statewide initiatives and programs intended to maintain high water quality in Itasca County. There is not, however, a coordinated system across all levels of government to protect public waters.

The graphic below summarizes existing programs managed by the following entities: State of Minnesota, Itasca County, lake associations, municipalities, townships and advocacy groups.



### Municipalities

- Stormwater ordinances; snow removal and disposal; road salt usage and alternatives; zoning; construction management permits; rain gardens

### Townships

- Stormwater runoff collection projects; well permits; education; zoning

### Itasca County

- Itasca County Soil and Water District: technical assistance, cost-sharing and natural resource management information and education; aquatic invasive species (AIS) monitoring and education
- Environmental Services Department: planning and zoning, zoning permitting, subsurface sewage treatment program, shoreland alterations permitting
- Land Department: public water access maintenance

### State of Minnesota

- Minnesota Board of Water and Soil Resources (BWSR): watershed management planning; financial assistance
- Minnesota Department of Natural Resources: groundwater strategic plans; groundwater usage monitoring; boat usage; invasive species management; water appropriations permits; well permits
- Minnesota Pollution Control Agency: stormwater permits; wastewater permits; lake water quality monitoring; training; financial assistance

### Advocacy groups

- Itasca Waters: education and advocacy
- Freshwater.org: education (Healthy Rivers and Lakes; Master Water Stewards) and advocacy

- Nature Conservancy: “Our Mississippi, Our Future”
- Minnesota Lakes and Rivers Advocates

#### Lake associations

Itasca Coalition of Lake Associations (ICOLA) includes 29 lake association members. Each lake association set its own priorities, and their work includes the following actions and programs.

- Education and implementation of improved shoreland management
- Promote education about AIS best practices
- Encourage citizen involvement in local government deliberations about water quality
- Invest in education initiatives related to water quality
- Sponsor shoreland advisors program

## **B) Elected Officials’ Insights**

### Townships and city councils

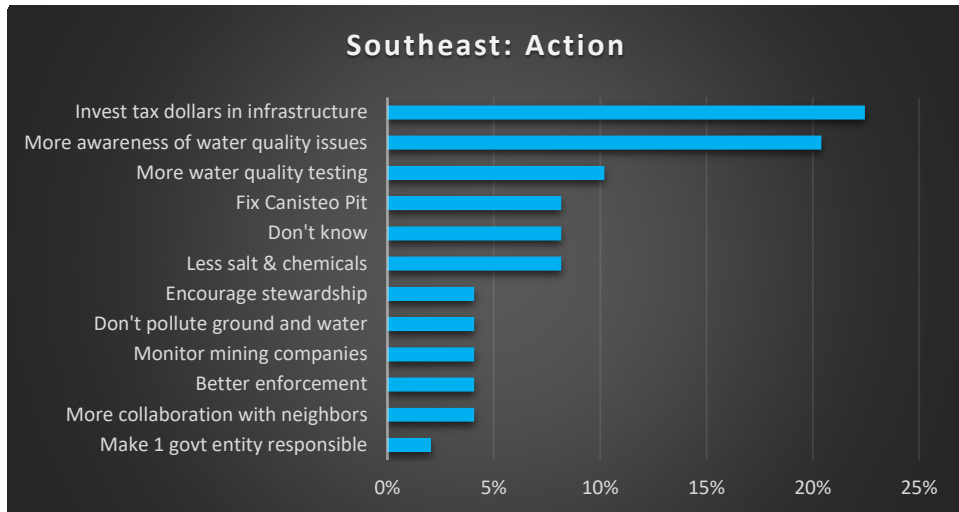
Over the course of the first year of the study, we interviewed elected officials from township boards and city councils representing populations of more than 400 people. For the purposes of the analysis, the county was divided roughly in half diagonally (creating northwest and southeast “regions”).

**Across the county, the focus on water quality varies widely.** Elected officials respond to issues that affect their constituents most directly and immediately. Localized issues (poor water supply and outdated infrastructure) appear to be much more critical for communities in the southeast (29%) than the northwest region (5%). When asked about voters’ perceptions of water quality, 40% of elected officials in the northwest region had not heard complaints about water quality or didn’t know what their voters felt about water quality.

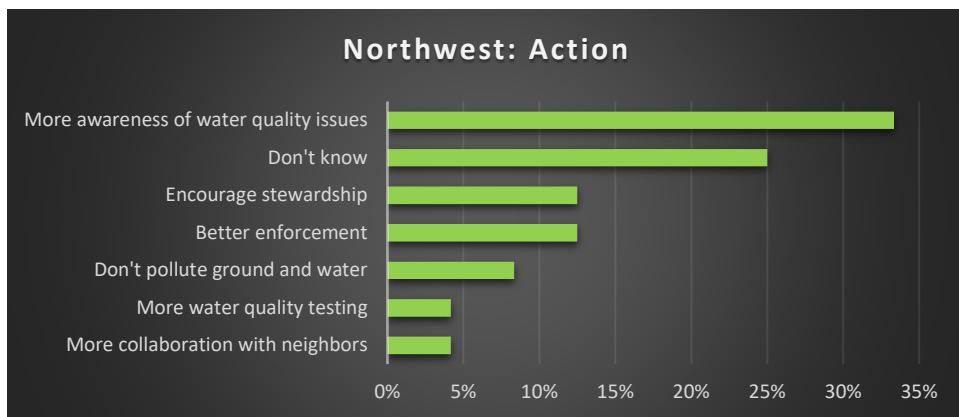
**Nearly all elected officials in the County (townships, cities and county) understand the correlation between good water quality and the well-being of tourism and the recreation economy generally in Itasca County.** There are no glaringly obvious and substantial variances in perspectives between office-holders in the two regions when asked about how good water quality impacts the area economically.

**Elected officials in the northwest region expect to rely far less on other units of government (33%) than the southeast region (53%) to help address water quality issues.** These elected officials are “the government,” but they either know they do not have the resources to deal with poor water quality or expect other entities (the State of Minnesota or federal agencies) to be available to help them solve those issues. Conversely, elected officials in the northwest region are more likely than their counterparts in the southeast region to identify “all of us” as being responsible (46% to 31%). These two observations are noteworthy as we look for ways to educate residents and visitors as well as for implementation partners.

One of the most significant ways in which elected officials from the two regions differ is evident in the responses to the question about what action should be taken to address water quality issues. **The southeast region communities, faced with drinking water quality and supply issues, are more inclined to see investing tax dollars in capital improvements as a high priority.** They also suggest more education and testing, as well as tackling issues related to former mining operations.

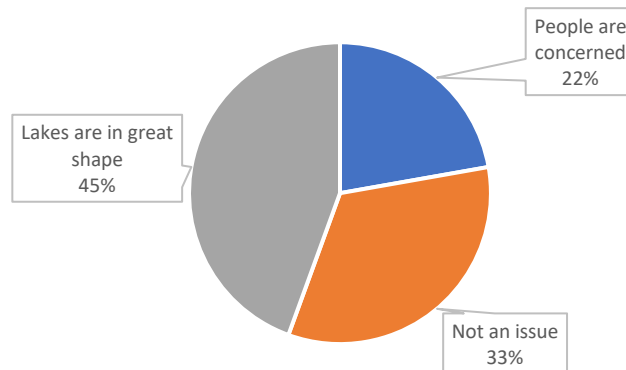


The northwest community officials recommend more education and better stewardship, but since water quality does not appear to be as much of a concern for residents in those communities, 25% had no specific ideas for taking action.

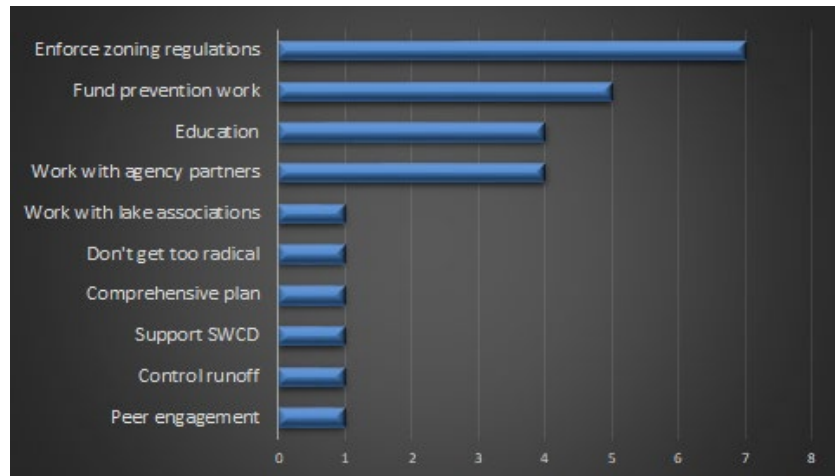


#### County board and City of Grand Rapids

Among the 10 people serving on the Itasca County board and the Grand Rapids city council (those officials representing the largest percentage of county residents), the graph of their perception of the quality of water here in Itasca County underscores one of the key learnings: there does not appear to be a sense of urgency about water quality (78% believe the water is in great shape or it is not an issue).



However, when asked to suggest ways to maintain or improve water quality, the initiatives they recommend suggest a close alignment with strategies that are being pursued by Itasca Waters and other advocacy groups.



### C) Key Stakeholder Insights

The following insights were gathered through public surveys, human-centered design ideation sessions, focus groups and personal interviews.

#### Perceptions of water quality

The vast majority of stakeholders in the county believe our water quality is high or very high. Lakeshore property owners and the business community generally have the highest perceptions (89% and 83%, respectively) of lake water quality, and realtors in particular believe that outstanding lake water quality drives the “up north” ethic. Fishing guides, whose occupation provides them opportunities to evaluate firsthand the subtle differences in water quality from lake to lake, are less likely to rank our water quality quite as high. They cite examples of water quality deteriorating slightly over time, but they remain ardent advocates for Itasca County lakes.

#### Reasons why water quality is important

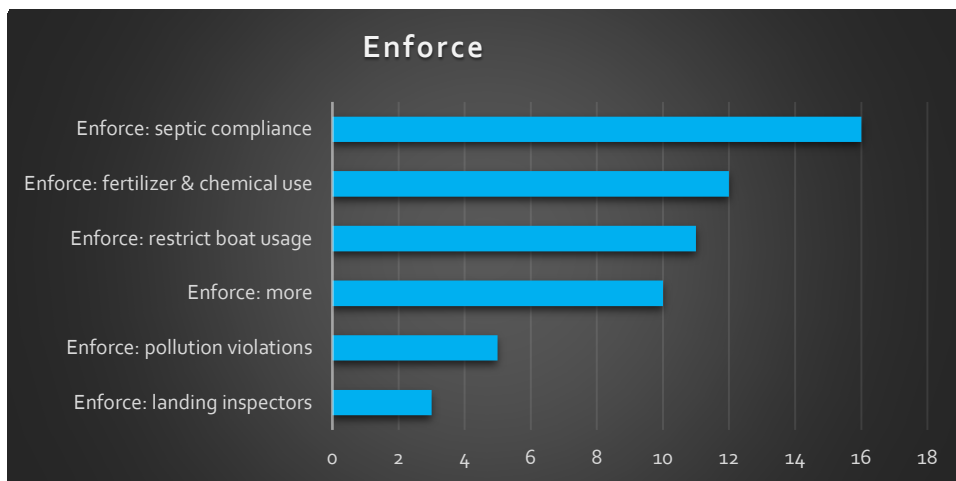
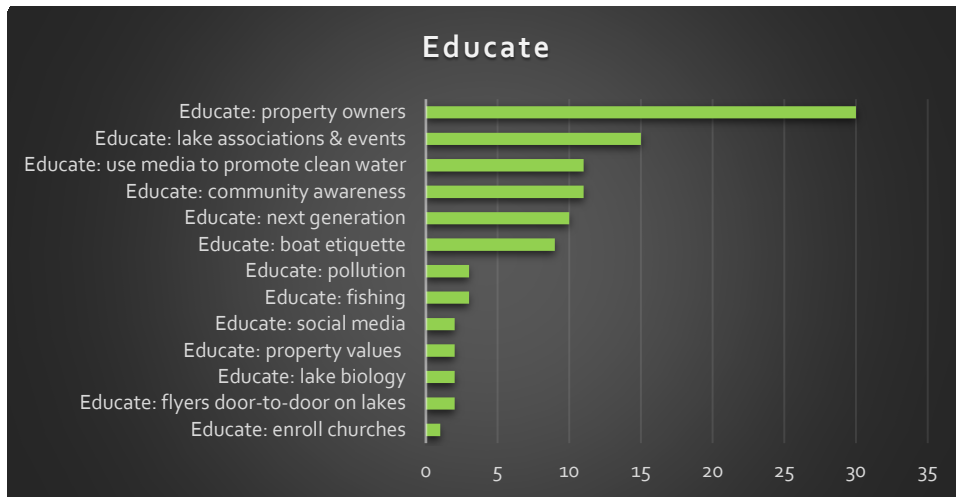
Most stakeholders cite recreation and the economy as the primary reasons for maintaining lake water quality. Stakeholders who depend on access to lakes for their livelihood (resorts, fishing guides, and realtors, to some extent) are adamant that water quality is directly linked to the area’s economic wellbeing. Lakeshore property owners place high value on recreation, but following closely behind is quality of life and preserving something of value for future generations. This is a motivation not found among other stakeholders. Business owners and city residents, even those with no direct lake access or economic stake in tourism, believe that having high quality water in our area is important for the overall quality of life in the region.

#### Actions to maintain water quality

Two primary strategies were recommended by all stakeholders: education and enforcement. Education in this context means informing and explaining to various constituencies the effects of various behaviors on water quality along with myriad other actions. Resorts, fishing guides, the business community and realtors all suggested educating the public as the primary initiative for changing behavior, with numerous



suggestions about how to accomplish that. Lakeshore owners are the single stakeholder group who recommend substantial emphasis on enforcement rather than education.



Responsibility for maintaining water quality

All stakeholders believe that the responsibility to protect water quality is broadly shared. Lakeshore owners and the business community see “everyone” as primarily responsible, while realtors and fishing guides put that onus on lakeshore owners and lake users. Government entities are close seconds on everyone’s list. The concerning observation about the responses to this question is that when people expect “everyone” to be responsible, then perhaps it becomes no one’s responsibility.

**D. Stakeholder-Specific Insights**

As identified in the Bush Community Innovation Grant, during recent water quality studies in Itasca County (conducted by Itasca Waters and partners), it became clear shoreland practices (erosion control, septic system compliance, buffer zone establishment, etc.) directly affected water quality. It also became clear that there is a disconnect between proven practices and on-the-ground behaviors.

To effectively address shoreland practices and influence behaviors, Itasca Waters wanted to discover innovative solutions. The following are stakeholder-specific insights to the question: “How might we close the gap between best known water quality protection practices and people’s behavior?”

### Itasca Waters Board of Directors

This group identifies relationships and education as keys to closing that gap. They see the need for a joining, non-polarizing approach to continue to build a grassroots movement, one that comes from the bottom-up vs. top-down, so that there is widespread shared understanding and shared responsibility within the community to protect our water.

### Residents Aged 45 and Under

This age group generally is concerned about and conscious of environmental issues. However, since many people under age 45 are juggling careers, raising kids and perhaps even helping their parents, the need to be intentional about protecting our water often gets pushed to the background. Figuring out multiple ways to bring this issue front and center without adding more work is key to keeping this group engaged. ‘Don’t overwhelm them with information’, we heard; ‘they don’t have time to listen.’ There is great value to this group to expand the ways their children are educated about water quality and to learn about which actions are needed to keep the water clean. As one parent noted, “My kids love the fifth-grade water summit. I wish that could be done for multiple grades in all the schools in the district, so it is institutionalized in the education curriculum.”

### Residents Over Age 45

This age group tends to see protecting water quality through the lens of legacy, the legacy of leaving pristine, usable lakes for future generations. They would like to see greater statewide buy-in, with more resources committed to protecting water quality instead of attempting to repair poor water quality. This group also identified the importance of learning from other communities dealing with poor water quality about what they would do differently if they could go back in time. Many reminisced about what the water was like in southern Minnesota when they were young, and they feel there is much to be learned.

### Local Fishing Enthusiasts

This group holds unique perspectives that we can learn from. Many of them fished local waters when they were kids, and they know how the water has changed and what that means for the fish population. They frequently fish multiple bodies of water, so they can readily compare and contrast the water quality in those lakes over time. They have insights into why that is and what that means for the fish. Fishing guides love the water and are open to learning and doing what it takes to protect it.

### Arts Community

This group generally understands the ways in which art has historically been a very effective way to affect change by creating greater awareness and highlighting community values. They identify creating public art which is reflective of community values as a way to increase awareness. Locally, art conveying the importance of our water continues to grow.

### Business Community

The business community sees a role for itself in increased water quality stewardship, advocacy, and education. Many business leaders suggested they could help by telling stories of how their businesses are directly affected by water quality, educating their staff about water quality protection, and using their voices to influence policymakers. They also felt that an immediate way to help close the gap is to financially support groups already working to address water quality protection.

### Resort Owners

The vast majority of resort owners are aware of the need to keep our lakes clean, and they talk with their guests about that. In particular, they talk about issues related to AIS and cleaning boats and trailers. However, only a handful of resorts have washing stations at their boat launches because they are expensive. Most lakes with public accesses in the county do not have washing stations, either. This stakeholder group views washing stations at public accesses as a key step to closing the gap. Most of them are prepared to provide educational materials to their guests.

### Tribal Members

This group commonly identified that closing the gap will require us to work diligently to change the common perception of a beautiful shoreline. We know that a natural shoreline is key to protecting the water quality, yet natural shorelines are not what many people imagine when they think of an attractive or beautiful shoreline. They also spoke of the need to continue building trust between Native Tribes and the County, perhaps by partnering to organize an event (for example, a wild rice tasting event) that brings us together and acts as a means to inform people about the importance of water to our quality of life.

### Lakeshore Owners

The most common responses from this group about how we might close the gap were: increasing education around water quality; being role models for best practices; monitoring public accesses and ensuring septic compliance.

### Elected Officials

There is a wide range of views among elected officials about how we might close the gap between best practices and people's behavior. At one end of the spectrum we heard that "the water is cleaner than it has ever been, and our constituents aren't bringing it up. So why do we need to worry about it?" We also heard that "we need to get our residents involved and knowledgeable about how their actions affect water quality. We need more information about the status of our water quality and what they can do to improve it. We need to get them the information so they can change their behavior."

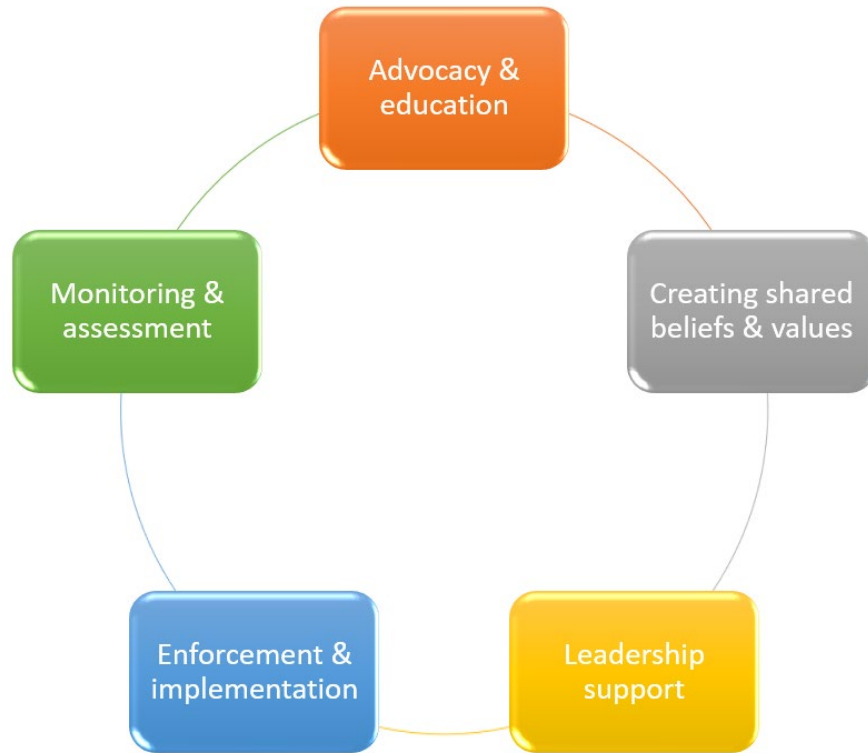
It is clear that concentrated effort is needed to organize community leaders and elected officials to be informed about and prioritize water quality protection. At the same time, we'll need to help shift the mindset to one of leading and modeling the importance of protecting water for our collective wellbeing.

### Realtors

Knowing they are the first point of contact for many new lake property owners, their role in closing the gap can be summed up by this response: "Our primary opportunity is to educate." There is consensus among this group that clear, simple and concise information about water quality would be useful.

## **Translating Insights Into Action**

Through the community engagement process, five elements of a community-wide plan to protect our waters emerged. Each component includes action steps that, when implemented, will create a more cohesive protection plan. The actions steps are by no means exhaustive, but rather the first steps that will put us on a trajectory to achieve a true community-wide water protection plan.



### (1) Creating Shared Community Beliefs, Values and Behaviors

It is important to note that in all aspects of the community engagement process, increasing public awareness is most effective if done in a tailored way to fit the social context of people’s lives. The objective of this effort: work to shift community consciousness about water quality from one of taking it for granted to one of gratitude and a commitment to protect it. This requires changing how individuals see themselves in relation to both the problem and also the solution.

It is easy for people who live and work in northern Minnesota to take clean water for granted. It is all around us. We can access its benefits year-round. Even during the coldest days of winter, we can head to a lake, drill a hole in the ice and catch fish for dinner. Behavioral change research shows that people change their behavior based on their perceptions of risk and the potential benefits of their behavior. They also assess the barriers preventing them from making the changes necessary to affect positive change. In this context, it means that since all the water around us is apparently clean, there is no perceived risk present. Changing behavior requires changing what they believe about correlations between seemingly harmless human actions and the impact of those actions on water quality before the impacts are truly visible (i.e., the water is visibly dirty, swimming in lakes is no longer safe, and fish have died).

As people are encouraged to adapt their behaviors, they are influenced by those around them. They decide to change their beliefs and behaviors based on how easily that aligns with their lived experience and meets their real needs. While some will seek out expert opinions and information, more often people will listen to and learn from people they know and trust.

#### Actions

- Make the importance of maintaining clean water much more visible to the community through a variety of multimedia approaches.

- Create platforms to continue to teach community values surrounding our water such as: story-telling for change, social media campaigns ([#weloveourwater](#), for example), and more.
- Plan events in collaboration with the Leech Lake Band to build relationships and educate about water quality.

## **(2) Encourage Advocacy, Education and Public Awareness**

People don't change their behavior simply by being provided information. Rather than simply attempting to increase individuals' knowledge, to be effective you must keep in the forefront of your change efforts the social context in which individual behavior takes place. Public awareness campaigns are critical in widespread change efforts, but they have to connect with the lived experiences of the people whose behavior you seek to change. If you are living in poverty, for example, and survival means simply meeting your basic needs, you act out of necessity. Burning garbage or dumping refuse in the woods is cheaper than paying for garbage disposal services. You may hop from lake to lake trying to catch fish for supper without thoroughly cleaning your boat. The education you will design for those folks is different than for someone who owns shoreland, has all their needs met and for whom "just close public access to public waters" seems to be an expedient solution to solving water quality problems in their lake.

Public awareness efforts and education need to start simply and work towards complexity, with each phase building off the previous one. People do not change their behavior based on data or science alone. While there is plenty of evidence that backs up the reasons to take action to protect water quality, people first need to see the value of clean water. Most people value clean water, but they don't connect the dots between their actions and water quality because clean water is all around us here in Itasca County. We want the value of the clean water to be front and center in everyone's minds, and once we establish that, we can move on to more complex education and awareness.

### Actions

- Create simple, widespread messaging around the importance of our water ("We love our water"). Messaging campaigns, though, will need to target a variety of audiences and mindsets to ensure the message fits their social context.
- Convene discussions among representatives of all four school districts that serve our area's children to ensure water quality education programs are part of their curriculum.
- Create a simplified version of the shoreland guide for broad distribution.

## **(3) Cultivating Leadership Support**

This initiative is focused on changing how people in public institutions address the problem. One critical step in creating change in the broader community is having people in positions of power act in ways reflective of the overall change you seek. There are subtle but large implications when people in positions of power have a fragmented approach to addressing problems. We will need to focus a great deal of energy in generating widespread and shared commitment to protecting our water by people in positions of power (elected officials and agency staff).

### Actions

- Create a county-wide proclamation to be endorsed by all units of government to promote shoreland best practices.

- Convene discussions with representatives of local units of government to limit shoreland development that threatens water quality, including the practices of planting and fertilizing lawns to the water's edge, clearcutting within buffer zones, and others.

#### (4) Enforcement & Implementation

No public policy intended to modify people's behavior is successful without regulations and enforcement. Recommendations for implementing policy changes and enforcing those guidelines must include methods of ensuring compliance.

##### Actions

- Develop a plan to encourage installation of washing stations throughout the county, with first priority for lakes that have AIS as well as lakes with heavy boat traffic.
- Explore creating a text messaging campaign using the County's broadcast alert system targeted to lake users.
- Encourage installation of signs at boat landings and other public access points throughout the county with the top three things people should do and thank people for protecting our water.

#### (5) Monitoring and Assessment

As with any major initiative, monitoring progress and then adjusting tactics will be essential to maintaining progress.

##### Action

- Promote the creation of a countywide interactive online map of lake water quality. Update the map with changes as data becomes available. Include updates on the installation of boat washing stations. Generate electronic alerts that flag developments that could become areas of concern.

## Conclusion

The grant application to the Bush Foundation included the following justification for this community engagement project.

*Itasca County's water resources are a primary reason why many people choose to live and work here. In addition, they form the foundation of the county's tourism economy. Taking community-driven steps to protect the quality of local water resources will not only help preserve current jobs and a way of life, but will bolster the ability of the local economy to grow new jobs and opportunities in the future.*

*Without clean lakes, Itasca County would be a different place. Residents would look for recreational opportunities and connection with nature elsewhere. Some might even move away. Businesses would have less reason to expand in or relocate to Itasca County. Visitors, the majority of whom travel to Itasca County because of its water resources, would turn to other areas of the state or country when planning their vacations or buying a cabin or second home.*

The work described in the preceding pages of this report is focused on permanently altering the community mindset about water quality. The objectives are to create tangible and accessible tools that can be used to take action to protect water quality and fortify the county and its communities well into the

future. The next year of implementation will set in motion the recommended actions to help achieve those objectives.

# Appendix: Stakeholder Groups Lessons Learned

## I. Itasca County Elected Officials

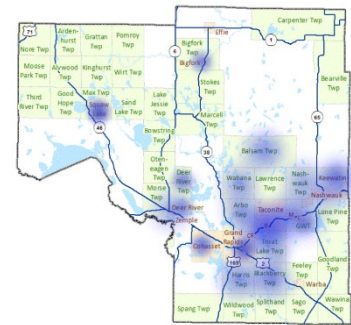
### By the Numbers

- 55 elected officials interviewed in 20 local units of government (excluding City of Grand Rapids and Itasca County Board of Commissioners)
- Interviews conducted from November 2019 to January 2020
- Nearly half (45%) of the elected officials we interviewed live on a lake or river in Itasca County or own a second home on a lake or river within the county.

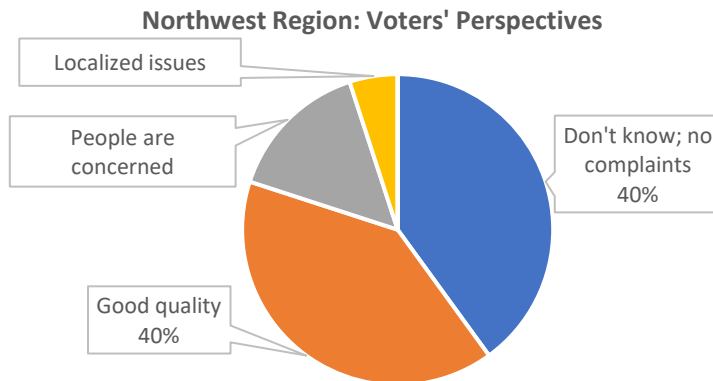
The shaded areas on the map identify the respondents' residences.

### Survey questions

1. Do you live on a lake or river? If so, which one?
2. What do your constituents think about the quality of water (lakes, rivers and streams) in Itasca County?
3. What is your understanding of the impact of good water quality on the economy of Itasca County?
4. Who do you think is responsible for water quality in Itasca County?
5. What do you think the city/township should do to protect water quality in our area?

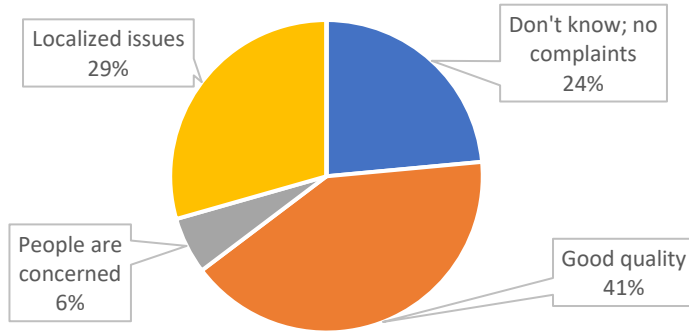


### What do your constituents think about the quality of water (lakes, rivers and streams) in Itasca County?





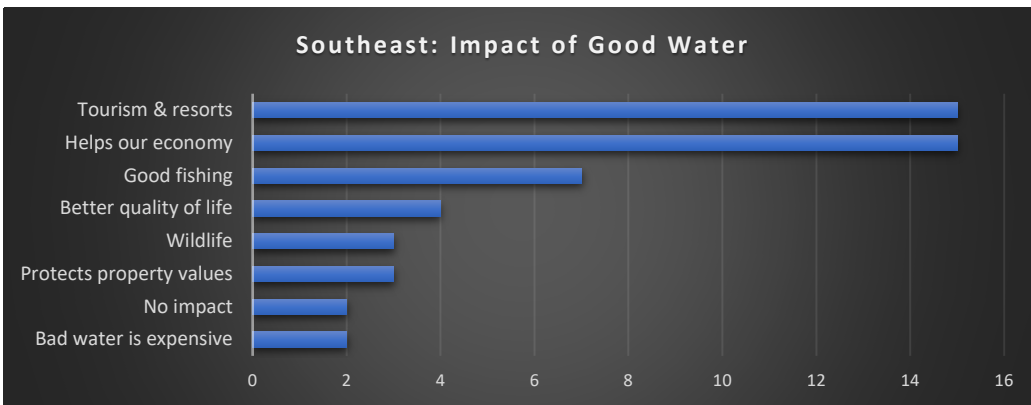
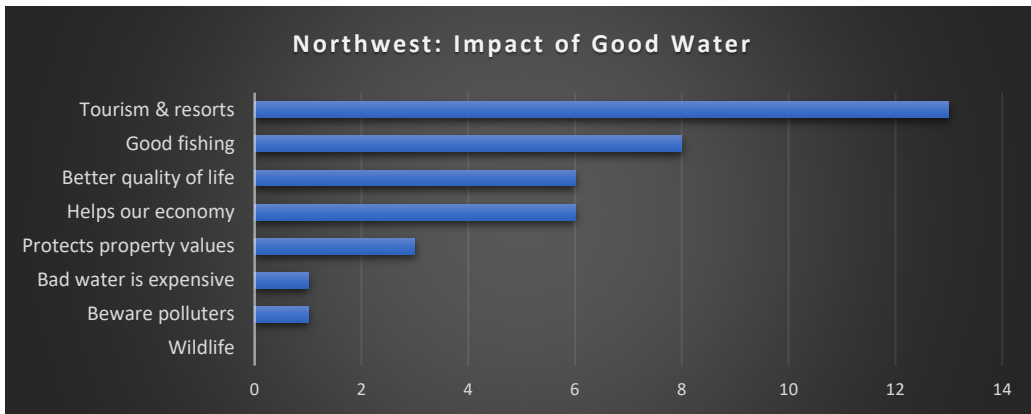
### Southeast Region: Voters' Perspectives



Localized issues (poor water supply, outdated infrastructure) appear to be much more critical for communities in the Southeast Region (29% vs. 5%) than the Northwest Region. Conversely, when asked about voters' perceptions of water quality, 40% of elected officials in the Northwest Region had not heard complaints about water quality or didn't know what their voters felt about water quality.

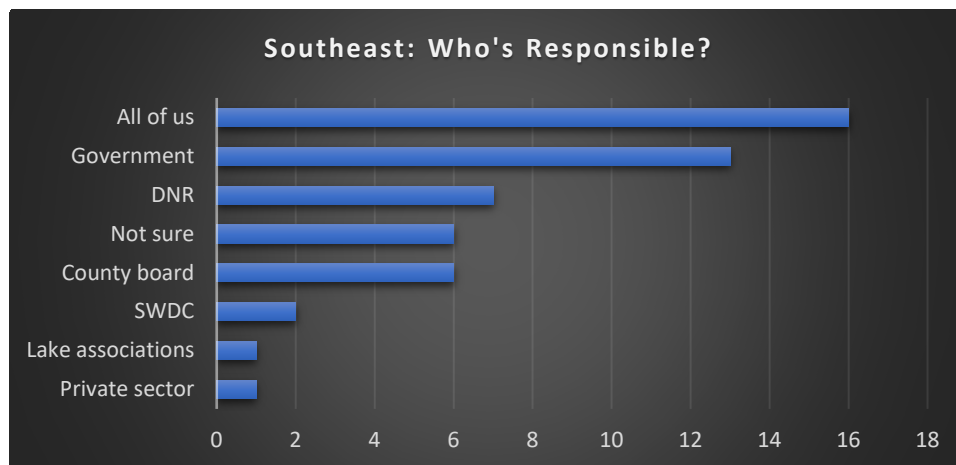
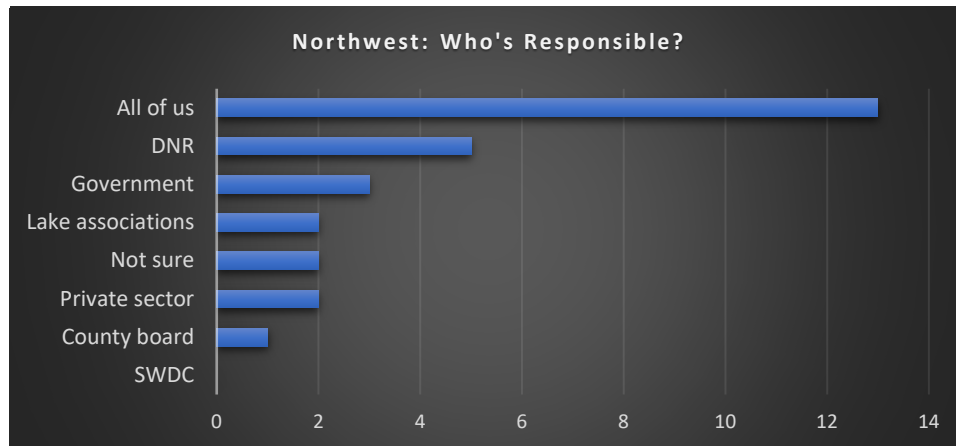
### What is your understanding of the impact of good water quality on the economy of Itasca County?

There are no glaringly obvious and substantial variances in perspectives between the two regions when asked about how good water quality impacts the area. Nearly all respondents understand the correlation between good water quality and the wellbeing of tourism and recreation economy generally in Itasca County.



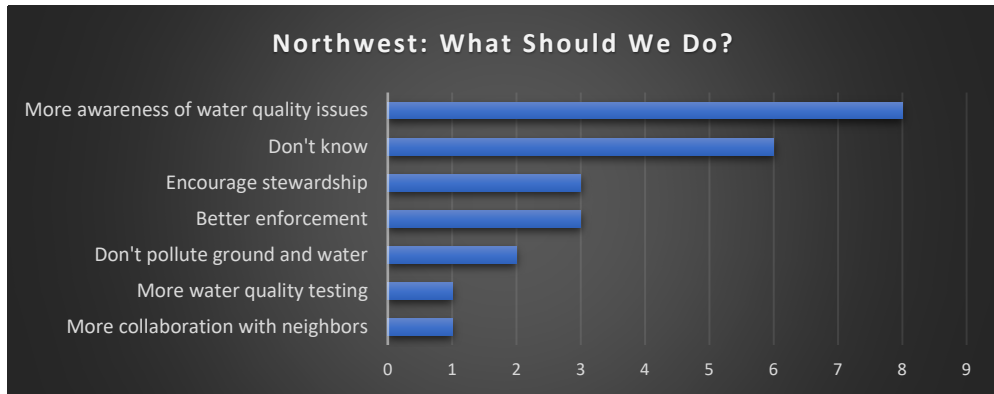
### Who do you think is responsible for water quality in Itasca County?

The northwest region expects to rely far less on government ('government,' 'County board,' 'DNR' and 'SWDC') than the southeast region (33% vs. 53%) to help address water quality issues. Conversely, elected officials in the northwest region are more likely than their counterparts in the southeast region to identify "all of us" as being responsible (46% to 31%). These two observations are noteworthy as we look for ways to educate residents and visitors as well as for implementation partners.



### What do you think the city/township should do to protect water quality in our area?

Again, the difference in the two regions is evident in the responses to this question. The southeast communities, faced with drinking water quality and supply issues, are more inclined to see investing tax dollars in capital improvements as a high priority. The northwest community officials are also less sure (only 8%) than the southeast region (25%) about an appropriate role for local government.

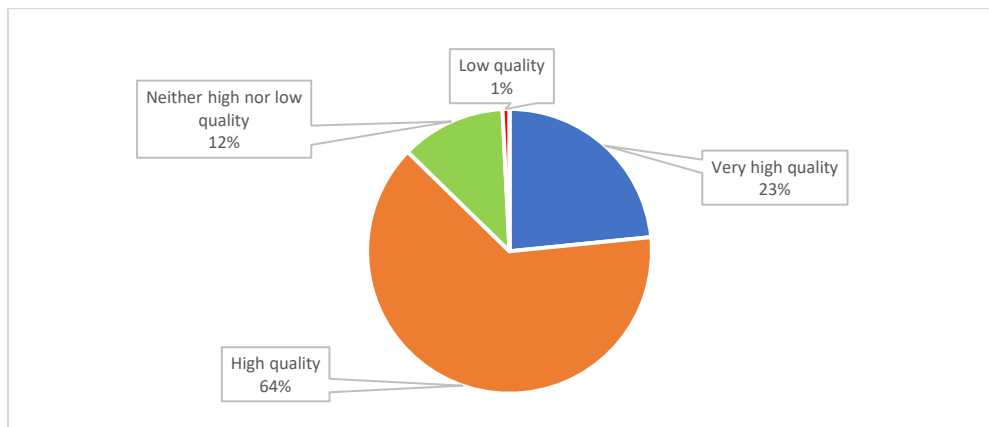


## 2. Lake Associations

### Lake association input by the numbers

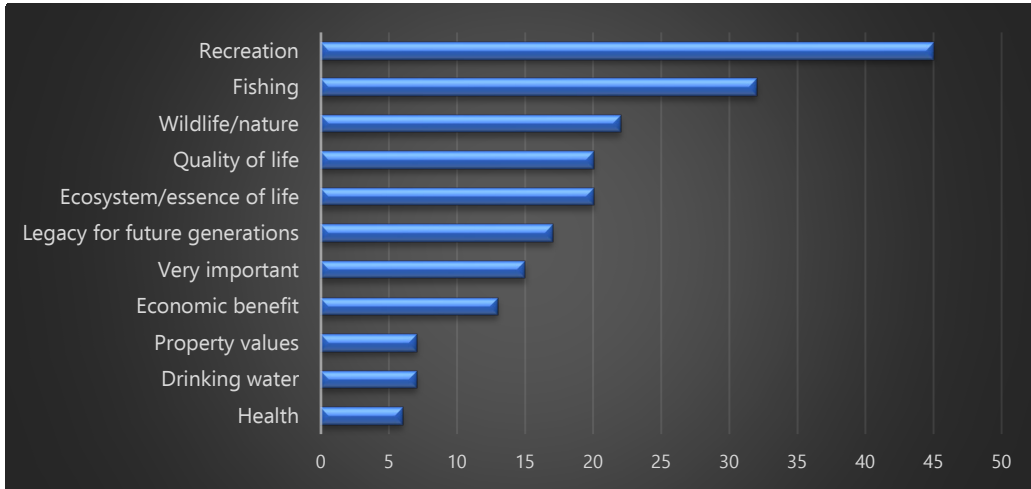
More than 200 members of the various Itasca County lake associations responded to the online water quality survey, and 25 lakes were represented (see above). The survey responses were received from June through October 2019.

### How do you perceive the overall water quality of lakes in Itasca County?



People perceive water quality in Itasca County lakes as being generally quite good (high or very high), with only 11% feeling the quality is less than high or very high.

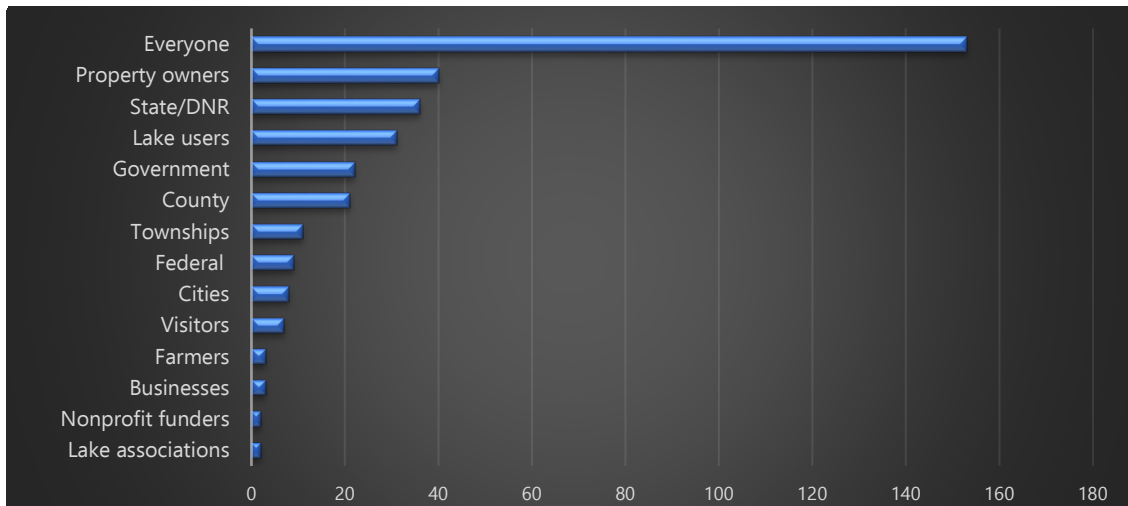
**In what ways is the quality of our water (lakes, rivers and streams) important to you?**



Thirty-eight percent of the respondents identified recreation or fishing as the reason why water quality is important to them. Another 35% provided philosophical or altruistic reasons to explain why maintaining good water quality is important:

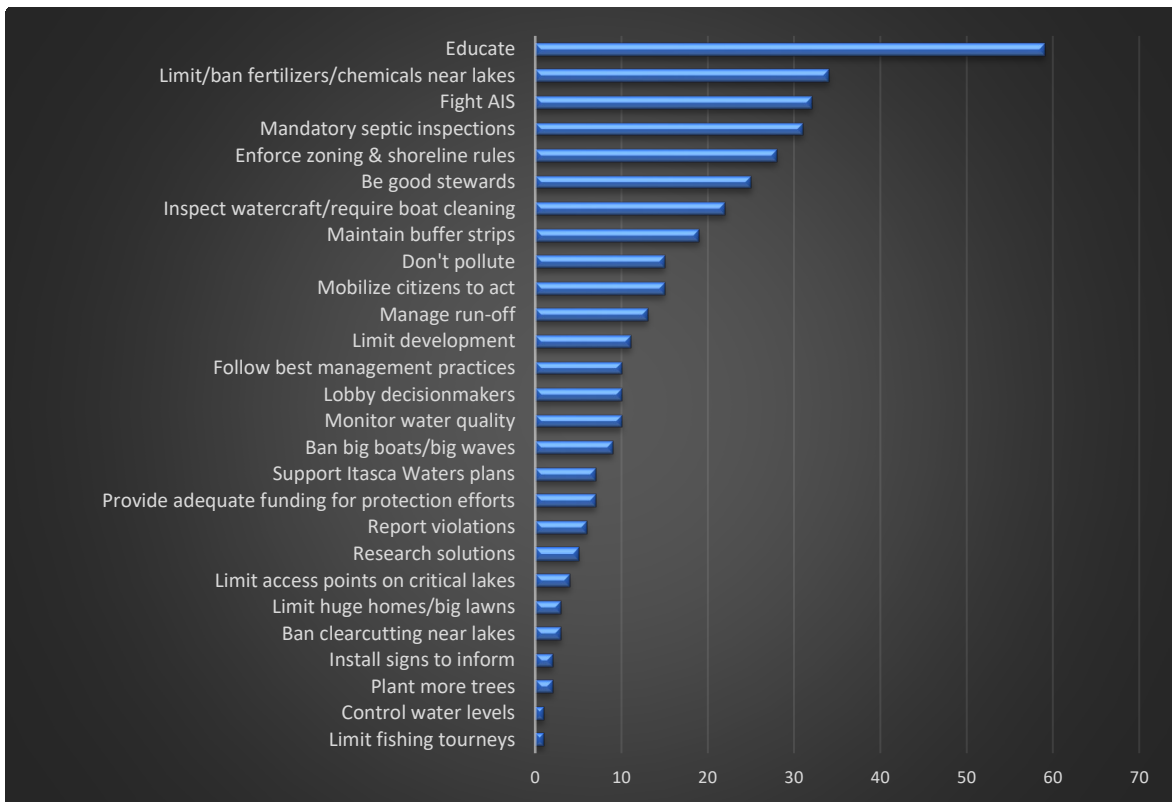
- *“It’s the essence of life”*
- *“It’s the main reason to live here”*
- *“It’s our future and our children’s future.”*

**Who is responsible for protecting the quality of our water, and why?**



Most all respondents to this question identified multiple parties being responsible for lake water quality, and nearly half of those felt “everyone” has ownership in protecting water quality. Nearly a third (31%) felt that some level of government is responsible, with the Minnesota Department of Natural Resources being the most frequently cited as having primary responsibility for managing water quality. Finally, one of every five respondents felt that lakeshore property owners and lake users were primarily responsible.

**What should we do as Itasca County residents or landowners to ensure good water quality for the long term?**



Survey respondents had a wide range of ideas about what Itasca County residents or landowners should do to ensure good water quality, but education showed up as the single most recommended common action (15% of all responses). This question, more than any other in the survey, seemed to prompt multiple responses, and this follows suit with other stakeholder surveys. Of note, however, 46% of the people responding to the survey showed support for a range of initiatives that would restrict or limit some of their or their neighbors’ uses of the lake or property:

- Enforce zoning and shoreline use regulations.
- Inspect watercraft at boat landings or require boat cleaning when moving from lake to lake.
- Limit development around lakes.
- Limit access points, especially on critical lakes.
- Ban large boats and the wakes they create.
- Limit the size of home and lawns next to lakeshore.
- Maintain buffer strips and manage runoff.

While there is a percentage that would resist any additional limits on their use of personal property, lake association members appear to be more inclined to accept usage constraints if it means maintaining or improving the quality of the water they enjoy.

### 3. Fishing Guides

#### Itasca County fishing guides by the numbers

- Interviewed 13 fishing guides between January and March 2020
- Three are full-time guides; others guide on a part-time basis in Itasca County and throughout northern Minnesota (Dale Anderson, Brian & Sue Harris, Brad Hawthorne, Bill Heig, Tom Neustrom, Grant Prokop, Cubby Skelly, Jeff Sundin, Randy Topper, Justin Wiese, Abe Wolf, Reed Ylitalo)

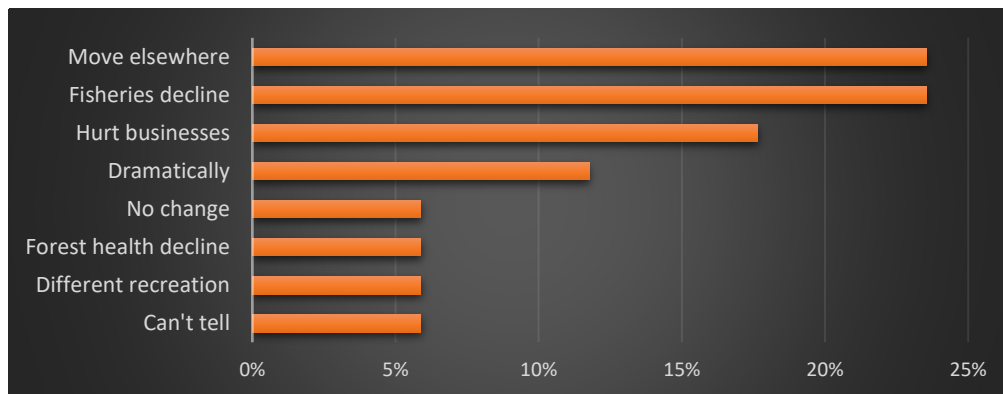
#### What is your understanding of the impact of good water quality on the economy of Itasca County?

Every one of the fishing guides interviewed agrees that water quality is vital to their business interests. Most of the professional guides in the area rely on other work for their livelihood, but all recognize that the water quality in Itasca County lakes is a huge attraction for visitors and permanent residents alike. They also are fully aware that water quality has an impact beyond their own livelihoods, that it keeps the entire fishing industry and its supply chain vibrant.

“People want a vacation destination with purity: pure air, pure water. For my customers, it’s pretty important to them to be able to experience those kinds of surroundings. As you look at the impact that tourism has on this county’s economy, you’d have to conclude that maintaining our clean water and air is vitally important.”

Just as they appreciate the impact of Itasca County’s clean-water asset, they realize it can’t be taken for granted. “People come here for fishing and recreation, and this is the land of 10,000 lakes. They have a lot of other options if our lakes become unusable.”

#### How would your life be changed if we didn’t have clean water in Itasca County?



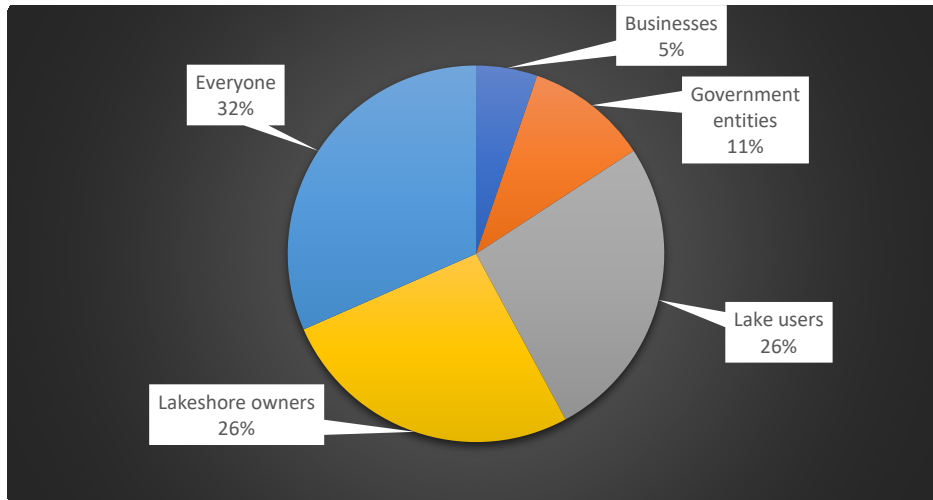
Most of the area’s guides live in Itasca County because of the work they love. Poor water quality in our lakes would cause most of them to leave the area or find new lakes on which to guide fishermen. Most understand that clean water benefits the fisheries resource.

Some of the more experienced guides are quick to tell stories about the change in lake water quality they’ve seen in Minnesota and even Itasca County. “At the end of the day when the smoke clears, it’s the quality of experience that brings people back here.” Some have witnessed a decline in the number of fish caught over the years here in Itasca County, but they acknowledge they’ve adapted to the changes.

Some are a bit mercenary about their work (“I take my guests to where we catch fish”), but others see the challenge extending beyond the number of fish in the lakes.

“I still see people who should know better, clearing lake lots down to the shoreline, and then they try to argue with the County or DNR to get around the guidelines. These are the same people who own businesses and property. This is an issue that shouldn’t be about political labels. We’re all responsible.”

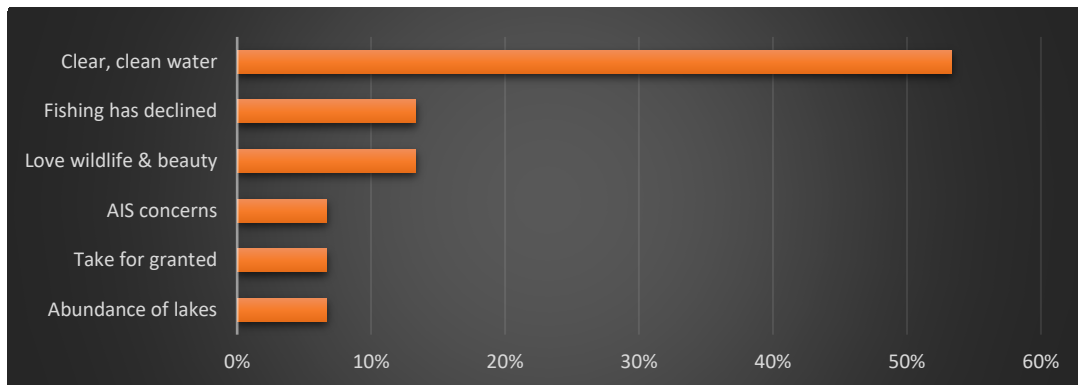
### Who do you think is responsible for keeping the water clean and why?



Nearly all fishing guides acknowledge that the job of keeping lakes clean belongs to everyone, with more than half calling out lakeshore property owners and lake users as being particularly liable for that responsibility.

“The problem is always that people expect someone else to fix problems like this, but in reality, it’s a lifestyle issue that we all have responsibility for.”

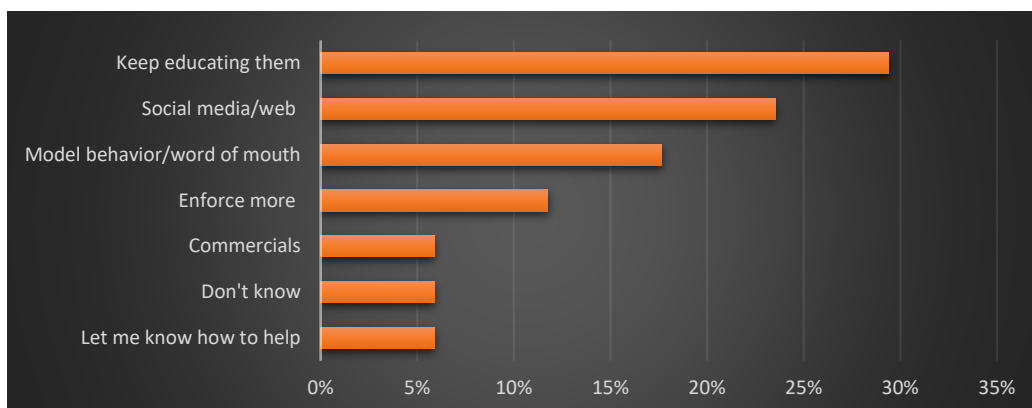
### What do your guests think about the quality of water (lakes, rivers and streams) in Itasca County?



Most guides report that their guests are appreciative and impressed with the number, clarity and beauty of lakes in Itasca County (“We have something special here in northeastern Minnesota,” and “My guests think that we have some of the cleanest water they’ve ever seen, and that’s no doubt true”). However, guides can see evidence that things have changed, and not for the better.

“I do know that fishing today is not what it was when I first started guiding on these lakes 35 years ago. I’m not sure exactly why there’s been a decline, but I assume it’s a number of things: fishing pressure, netting, invasives. Things are changing.”

## Do you have suggestions about how we could make the greatest impact with individual fishermen about how to take care of our water?



Most fishing guides are willing to help tell the story about the importance of clean water to their guests, and many already do that work as part of their standard interaction with fishing clients.

- “I am a conservationist, and that means I care about sustaining the fish resource.”
- “When you’re a guide, you do a lot more than fish. We talk about the quality of life, and our natural resources are the connection we share with visitors.”
- “If there’s anything more I can do, please let me know.”

These three comments seem to summarize the guides’ perspectives about communicating the importance of safeguarding water quality with their guests.

Fishing guides are open to using any form of communication that works, including traditional advertising, web-based tools and social media.

## Do you have any other observations about water quality you’d like to share?

Guides are business people who see the lakes in our area as their workspace. Even though they are viewed by some other lake users as prima donnas who give lip service to the notion of conservation, they expressed sentiments that exhibit a genuine concern for the lakes that provide them a livelihood.

- If you use the lake a lot, learn to love it for what it is. Learn to love the weeds that tangle up your fishing gear.
- People tend to forget or not be aware of other things that affect water quality, like the storm sewers in cities like Grand Rapids. If I didn’t work for the City, I would have no idea of the efforts the City puts into managing our storm sewers and filtering out pollutants before the water runs into the Mississippi River.
- I realize there is much more to learn and promote about the links between having healthy forests and having clean water. More and more private landowners in watershed areas are becoming aware of the impact that they have on water quality by doing some good forest management.
- Some of the hardest people to work with are lakeshore owners who figure they’ve bought their piece of heaven (“I’ve got mine”); they are intolerant and make it hard to cooperate with. They only accept a narrow way of doing things.
- I truly believe that some of the things we’ve done in the name of improving water quality have made it a lot of our lakes susceptible to invasive species. We may need to pull back a bit on the effort to make these lakes “clean” so we can protect them better from the spread of invasives.

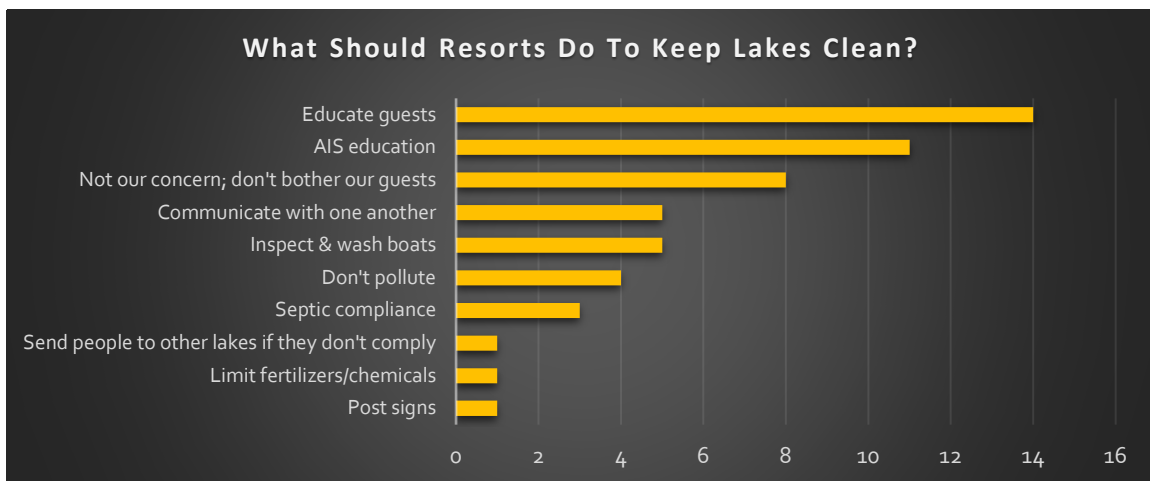


- Most fishermen aren't lakeshore owners, and we need to have different messages for different audiences.
- Any kind of drainage from salted roads is a big problem for our lakes. I think we should be focusing on that more than we do.
- When you're on Highway 2 and every other rig you see on the road is worth \$100,000 of boat, motor, truck and trailer, these guys are also rigged up with the best technology. Those fish can run but they can't hide, and these guys know how to catch them. You know, there used to be hardly a walleye in Red Lake, and now that's one of the premier fisheries. We can manage these lakes back to health if we want to.
- The DNR has responsibility to come up with rules, but it would help if they cared less about making rules and more about practical ways to get things done.

## 4. Resorts

### Resorts by the numbers

- 28 resort owners interviewed on 17 different area lakes
- Do you have **boat washing stations** at your resort?
  - Yes: 5
  - No: 23



Resort owners, like other stakeholders, were quick to suggest more education should be provided to encourage people to take care of water quality, and most of them felt lake users respect water quality once they're made aware their behavior can affect water quality. Several resorts already assist customers with washing boats, providing information about the behaviors they can take to preserve water quality.

There are a small number of resort owners who will not confront their guests about their behavior relative to water quality issues. In some cases they felt it was not necessary (they don't perceive a problem) or they don't feel it's their place to challenge their customers' behavior or do anything that might deter them from patronizing their business.

## 5. Realtors

### By the Numbers

- 36 realtors contacted (8 phone interviews; 20 participants in 2 focus group; 8 online survey responses)
- Research conducted March 2020

### What is your understanding of the impact of good water quality on the economy of Itasca County?



Realtors in Itasca County clearly understand the value of the area’s water resources, and they work hard to promote them. The quality of the water in the county’s lakes, rivers and streams is “unmatched,” many believe. Others, echoing the same sentiment, said that it is “the basis for the whole ‘up north’ concept.” Proximity to lakes and other water in the County drives property values, and they acknowledge that the quality of water can be measured directly in monetary terms (the better the water quality, the more valuable the adjoining lakeshore).

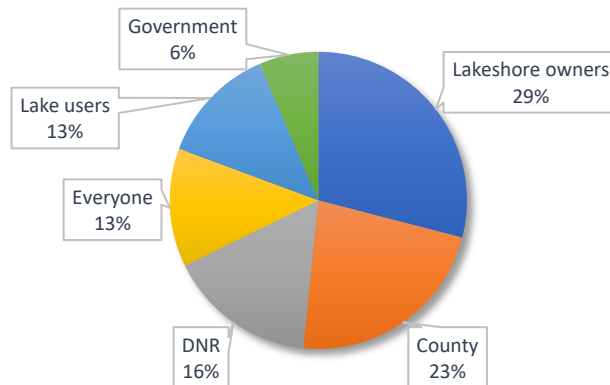
On the flip side, they are quick to point out factors that detract from that quality: aquatic invasive species and poorly enforced zoning regulations. Some of the lakes in the county are tannic, naturally occurring darker water that is an aesthetic but not a purity factor. They do their best to explain these lakes are “stained” but not polluted.

At least one experienced realtor observed that ensuring good water quality is “not just about managing the quality of the water in the lakes, it’s about managing the activity on all the land surrounding the lakes.” They went on: “People don’t appreciate that the real battle for water quality in a lake is won or lost on the land around the lake.”

Some offered a cautionary note: “If our regulations are too tight, then we get a reputation that we’re not welcoming to visitors. I’ve already had people complain about the DNR, and I don’t want to be in the middle.”

Realtors, aware of property values throughout the area, note that the quality of our drinking water even has an impact on the value of property in towns, too. They also believe that awareness of water quality is more important and significant to buyers now than it has been in recent years.

## Who do you think is responsible for keeping the water clean and why?

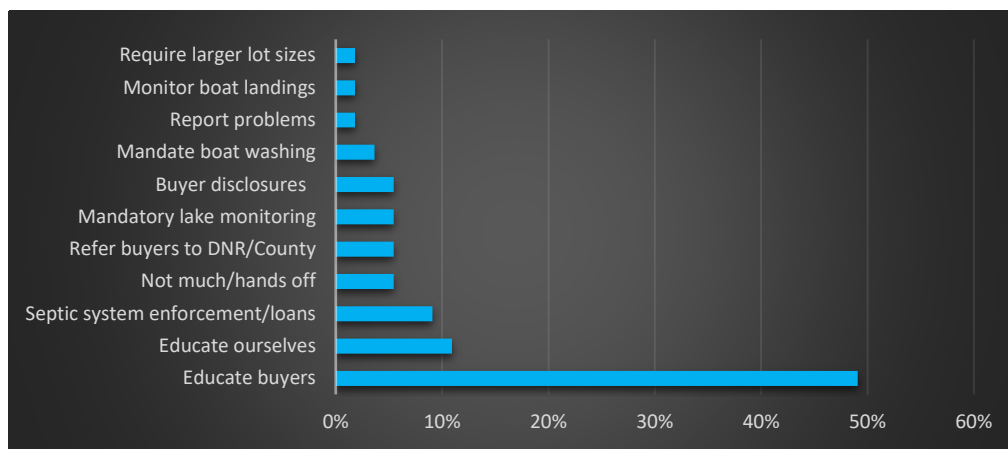


There is a strong sense among realtors that lakeshore owners and users (42%) are largely responsible for maintaining the quality of lakes and other water bodies in Itasca County. The notion of individual responsibility is pervasive (“Whoever uses our lakes should take responsibility for what they do on or in the water” and “Property owners are the first line of defense in keeping our waters clean, and we need to educate them”).

An equal percentage of respondents put that responsibility on government, especially Itasca County and the Minnesota Department of Natural Resources (DNR). The DNR and the Itasca County Zoning Department are the enforcers of rules and regulations. While realtors appreciate the role of government in managing water quality, they offer suggestions for improvement:

- They want clearer, more understandable communications.
- They recommend stricter enforcement of existing regulations.
- They would prefer a one-stop shop for information about water quality guidelines for all units of government.
- Finally, they suggest financial incentives for landowners whose septic systems are not up to code, along with strict enforcement to address noncompliance.

## What role could real estate agents play in helping protect the quality of water in Itasca County?



Continuing to educate lakeshore buyers is far and away the most important role realtors see for themselves in helping to maintain and improve lake water quality. Most realize they are ambassadors for promoting water quality, which as noted earlier, is one of the most attractive features of Itasca County. They are eager supporters of efforts by others to invest in activities to preserve or improve water quality.

Those realtors who accept an educator’s role for themselves had suggestions about what tools they need to do that job well:

- Online resources
- Social media
- Brochures (brief and easy to understand)
- Continuing education about water quality regulations and best practices

A smaller yet significant number of area realtors don’t want to be perceived as enforcers or “in the middle” of the process of explaining lakeshore guidelines. They see this as the government’s job and, while willing to refer buyers to government information sources, don’t want to discourage landowners from using their land as they see fit.

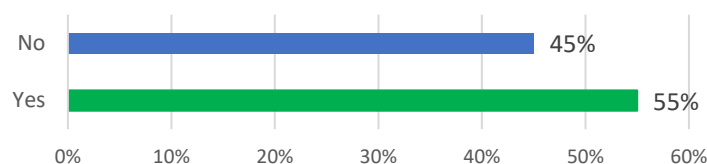
Again, some realtors fault Itasca County for not following through as well as they should in enforcing regulations, particularly septic system code compliance, or providing significant financial resources to incentivize compliance. Others suggest there be more education about use of fertilizers and lakeshore buffer strips.

The realities of the real estate industry are also recognized. Most realtors do their work on a part-time basis, and turnover is high. Therefore, the work of educating these folks must be ongoing. “We need to shoulder that responsibility,” was a theme that came through from many, and some suggested having buyers sign a disclosure statement to verify they had been educated about water quality best practices.

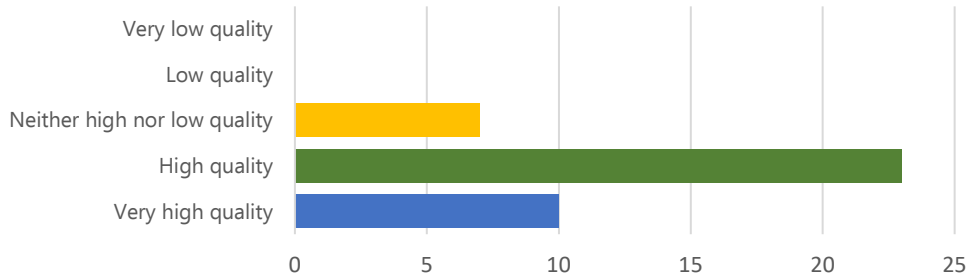
## 6. Grand Rapids Business Community

The following report summarizes the responses from three sources: a Grand Rapids Chamber of Commerce member survey (September 2019); a focus group of Chamber board members; and a survey of the Downtown Business Association (January 2020).

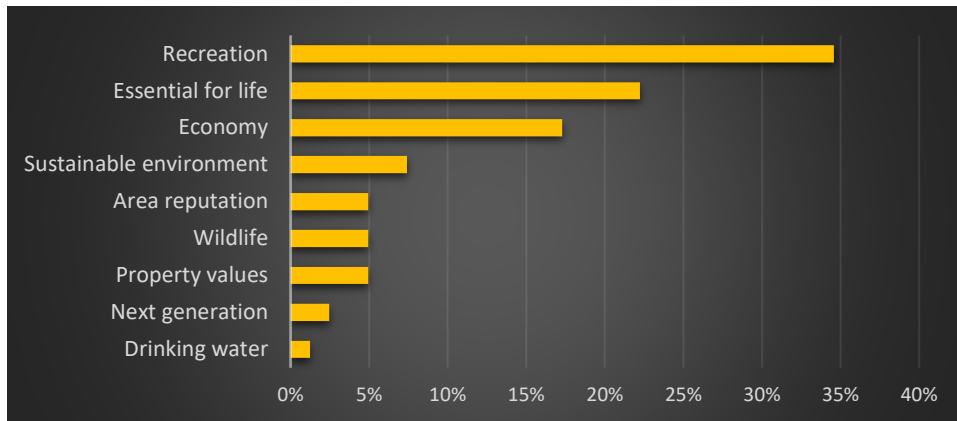
### Do you own lakeshore in Itasca County?



### How do you perceive the overall water quality of the lakes in Itasca County?

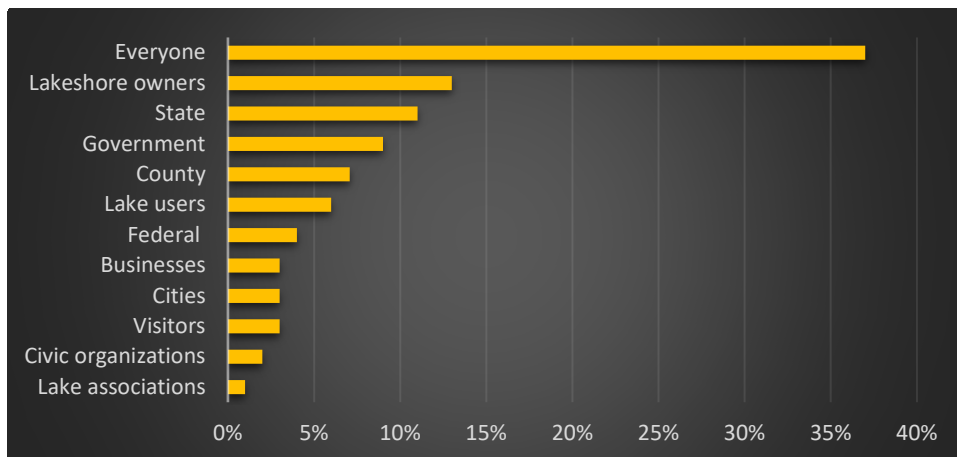


### In what ways is the quality of our water (lakes, rivers and streams) important to you?



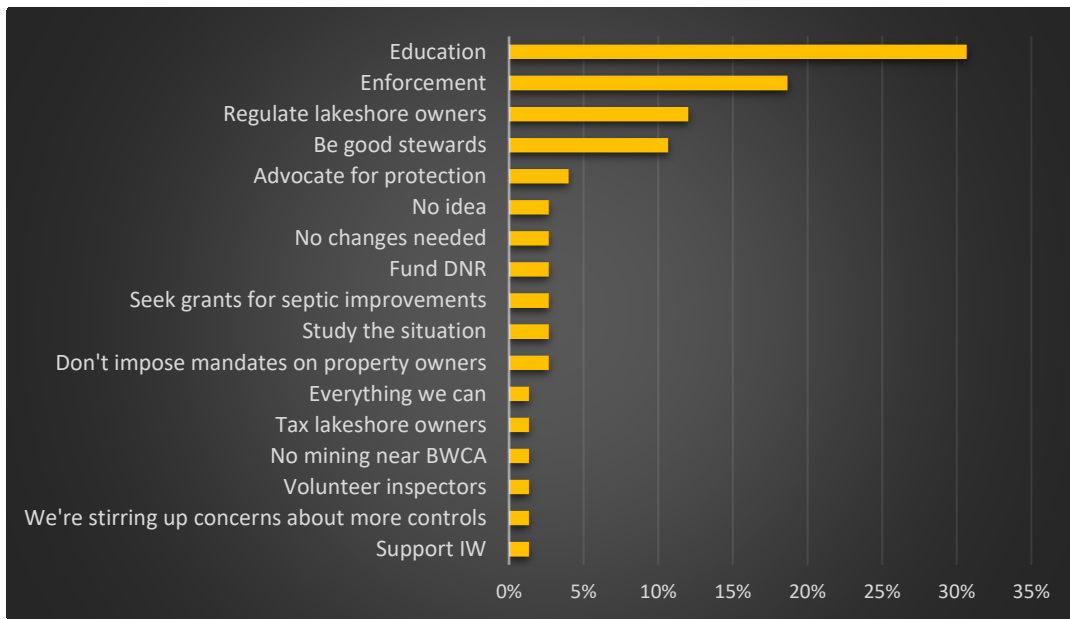
Half of the business owners felt that water quality was important for recreation or the area’s economy. Others linked water quality to property values or the area’s reputation as an attractive place to live, two factors that also relate to the area’s economy.

### Who is responsible for protecting the quality of our water, and why?



There was a strong understanding among the business community that we all have a responsibility to maintain water quality of our lakes. At the same time, even more respondents believed “government” should have the primary responsibility, with more than half of everyone who referenced “government” or some unit of government identifying the State and Itasca County as having primary roles.

**What should we do as Itasca County residents or landowners to ensure good water quality for the long term?**



The thematic consistency of thinking among Chamber members broke down when asked about what people should do to ensure good water quality. One-third believed more education and advocacy for clean water are needed. Another 30% felt that more enforcement and regulation of lakeshore property owners (seen as the primary influencers of water quality) was necessary. Ten percent of all respondents felt that things were acceptable as they are today, had no idea what to do, or felt that property owners should not be told how to use their property. One respondent suggested that this study process was stirring up concerns about “more controls.”

**How might the business community or individual businesses help protect the water quality in Itasca County?**

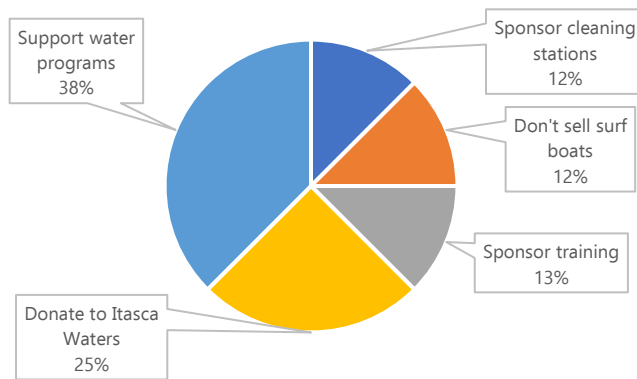
1. *Raise awareness and educate.*



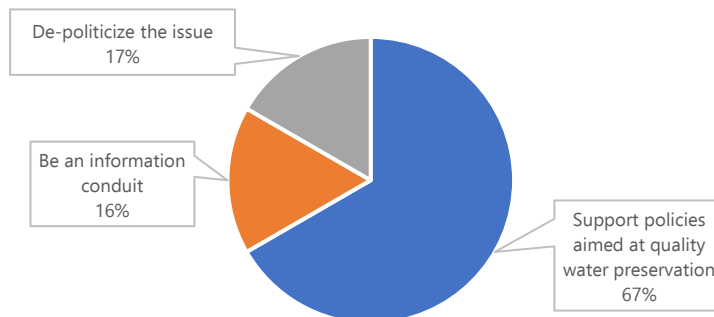
2. *Be stewards of and advocate for clean water.*



3. *Make financial contributions towards protecting water quality.*



4. *Influence legislation.*



**Other proactive ideas**

- Find a solution to eliminate AIS
- Sell products that promote water quality
- Plant a lawn that helps filter pollutants
- Stop using fertilizer
- Install rainwater recycling systems

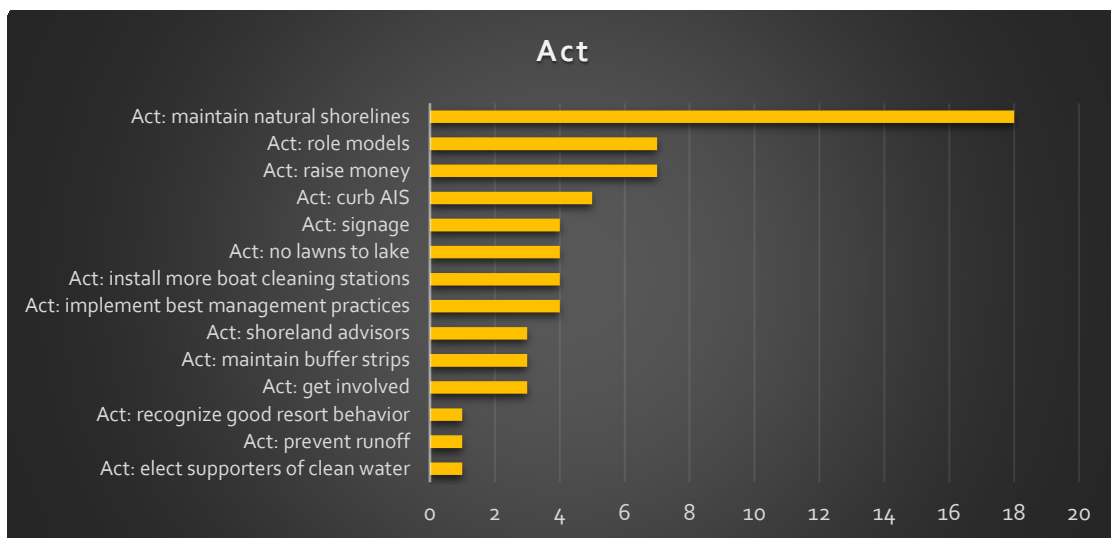
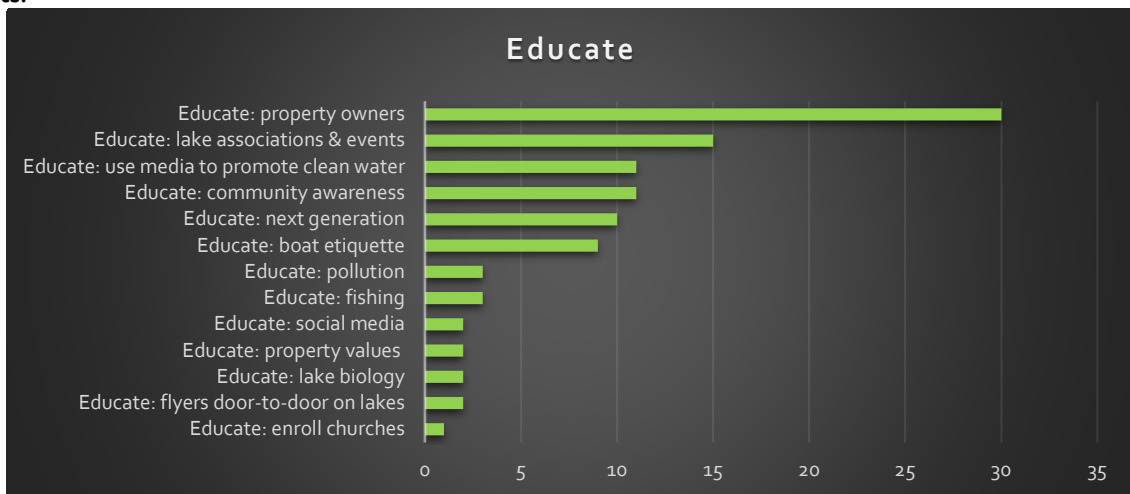
## 7. General Public Human-Centered Design Focus Groups

- 8 facilitated human-centered ideation session discussing water quality
- 235 responses
- Meetings convened July-Oct 2019

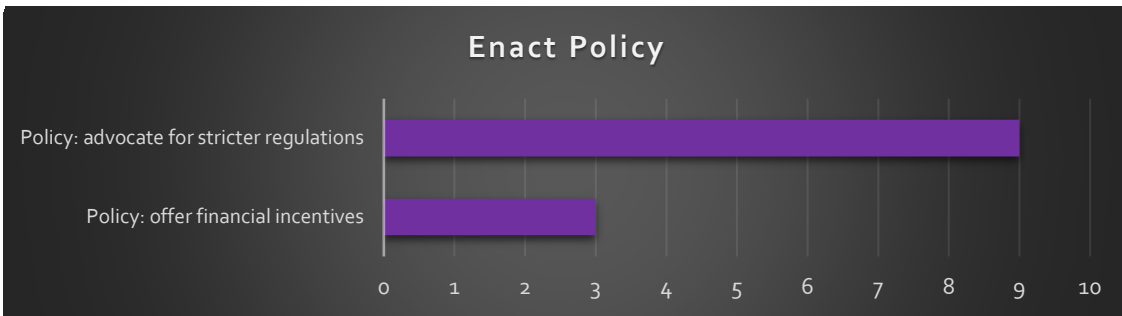
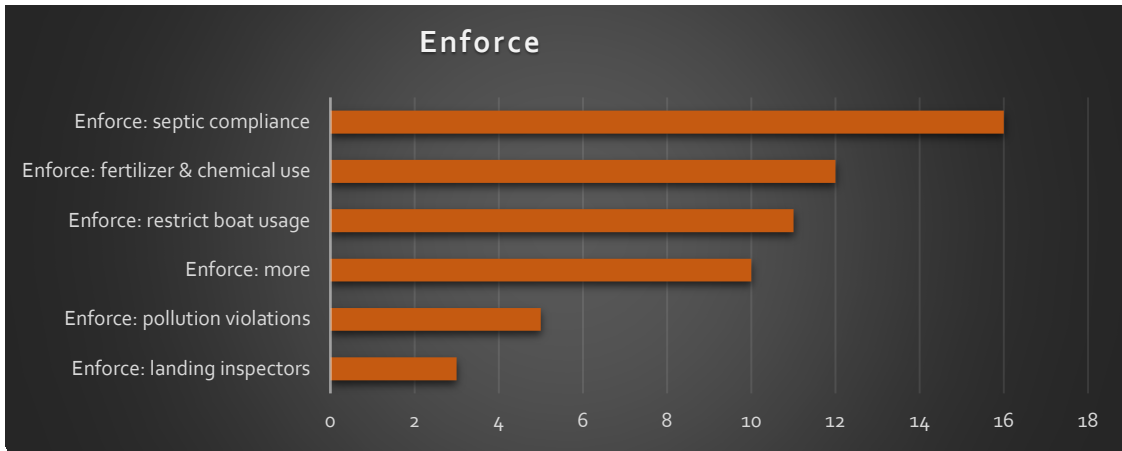
The facilitated focus groups included broad ranges of people from throughout the county: lakeshore owners, business owners, part-time residents, life-long residents, lake users, and more. The feedback about what to do about water quality in area lakes fell into four categories:

- Educate: 43%
- Act: 28%
- Enforce: 24%
- Enact policy: 5%

The specific summary of recommendations in each of the categories are displayed in the following four charts.





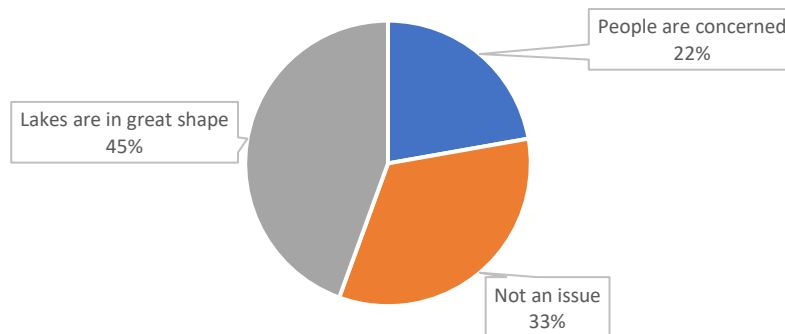


## 8. County Board and Grand Rapids City Council

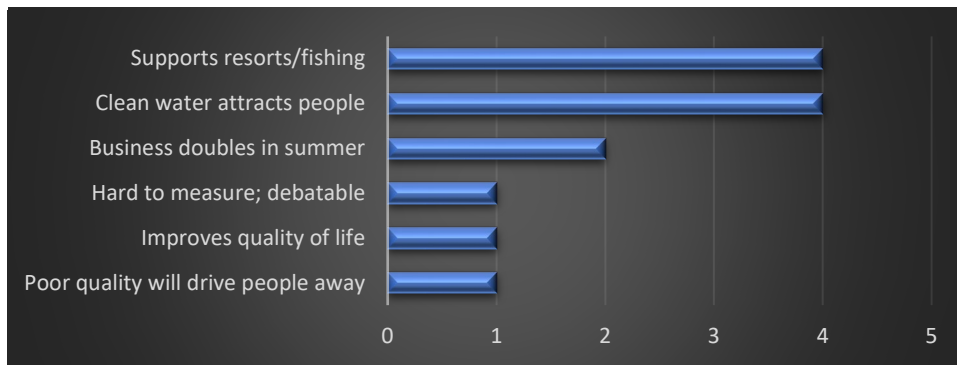
### By the numbers:

- 5 County Commissioners interviewed (May-July 2019)
- 5 Grand Rapids city councilors interviewed (July-August 2019; April 2020)

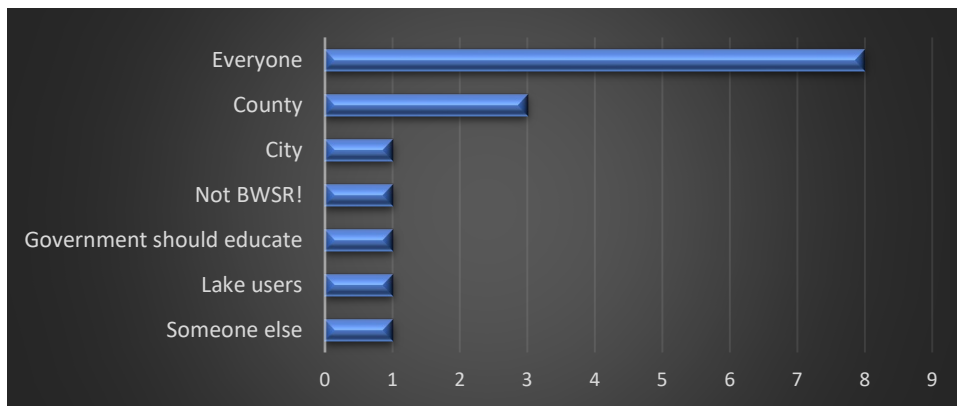
### What do your constituents think about the quality of water (lakes, rivers and streams) in Itasca County?



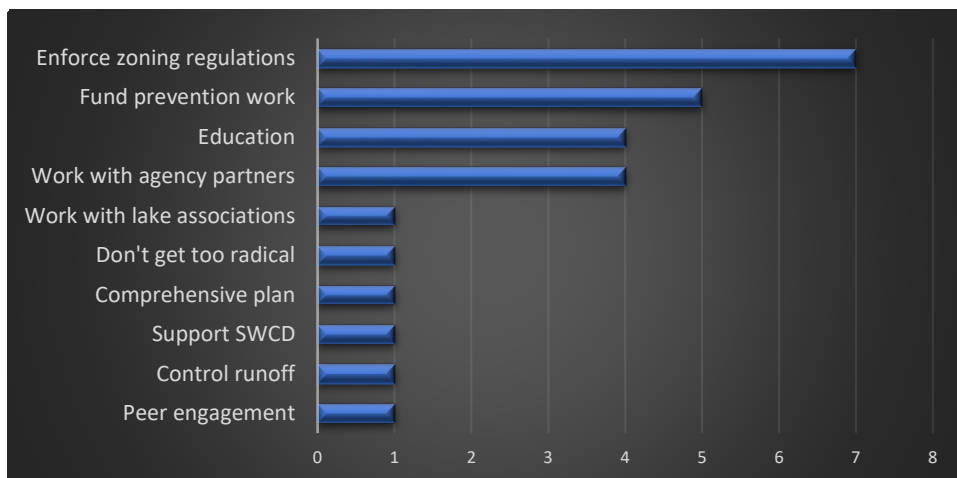
**What is your understanding of the impact of good water quality on the economy of Itasca County?**



**Who is responsible for water quality in Itasca County?**



**What do you think the County/City should do to protect water quality in our area?**



## **Itasca Waters Coordinator Position**

**Location:** Grand Rapids, MN, Itasca County.

**Classification:** Half-time, about 20 hours per week position with a flexible schedule.

**Reports to:** Itasca Waters Board of Directors' designated liaison.

### **Organization Description:**

Itasca Waters, a 501(c)3 nonprofit organization, is a volunteer-based, water-advocacy group with the mission of working with others to protect Itasca County's six major watersheds and its abundant clean waters and quality habitats. Our board members come with a variety of skills and backgrounds, including those with experience from Itasca County AIS, Itasca County Association of Lake Associations, Itasca County Environmental Services, Itasca County Soil and Water, Minnesota Board of Water & Soil Resources, Minnesota Pollution Control Agency, Minnesota Sea Grant, RMB Environmental Services, and the U.S. Forest Service.

Some of Itasca Waters' activities have included: organizing an annual Youth Water Summit for Itasca County fifth graders, establishing the Itasca County AIS program, sponsoring water quality studies on area lakes, and other education and information programs to protect our waters. In 2018, we launched a Shoreland Initiative focused on helping lake owners improve their shorelines and ways to keep lakes healthy through information about buffer zones, native shoreland plants, controlling runoff, and other topics.

We are supported by members' donations and grants.

### **Summary of the Coordinator's position:**

In 2020 Itasca Waters restructured our organization to efficiently and effectively engage our board members and volunteers in the work of the organization. The full description of the changes to the organization may be found in the 2019 Restructure Document. The coordinator's role is to be the point of contact person, support Itasca Waters' mission and work with the Board as we implement our new Shoreland Initiative as we increase our membership, and pursue grants. All work assignments will be directed by the board liaison. This is a half-time, 20 hour/ week position with a flexible schedule.

### **Primary Responsibilities:**

- **respond to emails to our organization and route them to appropriate board members/committee chairs,**
- establish and maintain the Google Drive for the Board and the Committees including training for Board members as needed on Google software,
- maintain and update the web page information, i.e. events, educational information and projects; with consultant assistance as needed
- maintain IW presence on social media, i.e FACEBOOK and Instagram

- working with the Membership Committee create an IW newsletter 2-3 times per year to be sent to all IW members, primarily electronically, and post on the IW web page, along with links on FaceBook and Instagram,
- assist other committees as requested and approved with newsletters, for example, Shoreland Advisors
- act as a coordinator between Itasca Waters and community partners involved in our events and initiatives,
- represent Itasca Waters at community functions, be the point of contact for Itasca Waters, and
- maintain an up to date work plan on Google Drive available for the Executive Committee and Committee chairs to view including a bi-weekly Coordinator's Report providing detail on the work plan.

Change to Board members

#### **Secondary Responsibilities:**

- communicate with board members regarding project updates, and related calendar items,
- work with committees established under the restructure document assisting committee chairs facilitating the use of Google Drive,
- maintain Itasca Waters hours worked and expenses to be submitted to the Treasurer,
- attend Itasca Waters Board of Directors bi-monthly meetings and provide a written report, and
- other duties as assigned, i.e. mailbox duties and booking meetings for the Board and committees.

#### **Compensation:**

- \$20,000/year for the part-time position.

#### **Minimum Qualifications:**

- The candidate will have strong organizational, computer and writing skills, self-management experience, and willingness to help build partner relationships.

Revised: May 11, 2020

# Itasca Waters Committee Project/Events Proposal

Parent Committee: \_\_\_\_\_  
Parent Committee Chair: \_\_\_\_\_

\* \* \* \* \*

Project/Event Title: \_\_\_\_\_  
Project Leader/Contact Person: \_\_\_\_\_  
Others potentially involved: \_\_\_\_\_  
Project Purpose/Goals (include what, where, when and why; how it fits Itasca Waters' Mission):  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Project Timeline/Tasks

- Start date: \_\_\_\_\_
- Tasks/responsible person(s):  
\_\_\_\_\_  
\_\_\_\_\_
- Outcome expected:  
\_\_\_\_\_  
\_\_\_\_\_
- Planned end date: \_\_\_\_\_

### Budget (Itemized costs-see attached)

Funding Source (New or Existing Grant, General Operating, or combination of funds) \_\_\_\_\_

Submitted By: \_\_\_\_\_ Date Submitted: \_\_\_\_\_

Date approved by Itasca Waters Board of Directors: \_\_\_\_\_

### Budget for

	Estimated	Actual	
<u>Expenses:</u>	Expense	Expense	Income

Income:

Total estimate

# Itasca Waters Project Proposal

**Project Title:**

**Date submitted:**

**Committee:**

**Person submitting the proposal:**

**Project leader(s):**

**Others involved in the project:**

**Coordinator's Involvement: Yes\_\_\_\_\_ No\_\_\_\_\_**

**Project Description/Goals/Timeline/Marketing:**

**Description of work needed from Coordinator:**

**Project Budget and Funding Source:**

**Other Relevant Information (Outside partnerships, special grants, etc.):**