

# Itasca Waters Board Meeting Minutes

July 13, 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	A	John Downing	P	Lynn Moratzka	P	Andy Arens (TAB)	A
Jan Best	A	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	A	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 moving up the Bush discussion to follow agenda approval. (Jan Sandberg, John Downing) M/S/U</i>	
1.b Minutes from May 11, 2020	The minutes were circulated after the May 11 meeting and a few weeks ago. <i>Motion to approve the minutes from May 11, 2020 (Dave Lick, Shirley Loegering) 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	Pat said that things are going well, with sufficient funds in the operating account. The interest rate at Deerwood Bank was lowered recently so moving funds there is less productive. <i>Motion to approve the Treasurer's report. (Jan Sandberg, Dave Lick) M/S/U</i>	• Pat L--pull together some numbers for various grants to show funds available for upcoming Bush engagement work.
1.d Ratify Past Actions of Executive Committee A#1.d	<i>Motion to approve the past actions of the Executive Committee as described in Attachment A#1.d (Shirley Loegering, Megan Christianson) M/S/U</i>	
1.e President's Report	None today	
1.f Coordinator's Report A#1.f	Zack reviewed the highlights of his report—focus on YouTube Channel & videos, finishing the video on Shoreland Advisors, next is Beier's video. Question if folks are coming into the office—a few, mostly asking for the Shoreland Guide. Several callers reported seeing the billboard, not sure about radio ads, most questions about permitting. What about scheduling additional Shoreland Advisor visits—Zack said that there are two in process. <i>Motion to accept the Coordinator's report. (John Downing, Pat Leistikow) M/S/U</i>	
<b>Committee Reports</b>		
2.a Executive/ Governance	No report	
2.b Finance	No report	
2.c Grants A#2.c	Lynn reported on the Chippewa Resource Advisory Committee (RAC)—there is \$300,000 available. She will pull together a meeting soon. She was recently contacted by the Trust for Public Land (they have a project at Sugar Lake—see <a href="https://www.tpl.org/our-work/sugar-hills">https://www.tpl.org/our-work/sugar-hills</a> ), looking	

Agenda Items/ Attachments A#--	Key Discussion/ Outcomes	Follow-up Needed By Whom/When
	for partnerships. John described some recent presentations to LCCMR. John Connelly is willing to be involved.	
2.d Marketing A#2.d	Jesse reviewed Sandy's report. There is considerable overlap with other committees to be discussed at future meetings.	
2.e Membership & Fundraising A#2.e	Shirley reviewed her report and work in progress. There is an updated list of resorts and fishing guides on Google Drive. She is tracking those who like us on Facebook and finding them on Parcel Info for future mailings—great idea!	
2.f Planning	No report	
2.g Shoreland Advisors A#2.g	Dave's short report explains work in progress including purchasing science primer on shoreland stewardship from Karen Terry. Discussion plant availability via Beier's and NCROC.	
2.h Vision/New Projects	No report	
2.i Youth Water Summit	There will be some issues for future discussion.	
<b>Unfinished Business</b>		
<p>3.a Bush Grant Report A#3.a-1, A#3.a-2, A#3.a-3, A#3.a-4</p> <p>Moved up to after agenda.</p>	<p>(1) realtor guide (A#3.a-2), vetted with Jesse and Sandy, shortened to two pages from the previous version. Focus on clear, welcoming (aimed at prospective buyers) language. Dave suggested that townships may also have own regulations although some defer to the County—Ed will check that language is inclusive. County language refers to checking with townships.</p> <p>(2) Laura reviewed work over the last year (A#3.a-1) and future plans. She described the insights, key issues, and PR themes. Mechanisms were reviewed as to potential effectiveness and cost—Marketing Committee should be deeply involved. Megan thought it was a good mix—one theme leans more to the local audience, second two more for tourists.</p> <p>Does Bush grant include some dollars for this work? Pat – about \$20,000 in Bush, possibly some dollars from Blandin. Realtor Guide—Jesse thought they could be printed at their office.</p> <p>For today, they want to know if the Board is OK with the direction. Next, look at advocacy and education.</p> <p>Discussion about adding Bush and Blandin logos—probably not for this type of thing.</p> <p>Contact Bill G about the boat focus—clean, drain, dry, and dump your bait.</p> <p>Dave mentioned discussion with Ryan Duchesne (Wired to Fish) who could help us get the work out to them. Another thought is something like a hat—Sportsman for Clean Water.</p> <p>(3) Discussions with elected officials: Laura reviewed the draft resolution (A#3.a-3), looking at commitment from electeds, amend to add county near bottom of resolution. This is designed to get a longer commitment. Deliberately does not refer to Itasca Waters specifically.</p> <p>(4) Other discussion: Monitor and Assess and Enforce and Implement are in process. Add drug drop-off to Grand Itasca Pharmacy.</p> <p>Look at DNR Project WET for school curriculum to avoid re-inventing the wheel-- <a href="https://www.dnr.state.mn.us/projectwet/index.html">https://www.dnr.state.mn.us/projectwet/index.html</a></p> <p>Jesse added that ads on ICTV are inexpensive and should be considered.</p>	<ul style="list-style-type: none"> <li>• Work with Marketing Committee on issues addressed in discussion today.</li> <li>• Update at September 14 Board meeting</li> </ul>

Agenda Items/ Attachments A#--	Key Discussion/ Outcomes	Follow-up Needed By Whom/When
	<i>Motion to support Bush Grant Implementation concepts presented to the Itasca Waters Board in the three attachments with suggested changes noted during discussion (Pat Leistikow, Lynn Moratzka) M/S/U</i>	
3.b Wake Boating	This item first came up in January, forwarded to March which did not happen and then inadvertently dropped. Dave referred Vic Spadaccini (GPLA) to MLR because they are supporting legislative change. Comment that associations are being sued if they attempt to develop regulations.	<ul style="list-style-type: none"> <li>• Dave will send John Downing's contact info to Vic S.</li> </ul>
<b>New Business</b>		
4.a COVID-19 Response	<p>If we need to meet in person, Megan may have a meeting space for us if we can ever get together in person. Also consider Blandin Foundation space. John suggested that the Zoom meeting should be the default for the foreseeable future, or it would have to be a hybrid meeting. Zoom works better than phoning in.</p> <p>Since 60 percent of Itasca shoreland owners are not local residents, remote meetings would help pull some of those folks in to be more inclusive. About half of the Facebook likers own shoreland.</p> <p>Discussion about involving folks with expertise via remote meeting.</p> <p>John is on the MAISRC Board—Nick Phelps has developed a decision-making tool for optimal management of AIS. John will distribute information to the Board. See (I think) <a href="https://www.maisrc.umn.edu/decision-tool">https://www.maisrc.umn.edu/decision-tool</a></p>	<ul style="list-style-type: none"> <li>• John to distribute zebra mussel disease model /spreadsheet info to Board.</li> </ul>
4.b Closed Meetings	Discussion about who should have access to Executive Committee closed meeting notes with some disagreement on what is required (full Board or just the Exec Committee). Discussion about the content of minutes—take care to avoid innuendo. Also need to have a system to track issues of concern. Closed minutes are available to the IRS. Finally, should all discussions about issues of concern be done at a public meeting?	<ul style="list-style-type: none"> <li>• Jan S—Work with Lynn and Pat to research and draft policy for next Board meeting.</li> </ul>
Adjournment	<i>Motion to adjourn meeting (6:25 pm) (Jesse Davis, Jan Sandberg) M/S/U</i>	

### Upcoming Events

September 14, 2020                      Board Meeting--4:30 pm, Online via Zoom  
November 9, 2020                      Board Meeting--4:30 pm, Online via Zoom  
January 11, 2020                      Board Meeting--4:30 pm, Online via Zoom

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

2020 Budget Worksheet										
June 30, 2020	Itasca Waters Operating						Blandin Operating (OLD)			
	Projects						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	1,134.00	8,500.00	1,134.00				
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	135.80	500.00	135.80				
Administrative fee			2,000.00		2,000.00	-				
Miscellaneous					-	-				
<b>Total Revenue</b>	-	-	12,250.00	1,269.80	12,250.00	1,269.80	-	-	-	-
<b>Expenditures</b>										
Contracted Services			200.00		200.00	-	700.00		700.00	
Salaries and Wages					-	-			-	
Employer paid benefits			30.00	16.00	30.00	16.00			-	
Telephone			1,800.00	744.37	1,800.00	744.37			-	
Accounting Fees			3,000.00	797.00	3,000.00	797.00			-	
Membership and Fees	600.00	96.22	1,300.00	400.00	1,900.00	496.22			-	
Equipment					-	-			-	
Fuel and Oil					-	-			-	
Grant Administration Fee					-	-			-	
Insurance			2,100.00	172.00	2,100.00	172.00			-	
Interest and fees			25.00		25.00	-			-	
Coordinator Mileage and Travel					-	-			-	
Registration Conferences					-	-			-	
Postage	700.00	275.00	125.00		825.00	275.00			-	
Program Supplies		208.42	100.00	500.00	100.00	708.42	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	70.52	200.00		300.00	70.52			-	
Printing	600.00				600.00	-	500.00		500.00	
Website			500.00	895.02	500.00	895.02			-	
<b>Total Expenditures</b>	2,000.00	650.16	9,880.00	3,524.39	11,880.00	4,174.55	6,000.00	-	6,000.00	-
		1,349.84		6,355.61						
<b>Revenues over(under) Expenditures</b>	<b>(2,000.00)</b>		<b>2,370.00</b>		<b>370.00</b>	<b>(2,904.75)</b>				
Cash balance 06-30-2020						58,952.60				12,888.36





ATTACHMENT A#1.c-2

Itasca Waters									
<b>June Summary</b>	<b>2020</b>								
Fiscal Year ending 12/31/2020								Youth Education	
July 7, 2020	Blandin							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>95,832.97</b>	<b>52,822.32</b>		<b>-</b>	<b>12,888.36</b>	<b>223,401.00</b>
Memberships and Donations	1,134.00								1,134.00
Bush Grant									-
Blandin Grants					40,000.00				40,000.00
Miscellaneous grants									-
Minnesota Hummanities Grant									-
Memorials									-
Interest and Dividends	135.80								135.80
Gain(loss) on sale									-
Administrative fee									-
Miscellaneous									-
Subtotal Revenue FY 2019	1,269.80	-	-	-	40,000.00		-	-	41,269.80
<b>Available Cash Revenue FY 2020</b>	<b>\$ 60,943.40</b>	<b>\$ -</b>	<b>\$ 2,183.75</b>	<b>\$ 95,832.97</b>	<b>\$ 92,822.32</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 12,888.36</b>	<b>\$ 264,670.80</b>
<b>Expenditures</b>									
Contracted Services				27,470.00			435.13		27,905.13
Salaries and Wages					9,999.96				9,999.96
Employer paid benefits	16.00				765.00				781.00
Board Development				158.83					158.83
Telephone	744.37								744.37
Accounting Fees	797.00								797.00
Dues and Memberships	400.00						125.00		525.00
Event Expense	500.00								500.00
Grant Administration Fee									-
Insurance	172.00								172.00
Interest and fees									-
Mileage and Travel									-
Registration Conferences									-
Postage		275.00					33.00		308.00
Education									-
Program Supplies		208.42		200.00			326.93		735.35
Office Supplies		70.52			643.59				714.11
Promotion						2,015.27	1,532.95		3,548.22
DonorSnap fees		96.22							96.22
Reimbursement Other									-
Rental and Storage					1,820.19				1,820.19
Repair and Maintenance									-
Printing									-
Website	895.02				343.50				1,238.52
<b>Subtotal Expenditures FY 2020</b>	<b>\$ 3,524.39</b>	<b>\$ 650.16</b>	<b>\$ -</b>	<b>\$ 27,828.83</b>	<b>\$ 13,572.24</b>	<b>\$ 2,015.27</b>	<b>\$ 2,453.01</b>	<b>\$ -</b>	<b>\$ 50,043.90</b>
<b>Ending Cash balance 06/30/2020</b>	<b>\$ 57,419.01</b>	<b>\$ (650.16)</b>	<b>\$ 2,183.75</b>	<b>\$ 68,004.14</b>	<b>\$ 79,250.08</b>	<b>\$ (2,015.27)</b>	<b>\$ (2,453.01)</b>	<b>\$ 12,888.36</b>	<b>\$ 214,626.90</b>
Checking									14,797.98
<b>Payroll timing differences</b>									(283.50)
Savings									200,112.42
Edward Jones									-
<b>Total Cash Balance 06/30/2020</b>									<b>\$ 214,626.90</b>

## ATTACHMENT A#1.c-3

Itasca Water Legacy Partnership											
Detail Fiscal Year 2020											
May 31, 2020											
			IWLP	Membershp	IWLP	Bush	Blandin	Blandin/S	Shoreland	Youth	
			Operating	Drive/Fundraising	Memorial	Foundation	Shoreland	Marketing	Advisors	Summit	
										Blandin	
										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	
		<b>May 31, 2020</b>		IWLP	Membership	IWLP	Bush	Blandin	Blandin/S	Shoreland	Blandin	
				Operating	Drive/Fundraising	Memorial	Foundation	Shoreland	Marketing	Advisors	IWLP	
2406	6/29/2020	Card Service Center	66.29								-	
		Bd Devel Zoom					16.02				16.02	
		Advisors postage								33.00	33.00	
		Marketing Facebook							17.27		17.27	
2407	6/30/2020	Zachary Simpson	691.58					691.58			691.58	
	6/30/2020	Withholding	141.75					141.75			141.75	
2408	6/30/2020	Central Square Mall	249.83					249.83			249.83	
2409	6/30/2020	unTapped	3,150.00				3,150.00				3,150.00	
2410	6/30/2020	Jan Sandberg	55.00		55.00						55.00	
		Unemployment	16.00	16.00							16.00	
		Payroll taxes	765.00					765.00			765.00	
			0.20					0.20			0.20	
<b>Total Expenditures</b>			<b>50,353.92</b>	<b>3,834.39</b>	<b>650.16</b>	<b>-</b>	<b>27,828.85</b>	<b>13,572.24</b>	<b>2,015.27</b>	<b>2,453.01</b>	<b>-</b>	<b>50,353.92</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	
	3/13/2020	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	
	5/12/2020	Membership	50.00	50.00							50.00	
	5/19/2020	Blandin Foundation	40,000.00					40,000.00			40,000.00	
	5/31/2020	Interest	9.43	9.43							9.43	
	6/15/2020	Online donations	30.00	30.00							30.00	
	6/24/2020	Superior Point	46.00	46.00							46.00	
	6/30/2020	Interest	8.22	8.22							8.22	
											-	
<b>Total Receipts</b>			<b>41,579.80</b>	<b>1,579.80</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>40,000.00</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>41,579.80</b>
<b>Current Balance</b>			<b>214,626.90</b>	<b>57,419.01</b>	<b>(650.16)</b>	<b>2,183.75</b>	<b>68,004.14</b>	<b>79,250.08</b>	<b>(2,015.27)</b>	<b>(2,453.01)</b>	<b>12,888.36</b>	<b>214,626.90</b>

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

	<u>Bush Foundation</u>	<u>Gen-Water Legacy</u>	<u>Memorials</u>	<u>Shoreland</u>	<u>Water Economi Water Legacy</u>
<b>ASSETS</b>					
<b>Current Assets</b>					
<b>Checking/Savings</b>					
1010 · Cash in Bank	-31,995.86	20,778.31	3,583.12	35,065.15	-12,467.63
1070 · Savings & short-term investment	100,000.00	34,756.43	0.00	40,000.00	25,355.99
<b>Total Checking/Savings</b>	<u>68,004.14</u>	<u>55,534.74</u>	<u>3,583.12</u>	<u>75,065.15</u>	<u>12,888.36</u>
<b>Total Current Assets</b>	<u>68,004.14</u>	<u>55,534.74</u>	<u>3,583.12</u>	<u>75,065.15</u>	<u>12,888.36</u>
<b>TOTAL ASSETS</b>	<u><u>68,004.14</u></u>	<u><u>55,534.74</u></u>	<u><u>3,583.12</u></u>	<u><u>75,065.15</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	-27,828.83	-2,904.75	0.00	21,959.48	0.00
<b>Total Equity</b>	<u>68,004.14</u>	<u>55,534.74</u>	<u>3,583.12</u>	<u>74,781.65</u>	<u>12,888.36</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>68,004.14</u></u>	<u><u>55,534.74</u></u>	<u><u>3,583.12</u></u>	<u><u>75,065.15</u></u>	<u><u>12,888.36</u></u>

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

	mic Study	water Summit-	TOTAL
	Economic Study	Youth	
<b>ASSETS</b>			
<b>Current Assets</b>			
Checking/Savings			
1010 - Cash in Bank	-12,467.63	-165.26	14,797.98
1070 - Savings & short-term investment	25,355.99	0.00	200,112.42
Total Checking/Savings	12,888.36	-165.26	214,910.40
Total Current Assets	12,888.36	-165.26	214,910.40
<b>TOTAL ASSETS</b>	<u>12,888.36</u>	<u>-165.26</u>	<u>214,910.40</u>
<b>LIABILITIES &amp; EQUITY</b>			
<b>Liabilities</b>			
<b>Current Liabilities</b>			
Other Current Liabilities	0.00	0.00	283.50
2120 - Payroll Withholding	0.00	0.00	283.50
Total Other Current Liabilities	0.00	0.00	283.50
Total Current Liabilities	0.00	0.00	283.50
<b>Total Liabilities</b>	0.00	0.00	283.50
<b>Equity</b>			
3100 - Contributed Capital	0.00	0.00	27,049.80
32000 - Net Assets (Close)	12,888.36	-165.26	196,351.20
Net Income	0.00	0.00	-8,774.10
Total Equity	12,888.36	-165.26	214,626.90
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u>12,888.36</u>	<u>-165.26</u>	<u>214,910.40</u>

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

	Bush Foundation	Gen-Water Legacy	Shoreland	TOTAL
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
4220 · Grants	0.00	0.00	40,000.00	40,000.00
4240 · Donations	0.00	142.00	0.00	142.00
5100 · Memberships	0.00	992.00	0.00	992.00
5310 · Interest Earned	0.00	135.80	0.00	135.80
<b>Total Income</b>	<b>0.00</b>	<b>1,269.80</b>	<b>40,000.00</b>	<b>41,269.80</b>
<b>Gross Profit</b>	<b>0.00</b>	<b>1,269.80</b>	<b>40,000.00</b>	<b>41,269.80</b>
<b>Expense</b>				
7020 · Contract Services	27,470.00	0.00	435.13	27,905.13
7022 · License Fee	0.00	0.00	125.00	125.00
7030 · Event Expense	0.00	500.00	0.00	500.00
7040 · Fund raising expense	0.00	118.97	0.00	118.97
7050 · Mailing and Postage Costs	0.00	220.00	0.00	220.00
7060 · Program Supplies	200.00	89.45	326.93	616.38
7070 · Promotional and Advertising	0.00	0.00	3,548.22	3,548.22
7200 · Salaries and Wages				
7250 · Payroll Taxes	0.00	16.00	765.00	781.00
7200 · Salaries and Wages - Other	0.00	0.00	9,999.96	9,999.96
<b>Total 7200 · Salaries and Wages</b>	<b>0.00</b>	<b>16.00</b>	<b>10,764.96</b>	<b>10,780.96</b>
7515 · Membership Drive	0.00	96.22	0.00	96.22
7520 · Accounting Fees	0.00	797.00	0.00	797.00
7535 · Dues and membership fees	0.00	400.00	0.00	400.00
7548 · Telephone	0.00	744.37	0.00	744.37
7550 · Office Supplies				
7551 · Postage	0.00	55.00	33.00	88.00
7550 · Office Supplies - Other	0.00	70.52	643.59	714.11
<b>Total 7550 · Office Supplies</b>	<b>0.00</b>	<b>125.52</b>	<b>676.59</b>	<b>802.11</b>
7565 · Office Rental Space	0.00	0.00	1,820.19	1,820.19
7580 · Website	0.00	895.02	343.50	1,238.52
7712 · Board development	158.83	0.00	0.00	158.83
8520 · Insurance	0.00	172.00	0.00	172.00
<b>Total Expense</b>	<b>27,828.83</b>	<b>4,174.55</b>	<b>18,040.52</b>	<b>50,043.90</b>
<b>Net Ordinary Income</b>	<b>-27,828.83</b>	<b>-2,904.75</b>	<b>21,959.48</b>	<b>-8,774.10</b>
<b>Net Income</b>	<b>-27,828.83</b>	<b>-2,904.75</b>	<b>21,959.48</b>	<b>-8,774.10</b>

7:40 AM

07/07/20

**Itasca Water Legacy Partnership**  
**Reconciliation Summary**  
**1070 · Savings & short-term investment, Period Ending 06/30/2020**

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	<u>Jun 30, 20</u>
<b>Beginning Balance</b>	160,104.20
<b>Cleared Transactions</b>	
<b>Deposits and Credits - 2 Items</b>	<u>40,008.22</u>
<b>Total Cleared Transactions</b>	<u>40,008.22</u>
<b>Cleared Balance</b>	<u><u>200,112.42</u></u>
<b>Register Balance as of 06/30/2020</b>	200,112.42
<b>Ending Balance</b>	200,112.42

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8:10 AM

07/07/20

**Itasca Water Legacy Partnership**  
**Reconciliation Summary**  
**1010 · Cash in Bank, Period Ending 06/30/2020**

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	<u>Jun 30, 20</u>
<b>Beginning Balance</b>	70,735.01
<b>Cleared Transactions</b>	
Checks and Payments - 16 items	-51,028.11
Deposits and Credits - 3 items	76.00
<b>Total Cleared Transactions</b>	<u>-50,952.11</u>
<b>Cleared Balance</b>	<u><u>19,782.90</u></u>
<b>Uncleared Transactions</b>	
Checks and Payments - 9 items	-4,984.92
<b>Total Uncleared Transactions</b>	<u>-4,984.92</u>
<b>Register Balance as of 06/30/2020</b>	<u><u>14,797.98</u></u>
<b>Ending Balance</b>	14,797.98

8:10 AM

07/07/20

**Itasca Water Legacy Partnership**  
**Reconciliation Detail**  
**1010 · Cash in Bank, Period Ending 06/30/2020**

Type	Date	Num	Name	Clr	Amount	Balance
<b>Beginning Balance</b>						70,735.01
<b>Cleared Transactions</b>						
<b>Checks and Payments - 16 items</b>						
Check	05/21/2020	2390	Lamar Companies	X	-450.00	-450.00
Check	05/29/2020	2393	unTapped	X	-6,800.00	-7,250.00
Check	05/29/2020	2391	Zachary Simpson	X	-691.58	-7,941.58
Check	05/29/2020	2394	Paul Bunyan Comm	X	-94.25	-8,035.83
Check	05/29/2020	2392	Beier's Greenhouse	X	-89.45	-8,125.28
Check	05/31/2020	2395	Central Square Mall	X	-249.83	-8,375.11
Transfer	06/01/2020			X	-40,000.00	-48,375.11
Check	06/02/2020	2396	A T & T	X	-123.37	-48,498.48
Check	06/02/2020	ach	Bankcard	X	-15.00	-48,513.48
Check	06/03/2020	2397	Card Service Center	X	-669.45	-49,182.93
Check	06/15/2020	2399	Zachary Simpson	X	-691.58	-49,874.51
Check	06/15/2020	ach	US Treasury	X	-357.00	-50,231.51
Check	06/15/2020	ach	Minnesota Revenue	X	-54.00	-50,285.51
Check	06/18/2020	2400	Lamar Companies	X	-450.00	-50,735.51
Check	06/18/2020	2401	CNA Surety	X	-187.00	-50,922.51
Check	06/23/2020	2402	Kirk Gilbertson CPA...	X	-105.60	-51,028.11
<b>Total Checks and Payments</b>					-51,028.11	-51,028.11
<b>Deposits and Credits - 3 items</b>						
Deposit	06/15/2020			X	30.00	30.00
Deposit	06/24/2020			X	46.00	76.00
Check	06/29/2020	2403	Paul Bunyan Comm	X	0.00	76.00
<b>Total Deposits and Credits</b>					76.00	76.00
<b>Total Cleared Transactions</b>					-50,952.11	-50,952.11
<b>Cleared Balance</b>					-50,952.11	19,782.90
<b>Uncleared Transactions</b>						
<b>Checks and Payments - 9 items</b>						
Check	05/15/2020	2388	Sandy Anderson		-118.97	-118.97
Check	06/10/2020	2398	Terry Prairie Services		-435.13	-554.10
Check	06/29/2020	2405	A T & T		-123.37	-677.47
Check	06/29/2020	2404	Paul Bunyan Comm		-94.75	-772.22
Check	06/29/2020	2406	Card Service Center		-66.29	-838.51
Check	06/30/2020	2409	unTapped		-3,150.00	-3,988.51
Check	06/30/2020	2407	Zachary Simpson		-691.58	-4,680.09
Check	06/30/2020	2408	Central Square Mall		-249.83	-4,929.92
Check	06/30/2020	2410	Jan sandberg		-55.00	-4,984.92
<b>Total Checks and Payments</b>					-4,984.92	-4,984.92
<b>Total Uncleared Transactions</b>					-4,984.92	-4,984.92
<b>Register Balance as of 06/30/2020</b>					-55,937.03	14,797.98
<b>Ending Balance</b>					-55,937.03	14,797.98



**Summary of Past Executive Committee Actions—May – July 2020**

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

**June 2020**

*Motion to approve the Shoreland Video proposal with the stipulation that the coordinator's work be taken from regular hours. (Jan Sandberg, Jesse Davis) M/S/U*

*Motion to approve the master project template in Attachment A#2.1. (Pat Leistikow, Jan Sandberg) M/S/U*

*Motion to adopt a process for committee projects that require use of the new template and Board approval if the project requires participation by another committee, coordinator time or requires funds in addition to committee's budget. (Jan Sandberg, Pat Leistikow) M/S/U*

Project Title: Example of a Shoreland Advisor's Visit to a Shoreland Property

Date submitted: May 13, 2020

Date approved:

Committee: Shoreland

Committee chair: Dave Lick

Person submitting the proposal: Jan Best

Project leader(s): Dave Lick

Others involved: Zack Simpson, a lakeshore property owner, several advisors

Timeline: End of May or early June

Coordinator's involvement: Yes  No  Liaison approval: Yes  No

Coordinator's hours on project: 7 hours

#### Project Description/Goals/Timeline/Marketing:

Purpose: to use a produced video that shows property owners a typical shoreland visit by a shoreland advisor, and to train shoreland advisors about the process of conducting a shoreland visit. Secondly, the Marketing Committee will use the video as a promotion to drive more people to our YouTube Channel, website, FB (via short vignettes taken from the full video), Instagram and to promote our organization, website, Shoreland Guide, and Resource Experts documents (written list year by IW and includes: Native Plant Nurseries, Septic Businesses, and Land Contractors/Landscapers).

Description: Dave will conduct a shoreland property visit, videoed by Zack, to a landowner's lake property, who has given IW permission to video and have a few advisors, Dave, and Zack on their property. Topics to be covered: the shoreland advisors's program and IW's purpose in developing the program; Covid 19 social distance practices when advisors visit sites; assessment of their shoreline plants, aquatic area including AIS information and value of fish/plant habitat; benefits of native plants; runoff/erosion and the influence of fertilizer and lawns upon ecosystems; rain gardens, rain barrels and gutters; septic systems, and promotion of IW's Shoreland Guide and Resource Experts documents (show them on camera).

#### Description of Coordinator's Work:

Zack will video the visit with his iphone, edit it, and upload to IW's social media. On site time spent and travel time to the site would be about three hours. Editing, about three hours. Uploading to the various sites about one hour. These are approximate.

Project Budget and Funding Source: If Zack's schedule becomes full with other IW obligations, we may consider contracting with him by the hour separately for this project. Funding source: new Blandin. Cost: 7 hours at his current hourly wage.

Other Information: (outside partnerships, special grants, etc.)

## **PROJECT FORM**

COMMITTEE PROJECT:  Yes  No    INDEPENDENT PROJECT:  Yes  No

TITLE: \_\_\_\_\_

DATE SUBMITTED: \_\_\_\_\_

DATE APPROVED: \_\_\_\_\_

OWNERSHIP:

If Committee Project: COMMITTEE NAME: \_\_\_\_\_ CHAIR NAME: \_\_\_\_\_

If Independent Project: Owner: \_\_\_\_\_

PERSON SUBMITTING THE PROPOSAL:

\_\_\_\_\_

PROJECT LEADER(S): \_\_\_\_\_

OTHERS INVOLVED (persons, organizations):

TIMELINE:

Begin: \_\_\_\_\_ End: \_\_\_\_\_

\_\_\_\_\_

IW FUNDING SOURCE (new or existing grant, general operating, or combination of funds): \_\_\_\_\_

COORDINATOR'S INVOLVEMENT:  Yes \_\_\_\_\_  No \_\_\_\_\_

Anticipated Hours:

\_\_\_\_\_

Work Required:

\_\_\_\_\_

LIAISON APPROVAL:  Yes \_\_\_\_\_  No \_\_\_\_\_

MARKETING COMMITTEE INVOLVEMENT:

OTHER INFORMATION: (outside partnerships, special grants, etc.)

PROJECT DESCRIPTION/GOALS:

PROJECT BUDGET:

**Expenses:**

Estimated

Actual

Income

Expense Expense

BOARD APPROVAL:

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## Coordinator's Report as of July 13, 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.

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### 1) Webpage Updates

- a. Working with Sandy and Jan Best to update news and events page as needed.
- b. Discussed with Terry the use of before and after photos from shoreland restoration projects carried out by Natural Shore Restorations as well as create a project slideshow page highlighting events/projects undertaken by IW.

### 2) Shoreland Advisor Committee

- a. Filmed shoreland advisor video with Dave Lick
  - i. Four advisors were in attendance
    1. Bill Marshall
    2. Ruth Thouin
    3. Christa Berg
    4. Sue Lick
  - ii. Wrapping up editing
- b. Coordinating shoreland visits as necessary
  - i. Working to reschedule two visits from June
  - ii. No new requests since June
- c. Have been making weekly attempts to contact Doyle Hass to interview regarding DNR permits for YouTube channel.
  - i. No response yet

### 3) Marketing Committee

- a. All necessary equipment has been purchased for video shooting
  - i. Gimble stabilizing stick
  - ii. Lightning to headphone jack
  - iii. 50" Tripod stand
  - iv. Rode VideoMicro shotgun mic
  - v. Rode WirelessGO microphone system
  - vi. Rode TRS TO TRRS Patch Cable
  - vii. JOBY mobile rig
- b. Trained self to use above equipment.
- c. Following up with Brian and Megan regarding event signage.
- d. Coordinating with committee members on mall signage
  - i. Mall Manager Linda has confirmed that the .JPRG of our logo has been passed on to the sign company, but has not been able to give me a timeline for when it will be installed
- e. Continuing to work with committee members to develop social media strategy
- f. Have met with Beiers and filmed a mini-series on the native plants that they are carrying this year.
  - i. In the process of editing

- ii. Will be posting a new video every Tuesday and Thursday beginning July 14 for three weeks.
  - iii. Currently in editing process.
- g. Spoke with Jennifer at ICTV and got copies of Itasca Waters videos
  - i. Have posted to YouTube
- h. Continuing to learn more about YouTube Studios to assist with video posting.
- i. Researching free video/audio editing software

#### **4) Social Media Strategy**

- a. Continuing to work with Marketing Committee to develop posting opportunities
  - i. Weekly themed postings
  - ii. Shoreland Advisor Interviews (Why they volunteer)
  - iii. Invasive/Native plant awareness postings
- b. The new YouTube channel is up and running with all previous videos posted.
  - i. Working on adding end screen options and interactive cards to the videos.

#### **5) Google Drive**

- a. Created Blandin Implementation Committee Shared Drive

Grants Committee Report July 13, 2020

Lynn Moratzka, Chair

The Grants Committee has not scheduled a meeting yet. I do plan to set a committee meeting and include John Connelly as a outside resource for the committee in the near future.

The committee now has an opportunity to investigate opportunities for IW to apply for at least one grant. As I informed the Executive Committee in June, I was appointed to the Chippewa Resource Advisory Committee (RAC). The RAC carries out the requirements of the Secure Rural Schools and Community Self-determination Act of 2000. There are 15 members. We had our orientation meeting July 8.

The last meeting of this committee was in 2016 and the last time they awarded grant funds. In 2011/12 Itasca Waters applied for and received \$20,000 for the purple loosestrife project.

Since the RAC committee has not been authorized to meet or review and recommend projects since 2016 funds have been accumulating for 2017, 2018 and 2019 and possibly now for 2020. The total amount available for 2017, 2018 and 2019 is now \$264,000. If 2020 is able to be added to the amount, it will be in excess of \$300,000.

The RAC committee will be having a regular meeting either in late August or September at which time we will learn of the application schedule. It is estimated that the filing time may start in December with applications due in February.

The Forest Service and RAC will be promoting the grant application process with organizations like IW, SWCD, the counties in the Chippewa.

As I receive more information, I will share it with the Board and bring it to the Grants Committee.

## Marketing Committee July Report

### Current Projects:

- Vertical Banner Update – Brian and Megan are working on the content and will hand off to a designer to fit it all together
- Mall Signage Update – Zack contacted Linda at the mall and as of right now she has no timeline for when that will be done
- News/events Update – The page has been added to the site and has been adjusted for better mobile viewing as well. Sandy will create how-to documentation for the other members that have access to be able to post.
- YouTube Channel – Zack has created a new YouTube Channel and has uploaded former IW videos and new ones.
- Karen Terry slideshow on Lakes and Lawns completed and posted on website, facebook, and youtube.
- Zack is working on:
  - Video with Beier's and the native plants they are selling – first vide should be online Tues July 14th
  - Shoreland Advisors video with Dave is completed, editing this week and it's planned as a mini-series on YouTube
  - AIS in collaboration with Bill G. Cover 5 Star program. Video interview Zack would do with Doyle Hoss from DNR about aquatic zone/plants/permits. Still waiting to hear back from Doyle Hoss.
- The committee purchased additional audio equipment for video use.
- Website/Social Media Management – a work in progress. Jan and Zack have been doing a great job posting relevant and interesting content on the facebook and instagram, along with boosting some FB items to increase IW exposure. For the short term Sandy will get the News/Events portion of the website organized and posts items provided by other IW members. And re-evaluate as we go to streamline posting and content management

### New Discussion:

- Mini newsletters for next three months – Jan B. idea to send out shorter more focused newsletters with links to videos IW creates – ideas below. The first of these plans to focus on the second group of ideas including the Karen Terry slideshow. Jan & Zack are working on the videos.
- Newsletter devoted to Laura/Ed about their conclusions from this past year and what is planned for year ahead for the Bush Foundation Grant. Ask for volunteers to be on their committee.
- What other marketing ideas can we help with from Laura & Ed's project?





**Membership-Fundraising Committee Report to the Board of Directors  
July 6, 2020 by Shirley Loegering**

Total membership donations so far in 2020 are \$1,134, compared to \$1,837 at this same time in 2019. Three new members in 2020.

Our committee met in March, April, May and June and are working on the following goals:

1. Strategies to retain current donors
  - a. Keep members informed of IW activities:
    - i. Emailed and mailed the Spring 2020 Newsletter to a broad range of recipients, including our membership, Morris survey respondents. Shoreland advisors, County Commissioners and volunteers.
  - b. Jan Best is working with Zack on shorter, more frequent Bulletins.
  - c. Mailed thank you letters to 62 long-time donors with flower seed packets—received one thank you.
2. New donor strategies:
  - a. Mailed 210 “Welcome to the Lake” postcards to new lakeshore property owners. Received one new member.
  - b. Shirley has updated the Itasca County resort list to be used for either a targeted mailing and/or added to our fall membership campaign. There are 103 resorts included. The list is posted on Google Drive for access by other committees.
  - c. Shirley is collecting names and addresses of people who “Like” our Facebook page to be used in the fall membership campaign. Also included are people who attended the Our Mississippi Our Future forum. There are 96 names on the list so far. Of interest is that about half do not own property on river or lakeshore.
3. Fundraising
  - a. The general feeling was that now was not the right time to do a fundraiser. However, we discussed a few ways we could promote IW and include a “soft ask” such as:
    - i. Free educational webinars with a “soft ask” at the end
    - ii. Virtual tour of shoreland restoration projects
    - iii. Jan Best suggested promoting a photo contest such as was done in Crow Wing County where the winner receiving a canvas picture of their photo.
    - iv. Request submission of before/after photos of shoreland restorations



Jan Sandberg &lt;jan.f.sandberg@gmail.com&gt;

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**Re: Draft agenda for July 13 Board meeting**

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**David Lick** <wabana54@gmail.com>

Thu, Jul 2, 2020 at 10:38 AM

To: Shirley &amp; Perry Loegering &lt;pershirl@gmail.com&gt;

Cc: Jan Sandberg &lt;jan.f.sandberg@gmail.com&gt;, Andy Arens &lt;andy.arenas@itascawcd.org&gt;, Benjamin Benoit &lt;bjam.benoit@gmail.com&gt;, Bill Grantges &lt;bill@grantges.net&gt;, Brian Whittemore &lt;brwhit44@gmail.com&gt;, Dan Steward &lt;dan.steward@state.mn.us&gt;, Dan Swenson &lt;daniel.swenson@co.itasca.mn.us&gt;, Eric Raitanen &lt;ericraitanen@fs.fed.us&gt;, Harold Dzuik &lt;beha1@bigfork.net&gt;, Jan Best &lt;jbest51@yahoo.com&gt;, Jesse Davis &lt;jesse@moveitrealestate.com&gt;, John Downing &lt;limnoguy@gmail.com&gt;, Kathy Cone &lt;kiffyl@hotmail.com&gt;, Lynn Moratzka &lt;lgn7739@me.com&gt;, Megan Christianson &lt;megan@visitgrandrapids.com&gt;, Moriya Rufer &lt;moriya.rufer@rmbel.info&gt;, Pat Leistikow &lt;PatandRodLeistikow@gmail.com&gt;, Sandy Anderson &lt;sandy@lakehomes.com&gt;, "Tinquist, Davin" &lt;davin.tinquist@co.itasca.mn.us&gt;, Zack Simpson &lt;zacksimp@itascawaters.org&gt;, Laura Connelly &lt;ljcturningpoints@gmail.com&gt;

Shoreland committee oked Karen Terry Video to be added to our website in early June. On June 29 Zack along with 4 shoreland advisors did a video of what a shoreland visit could be like. Zack is in the process of editing the video he took on the 29th and will add it to the website for land owners and shoreland advisors to view if they so desire. Dave sat in on a virtual meeting of the Whitefish and area other lake assn regarding what they are doing South of GR on shorelines. Dave made some contacts regarding ideas and signs that the Gull lake assn orders from a print shop in Ironton, Mn for \$43 each for any shoreland owner who becomes a shoreland steward. Wired To Fish Ryan DeShaneau was visited with and is interested in helping with the fishing public to get the word out on the ecology of shorelines.

Shoreland Committee report

Dave

On Thu, Jul 2, 2020 at 9:33 AM Shirley &amp; Perry Loegering &lt;pershirl@gmail.com&gt; wrote:

Looks good to me. I'm working on a short membership report--will try to get that to you today.

On Thu, Jul 2, 2020 at 9:23 AM Jan Sandberg &lt;jan.f.sandberg@gmail.com&gt; wrote:

Attached is a draft agenda for the July 13 Itasca Waters Board meeting. Please advise of changes, additions, deletions, etc. I have placeholders for attachments although I already have something from Laura for the Bush Grant.

--

Jan Sandberg  
[jan.f.sandberg@gmail.com](mailto:jan.f.sandberg@gmail.com)



# All Things Water

COMMUNITY AWARENESS CAMPAIGN

# Bush Community Innovation Grant

*Objective: Develop a community defined vision and action plan to protect Itasca's water resources in perpetuity.*

Applied for and awarded two-year grant March 2019



April 2019-April 2020 (Year 1): creating widespread community engagement process.



May 2020-May 2021 (Year 2): implementing the learnings from Year 1.

# Community Engagement Summary

- ▶ Review existing ways people monitor and protect the quality of Itasca County's lakes, rivers and streams
- ▶ Fully understand current initiatives and public policies intended to protect water quality.
- ▶ Interview community leaders and elected officials.
- ▶ Gather input from a broad cross section of the community (surveys, focus groups, 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 general public.
- ▶ Research behavior and social change models for an implementation template.

# Translating Insights Into Action



Five elements of a community-wide plan to protect our waters:

1. Create shared community beliefs, values and behaviors
2. Encourage advocacy, education and public awareness
3. Cultivate leadership support
4. Enforce & implement
5. Monitor and assess



Create shared  
community beliefs,  
values and behaviors



# Campaign Themes



Approximately \$80 Million in Local Revenue,  
Brought to You Annually by Clean Water



Summer Fun, Brought to You by Clean Water



A Fishable Future, Brought to You by Clean Water

# Campaign Themes



Help Protect Itasca's Greatest Natural Resource:  
Our Water



All You Need to Know About Itasca's H2O



We Love Our Clean Water. Please Help Us Keep It  
Clean.

**Audiences**

	Shoreline Owners	Elected Leaders	Recreationists (fish,boat,swim)	General Public	Tourists/Visitors	Resort Guests	Realtors
<b>Newspaper ads</b>	X	X		X			
<b>Social media</b>	X		X	X	X		
<b>Brochures</b>	X	X			X	X	X
<b>Info posters</b>				X	X	X	
<b>Website (IW)</b>	X			X			
<b>Radio</b>			X		X	X	
<b>TV</b>				X			
<b>Blog</b>	X	X		X			
<b>Signage</b>			X		X	X	
<b>Direct mail</b>	X	X		X			X
<b>Word of mouth</b>	X	X	X	X			X



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**Summer Fun, Brought to  
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Encourage advocacy,  
education and public  
awareness



## 7 Easy Ways to Help Protect Itasca Waters

1. Dispose of toxic materials safely. Gasoline, antifreeze, paint thinner and other toxics can be discarded at the Itasca County Transfer Station. Old or unused medication can be dropped off at the Itasca County Sheriff's Office.
2. Please keep litter, pet wastes, leaves and debris out of street gutters and storm drains: these outlets drain directly to lakes, streams, rivers and wetlands.
3. Wherever possible, slow down water that flows into lakes, rivers and streams. This helps control soil erosion. Planting more trees, creating rain gardens, reducing lawns near the water and replacing lawn grass with large-rooted plants are natural processes to filter our water.
4. Use fertilizers and pesticides on lawns sparingly (or better, not at all). They can run into lakes, rivers and streams and are harmful to the earth, animals and people.
5. If you have a septic system, have it inspected annually and pumped at least every three years.
6. Wash your boat after each lake you visit.
7. Talk with others about ways in which we can all help keep Itasca waters clean.





**We Love Our Clean Water.**

**Please Help Us Keep It Clean.**

**Please Wash Your Boat After Each Lake You Visit.**



**We Love Our Clean Water.  
Please Help Us Keep It Clean.**

**Native Shorelines Are Not  
Only Beautiful, They Naturally  
Filters Our Water.**

## SHORELAND FACT SHEET FOR ITASCA AREA REALTOR AGENTS

### Commonly Asked Questions About Shoreland Usage

#### What rules apply to docks?

Dock rules are established by the DNR to prevent the deterioration of the lake's ecosystem from excessive or inappropriate dock placement. Itasca County currently defers to State rules. In choosing the right dock and boat lift configuration for your property, it is important to keep in mind that a dock is private property placed on a public resource that can detrimentally impact the lake. They may shade out important aquatic plants and cause fragmentation and destruction of important emergent and submerged aquatic vegetation that provides habitat where fish spawn, feed, grow, and find shelter from predators.

No DNR permit is needed to install, construct, or reconstruct a dock on shoreline if:

- The dock, not including the watercraft lift or canopy, is not wider than 8 feet and is not combined with other structures that create a larger structure.
- The dock is no longer than is necessary to reach navigable water depth, is not a safety hazard, does not close off access for others to the lake, allows for free flow of water under it, and is not intended for use as a marina.

#### Do I need a permit for a sand blanket or beach development?

Everyone wants a nice sandy beach [area](#), but trying to create a sandy beach where it has not existed naturally is usually not very successful. Before making your decision, be aware that wave action can erode the beach, and sand will migrate down shore, possibly damaging [fish](#) and wildlife habitat. If the lake bottom is soft, the sand will only sink into the muck and disappear. Sand blankets cannot be applied over bulrush and cattails; vegetation will constantly emerge. Before installing a sand blanket below the ordinary [high-water](#) level (OHWL), contact the DNR Ecological and Water Resources office for installation and possible permit requirements. Refer to the DNR Shoreland Alteration Fact Sheet for specifications. A permit will be needed from Itasca County Environmental Services if you are installing a sand blanket above the OHWL.

#### Can I control aquatic plants in front of my shoreline?

The removal or destruction of aquatic plants is a regulated activity under the DNR's Aquatic Plant Management Program. Aquatic plants are a valuable part of the lake system. They stabilize bottom sediments, protect water clarity, prevent shoreline erosion, and provide fish habitat. You are encouraged to keep destruction of aquatic plants to a minimum. Unless aquatic plants are interfering with lake access, swimming, or other water recreation activities, they should be left alone. If you are seeing unusually high plant growth where it has not previously occurred, look for possible sources of phosphorus getting into the lake from your property that might be fueling this growth, such as excessive runoff, a septic system, or shoreland erosion. If management is desired, consider managing plants only in the swimming area. It is not necessary to have the entire shoreline devoid of submerged aquatic plants.

#### What are the requirements for installing a retaining wall or riprap for erosion control?

A DNR public waters work permit is required to build a retaining wall along your shoreline if the structure is proposed below the OHWL. If above the OHWL, a permit is required by Itasca County for a retaining wall. In general, retaining walls are discouraged, particularly on relatively undeveloped lakes. Planting vegetation for erosion control is preferred. If riprap (course stones, boulders, or rock placed against the bank or shore) is used, a permit is required by Itasca County. If the riprap being installed is over 200 lineal feet, the DNR also needs to review the plans. Refer to the DNR Shoreland Alteration Fact Sheet ([dnr.state.mn.us/publications/waters/shoreline\\_alteration.html](http://dnr.state.mn.us/publications/waters/shoreline_alteration.html)) for more specifics on design. Contact Itasca County Environmental Services for assistance.

#### How do I know where the ordinary [high-water](#) level (OHWL) is?

For lakes and wetlands, the OHWL is the highest water level that has been maintained for a sufficient [period of time](#) to leave evidence on the landscape; it is not necessarily the highest place the water has been. It is

# Shoreland Guide for Realtors



Cultivate leadership  
support

***DRAFT RESOLUTION FOR GOVERNMENTAL UNITS IN ITASCA  
COUNTY: Itasca Clean Water Commitment***

WHEREAS safe, clean water is essential to Itasca County's economy, way of life and environment; and

WHEREAS safe, clean water is enjoyed and used by all Itasca County's businesses, residents and visitors; and

WHEREAS each Itasca County business, resident and visitor affects the quality of water in our lakes, rivers and streams through their individual and collective behavior; and

WHEREAS we are all stewards of the clean water upon which future generations depend; and

WHEREAS each Itasca County business, resident and visitor is called upon to protect our clean water; and

WHEREAS we need all Itasca County leaders and decision-makers to commit to protecting this precious natural resource in perpetuity; and

NOW, THEREFORE, be it resolved that the City/Township of \_\_\_\_\_ pledges to be a partner in the "Itasca Clean Water Commitment."

By: \_\_\_\_\_  
(NAME), Mayor/Chairperson

City/Township of \_\_\_\_\_

Date: \_\_\_\_\_

# Cultivate Leadership Support



Monitor and assess



Enforce & implement

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## SHORELAND FACT SHEET FOR ITASCA AREA REALTOR AGENTS

commonly that point where the natural vegetation changes from predominately aquatic to predominantly terrestrial. The OHWL is used by Itasca County to determine their regulatory zone and appropriate setbacks for buildings.

### Who has regulatory authority in the shoreland zone?

The shoreland zone in Itasca County is defined as the land within 1,000 feet of a lake or 500 feet of a river plus the near-shore waters.

- For any actions *in the water or on the land below the ordinary high water level* (OHWL) of a public water (lakes, rivers, streams, wetlands), check with the Minnesota Department of Natural Resources (DNR) for permits that may be required.
- For any actions *on the land above the OHWL* (the upland areas of your property) and within the shoreland zone, contact the Itasca County Environmental Services office.
- If located *within the boundaries of a city*, contact city offices.

### Itasca County Shoreland Information

The following general requirements apply to work done in the shoreland areas. For shoreland properties within the City of Grand Rapids, check with the **Grand Rapids Planning and Zoning Office** (218-326-7601). For all other areas of Itasca County, contact the **Itasca County Environmental Services Department** (218-327-2857).

- Boat houses and saunas
- Building permits for new construction, decks, garages, etc.
- Construction in bluff zones
- Dirt moving in shoreland zones
- Docks and beaches
- Non-conforming lots and uses and lot splits
- Septic systems
- Setbacks
- Vegetation alterations
- Wetlands

### Itasca County Shoreland Checklist

#### Contact Itasca County Environmental Services (218-327-2857) before:

- Clearing or developing shoreland property
- Building a new structure or adding on to an existing structure
- Installing a septic system
- Building or repairing any accessory structure near the shore (boat house, gazebo, storage shed, etc.)
- Building a boardwalk, raised path to the lake or anything that does not meet setback requirements
- Installing a sand blanket above the ordinary high water level (OHWL)
- Shoreland alterations such as clearing, cutting, and dirt work (excavating, grading or filling)

#### Contact the Itasca Soil and Water Conservation District (218-326-5573) for:

- Questions about soils, wetlands, technical assistance for erosion control practices, or cost share programs for implementing conservation practices on your property and more.

#### Contact the Minnesota Department of Natural Resources (218-328-8780) before:

- Removing emergent vegetation (cattails, bulrushes, wild rice)
- Using chemicals to control vegetation
- Altering a lake bed
- Conducting work done below the ordinary high water level (OHWL)

**DRAFT RESOLUTION FOR GOVERNMENTAL UNITS IN ITASCA COUNTY: *Itasca Clean Water Commitment***

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By: \_\_\_\_\_  
(NAME), Mayor/Chairperson

City/Township of \_\_\_\_\_

Date: \_\_\_\_\_



**INVOICE**

Check # 2409  
6/30/20  
\$3,150.00

June 29, 2020

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

Bush / Conraded Sr

*June*

**Professional Services & Expenses (~~2019~~ 2020)**

Professional Services		
Activities	Hours	Fees
Community engagement		
• Connelly	13.5hrs	\$2025.00
• Zabinski	7.5hrs	\$1125.00
<b>Total Services &amp; Expenses</b>	<b>21hrs</b>	<b>\$3,150.00</b>

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

**June 2020 Activity**

- Draft/Edits to unTapped year two work plan
- Created and edited draft Realtor Shoreline Guide
- Created and edited draft Proclamation
- Created & edited List of 7 things to help protect water
- Created draft Public Awareness Campaign
- Met with I Waters Bush Grant oversight committee
- Worked on Bush Grant Year One Report
- Worked on presentation for July full board meeting