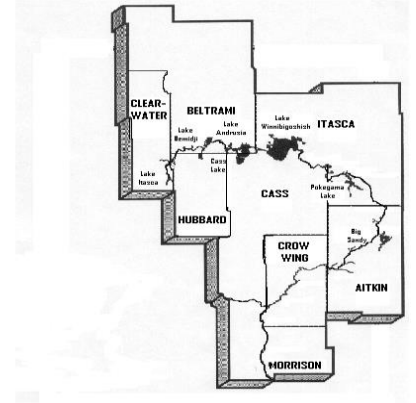




**Mississippi Headwaters Board  
Meeting Agenda  
Cass County Courthouse  
Walker, MN  
April 21, 2017  
10:00 am**



- **Call to Order/Pledge of Allegiance**

**10:00 AM Approve/Amend**

- Agenda
- Consent Agenda – March '17 Minutes & March Expenses (att. 1 & 2)

**Planning and Zoning (Actions)**

- None

**Action / Discussion Items:**

- Executive Director Staff Report (att. 3)
- LCCMR grant approval for submission (att. 4)
- Summary of process and request to contract for MHB LSHOC grant (att. 5)
- Set up MHB subcommittee for Comprehensive Plan

**Misc:** ☀ Legislature Update (if any)      ☀ County Updates

**Meeting Adjourned - Thank you**

**Mtgs:**

**April 21, '17, 10:00 AM – MHB Board meeting- Walker, MN**

**Aug. 5, '17, Canoe Days**

**October 20, '17, MHB Biennial Meeting- Chase on the Lake- Walker, MN**

# **Attachment 1 & 2**

Draft Minutes

Monthly Expenses

Mississippi Headwaters Board

March 17, 2017

Cass County Courthouse

Walker MN 56484

MEETING

MINUTES

Members present: Carl Johannsen (Hubbard), Neal Gaalswyk (Cass County), Keith Winger (Beltrami), Davin Tinquist (Itasca), Ann Marcotte (Aitkin), Duane Johnson (Morrison), Dean Newland (Clearwater), and Tim Terrill (Executive Director).

Others present: Bob Lessard (DNR Liason), Marcel Noyes (Hubbard SWCD Supervisor)

Chairman Winger called the meeting to order followed by the Pledge of Allegiance.

Marcel Noyes was recognized by the Chair as the Hubbard Soil & Water Conservation Supervisor.

M/S Gaalswyk/Johnson move to accept agenda as presented. Motion carried.

M/S Tinquist/Newland moved to accept the consent agenda as presented. Motion carried.

**Executive Director Report**

- Terrill stated that Commissioner Marcotte attended the Governor's Water Summit and that he provided talking points to her regarding the counties working together on certain issues. He received help from Brent Rud in helping review and update the Comprehensive Plan
- Discussed the MHB Comprehensive Plan update and said the process is going well and they are done with the zoning portion of the plan, and moving into the management portion of the plan.
- A meeting was held with various partners in Bemidji to discuss PMA 25 and the process to move forward with A Clean Water Grant.
- Showed 9 foot display to the Board and stated that it could be used for multiple purposes and events.
- Held AIS meeting with DNR employees to discuss Minnesota Traditions with them and help develop more consistent content throughout the summer.
- Talked with Amy Burnette from the Leech Lake Band of Ojibwe on developing a project with them to identify culturally significant areas on the Miss. River.
- Attended Morrison County Water Planning meeting and provided MHB input to them so that in future years they could apply for funding.

**Action/Discussion Items**

Terrill provided the Board with a GIS map of the MHB area and explained how it could better explain to others where the MHB corridor is. The map is digital and different layers can be seen at different zoomed levels. It was widely agreed that this would help people understand the MHB jurisdictional area, and suggested that HUC 8 watershed maps be added as a layer. It was also suggested that this be sent to the MHB counties and that they provide a link to the MHB website from their county website.

Terrill provided the Board with some suggestions for the next fiscal year. He reviewed over the short term suggestions that they approved in January, and reviewed over some long term suggestions. Terrill offered a suggestion to fund the per diems of County Commissioners to attend the Biennial meeting. He also provided the Board with a suggestion of either funding a part time position for the MHB or a contracted position for the LSOHC program.

M/S Marcotte/Johnson to approve to contract someone to fulfill the responsibilities of the LSOHC grant. Motion Carried.

County Support- This was not discussed in length because of the decision of the Board to contract.

Terrill reviewed over the grade scale and resolution before moving into a closed session.

M/S Johannson/Marcotte move to go into closed session to discuss Executive Director's performance evaluation.  
Motion carried.

M/S Tinquist/Johnson to come out of the executive performance session. Motion carried.

M/S Marcotte/Gaalswyk to approve of Resolution 2017-02 with a performance rating of **Outperforming** and to apply the corresponding performance based pay adjustment of **4.5%**. Motion Carried.

Next meeting to be held March 17, 2017 at the Cass County Commissioner's meeting room at the Cass County Courthouse.

Commissioner Updates- Commissioner Gaalswyk testified to the legislature regarding county program aid to correct the disparity between counties. Commissioner Marcotte discussed the PILT and the discrepancy between acquired land and PILT payments to counties. Marcotte discussed HF 1807 & 1291 and SF 1482 & 1082 regarding wetland credits in mining permits and no opportunity for counties to appeal. Commissioner Johannsen reemphasized PILT payments and how it can affect local Townships.

M/S Johannson/Gaalswyk to adjourn.

---

Chairman Keith Winger

---

Executive Director Tim Terrill



04/10/2017 08:09  
alainab

Crow Wing County  
ACCOUNT DETAIL HISTORY FOR 2017 03 TO 2017 03

P 2  
glacthst

ORG YR/PR	ACCOUNT JNL EFF DATE	SRC REF1	REF2	REF3	CHECK #	OB	AMOUNT	NET LEDGER BALANCE	NET BUDGET BALANCE
17/03	371 03/14/17	APP A0314					20,999.97	.00	
	A031417	AP CASH DISBURSEMENTS JOURNAL							
17/03	510 03/17/17	API B 1372					-610.30	-610.30	
	W A032117								
17/03	511 03/21/17	APP A0321					610.30	.00	
	A032117	AP CASH DISBURSEMENTS JOURNAL							
17/03	782 03/31/17	API B 1402					-1,000.00	-1,000.00	
	W C041117								
	LEDGER BALANCES --- DEBITS:		21,615.42		CREDITS:	-22,615.42	NET:	-1,000.00	
74	74-00-000-000-000-0000-38400-	Expenditures							
					SOY BALANCE			.00	
					PER 01		17,456.24	17,456.24	
					PER 02		8,324.00	25,780.24	
17/03	172 03/03/17	PRJ pr0303 1070303 1070303					3,401.49	29,181.73	
	pay030317	WARRANT=070303 RUN=1 BI-WEEKL							
17/03	285 03/09/17	API B 1357					4.67	29,186.40	
	W A031417								
17/03	368 03/14/17	API B 1352					20,995.30	50,181.70	
	W A031417								
17/03	440 03/17/17	PRJ pr0317 1170317 1170317					3,437.39	53,619.09	
	pay031717	WARRANT=170317 RUN=1 BI-WEEKL							
17/03	510 03/17/17	API B 1372					610.30	54,229.39	
	W A032117								
17/03	715 03/31/17	PRJ pr0331 1170331 1170331					2,730.00	56,959.39	
	pay033117	WARRANT=170331 RUN=1 BI-WEEKL							
17/03	720 03/30/17	GNI FEB					381.48	57,340.87	
	WF PCARD								
17/03	720 03/30/17	GNI FEB					-8.35	57,332.52	
	WF PCARD								
17/03	782 03/31/17	API B 1402					1,000.00	58,332.52	
	W C041117								
17/03	795 03/31/17	GEN					525.00	58,857.52	
	RECURRING								
	LEDGER BALANCES --- DEBITS:		58,865.87		CREDITS:	-8.35	NET:	58,857.52	

04/10/2017 08:09  
alainab

Crow Wing County  
ACCOUNT DETAIL HISTORY FOR 2017 03 TO 2017 03

P 3  
glacthst

ORG YR/PR	ACCOUNT JNL EFF DATE	SRC REF1	REF2	REF3	CHECK #	OB	AMOUNT	NET LEDGER BALANCE	NET BUDGET BALANCE
74	74-00-000-000-000-0000-38500-						Revenues		
							SOY BALANCE	.00	
							PER 01	-12,321.76	-12,321.76
							PER 02	-29,493.42	-41,815.18
17/03	246 03/07/17	GNI	jessis	20731			-10,000.00	-51,815.18	
	iNovah								
17/03	517 03/01/17	GNI	Lisak	20669			-15,000.00	-66,815.18	
	iNovah								
17/03	617 03/27/17	GNI	Lisak	20964			-15,000.00	-81,815.18	
	iNovah								
	LEDGER BALANCES --- DEBITS:			.00			CREDITS:	-81,815.18	NET: -81,815.18
74830	74-00-830-000-000-0000-52990-						Local Grant		
							REVISED BUDGET		.00
							PER 01	-9,000.00	-9,000.00
							PER 02	-3,000.00	-12,000.00
17/03	246 03/07/17	GNI 650868	jessis	20731			-10,000.00	-22,000.00	
	iNovah	CASS AIS CAMPAIGN							
17/03	642 03/28/17	GEN					10,000.00	-12,000.00	
	RCLS	CASS AIS CAMPAIGN 650868							
	LEDGER BALANCES --- DEBITS:			10,000.00			CREDITS:	-22,000.00	NET: -12,000.00
74830	74-00-830-000-000-0000-58300-						Miscellaneous Other Revenue		
							REVISED BUDGET		.00
17/03	517 03/01/17	GNI 650356	Lisak	20669			-15,000.00	-15,000.00	
	iNovah	CLEARWATER AIS SUPPORT							
17/03	617 03/27/17	GNI 652710	Lisak	20964			-15,000.00	-30,000.00	
	iNovah	AITKIN COUNTY AIS SUPPORT							
17/03	642 03/28/17	GEN					-10,000.00	-40,000.00	
	RCLS	CASS AIS CAMPAIGN 650868							
	LEDGER BALANCES --- DEBITS:			.00			CREDITS:	-40,000.00	NET: -40,000.00

04/10/2017 08:09  
alainab

Crow Wing County  
ACCOUNT DETAIL HISTORY FOR 2017 03 TO 2017 03

P 4  
glacthst

ORG YR/PR	ACCOUNT JNL EFF DATE	SRC REF1	REF2	REF3	CHECK #	OB	AMOUNT	NET LEDGER BALANCE	NET BUDGET BALANCE
74830	74-00-830-000-000-000-0000-61000-			Salaries & Wages - Regular					
				REVISED BUDGET					.00
					PER 01		4,741.65	4,741.65	
					PER 02		4,741.64	9,483.29	
17/03	172 03/03/17 PRJ pr0303 1070303 1070303						2,370.83	11,854.12	
	pay030317 WARRANT=070303 RUN=1 BI-WEEKL								
17/03	440 03/17/17 PRJ pr0317 1170317 1170317						2,370.82	14,224.94	
	pay031717 WARRANT=170317 RUN=1 BI-WEEKL								
17/03	715 03/31/17 PRJ pr0331 1170331 1170331						2,370.83	16,595.77	
	pay033117 WARRANT=170331 RUN=1 BI-WEEKL								
	LEDGER BALANCES --- DEBITS:		16,595.77		CREDITS:	.00	NET:	16,595.77	
74830	74-00-830-000-000-000-0000-61200-			Active Insurance					
				REVISED BUDGET					.00
					PER 01		1,376.49	1,376.49	
					PER 02		1,395.47	2,771.96	
17/03	172 03/03/17 PRJ pr0303 1070303 1070303						686.16	3,458.12	
	pay030317 WARRANT=070303 RUN=1 BI-WEEKL								
17/03	440 03/17/17 PRJ pr0317 1170317 1170317						667.06	4,125.18	
	pay031717 WARRANT=170317 RUN=1 BI-WEEKL								
	LEDGER BALANCES --- DEBITS:		4,125.18		CREDITS:	.00	NET:	4,125.18	
74830	74-00-830-000-000-000-0000-61300-			Employee Pension & FICA					
				REVISED BUDGET					.00
					PER 01		692.39	692.39	
					PER 02		695.88	1,388.27	
17/03	172 03/03/17 PRJ pr0303 1070303 1070303						344.50	1,732.77	
	pay030317 WARRANT=070303 RUN=1 BI-WEEKL								
17/03	440 03/17/17 PRJ pr0317 1170317 1170317						344.51	2,077.28	
	pay031717 WARRANT=170317 RUN=1 BI-WEEKL								
17/03	715 03/31/17 PRJ pr0331 1170331 1170331						359.17	2,436.45	
	pay033117 WARRANT=170331 RUN=1 BI-WEEKL								
	LEDGER BALANCES --- DEBITS:		2,436.45		CREDITS:	.00	NET:	2,436.45	



04/10/2017 08:09  
alainab

Crow Wing County  
ACCOUNT DETAIL HISTORY FOR 2017 03 TO 2017 03

P 5  
glacthst

ORG YR/PR	ACCOUNT JNL EFF DATE	SRC REF1	REF2	REF3	CHECK #	OB	AMOUNT	NET LEDGER BALANCE	NET BUDGET BALANCE	
74830	74-00-830-000-000-000-62100-	Telephone				REVISED BUDGET				.00
					PER 01		60.50	60.50		
					PER 02		60.15	120.65		
17/03	285 03/09/17 API 006205			46018	9784	B	1.80	122.45		
	W A031417 MAR CTC & 2/1-2/28 LD CALLS	CONSOLIDATED TELECOM								
17/03	285 03/09/17 API 006205			46018	9784	B	2.87	125.32		
	W A031417 MAR CTC & 2/1-2/28 LD CALLS	CONSOLIDATED TELECOM								
17/03	440 03/17/17 PRJ pr0317 1170317			1170317			55.00	180.32		
	pay031717 WARRANT=170317 RUN=1 BI-WEEKL									
	LEDGER BALANCES --- DEBITS:			180.32	CREDITS:		.00	NET:	180.32	
74830	74-00-830-000-000-000-62680-	Non-Employee Per Diems				REVISED BUDGET				.00
					PER 01		300.00	300.00		
					PER 02		100.00	400.00		
17/03	510 03/17/17 API 002837			46624	9843	B	50.00	450.00		
	W A032117 3-17-17 MHB PER DIEM & MILEAGE	JOHANNSEN, CALVIN								
17/03	510 03/17/17 API 001099			46625	9846	B	50.00	500.00		
	W A032117 03-17-17 MHB PER DIEM & MILAGE	MARCOTTEANNE								
17/03	510 03/17/17 API 002809			46626	9902	B	50.00	550.00		
	W A032117 3-17-17 MHB PER DIEM & MILAGE	TINQUIST, DAVIN C								
17/03	510 03/17/17 API 004028			46627	9903	B	50.00	600.00		
	W A032117 03-17-17 MHB PER DIEM & MILAGE	WINGER, KEITH								
17/03	510 03/17/17 API 100532			46630	9904	B	50.00	650.00		
	W A032117 03-17-17 MHB PER DIEM	MORRISON COUNTY AUDI								
17/03	510 03/17/17 API 002534			46632	9847	B	50.00	700.00		
	W A032117 03-17-17 MHB PER DIEM	NEWLAND, DEAN								
	LEDGER BALANCES --- DEBITS:			700.00	CREDITS:		.00	NET:	700.00	
74830	74-00-830-000-000-000-62720-	Non-Employee Mileage				REVISED BUDGET				.00
					PER 01		299.06	299.06		
					PER 02		22.47	321.53		
17/03	510 03/17/17 API 002837			46624	9843	B	26.75	348.28		
	W A032117 3-17-17 MHB PER DIEM & MILEAGE	JOHANNSEN, CALVIN								
17/03	510 03/17/17 API 001099			46625	9846	B	59.39	407.67		

04/10/2017 08:09  
alainab

Crow Wing County  
ACCOUNT DETAIL HISTORY FOR 2017 03 TO 2017 03

P 6  
glacthst

ORG YR/PR	ACCOUNT JNL EFF DATE	SRC REF1	REF2	REF3	CHECK #	OB	AMOUNT	NET LEDGER BALANCE	NET BUDGET BALANCE
	W A032117	03-17-17	MHB PER DIEM & MILAGE	MARCOTTEANNE					
17/03	510 03/17/17	API 002809		46626	9902	B	64.20	471.87	
	W A032117	3-17-17	MHB PER DIEM & MILAGE	TINQUIST, DAVIN C					
17/03	510 03/17/17	API 004028		46627	9903	B	42.26	514.13	
	W A032117	03-17-17	MHB PER DIEM & MILAGE	WINGER, KEITH					
17/03	510 03/17/17	API 001098		46629	9844	B	117.70	631.83	
	W A032117	03-17-17	MILAGE	JOHNSONDUANE					
	LEDGER BALANCES --- DEBITS:			631.83	CREDITS:		.00	NET:	631.83
74830	74-00-830-000-000-000-0000-62990- Prof. & Tech. Fee - Other REVISED BUDGET								.00
					PER 01		3,797.80	3,797.80	
					PER 02		525.00	4,322.80	
17/03	368 03/14/17	API 003845		45679	902486	B	18,400.00	22,722.80	
	W A031417	FWS SOCIAL MEDIA INV		FISHING THE WILDSIDE					
17/03	368 03/14/17	API 101308		46248	9798	B	2,595.30	25,318.10	
	W A031417	WSN INVOICE #9		WIDSETH SMITH NOLTIN					
17/03	782 03/31/17	API 000729		47360	10032	B	1,000.00	26,318.10	
	W C041117	GIS CREATION OF INTERACTIV	WEB BRINKS WETLAND						
17/03	795 03/31/17	GEN				B	525.00	26,843.10	
	RECURRING FINANCIAL SERVICE								
	LEDGER BALANCES --- DEBITS:			26,843.10	CREDITS:		.00	NET:	26,843.10
74830	74-00-830-000-000-000-0000-63320- Employee Mileage REVISED BUDGET								.00
					PER 01		262.44	262.44	
					PER 02		620.08	882.52	
17/03	720 03/30/17	GNI FEB					32.31	914.83	
	WF PCARD	1434 - Aitkin County Board		TIM TERRILL - OOP					
17/03	720 03/30/17	GNI FEB					34.78	949.61	
	WF PCARD	1434 - MHB Comp Plan mtg		TIM TERRILL - OOP					
17/03	720 03/30/17	GNI FEB					37.45	987.06	
	WF PCARD	1434 - Cohort-Clearwater Fore		TIM TERRILL - OOP					
17/03	720 03/30/17	GNI FEB					82.39	1,069.45	
	WF PCARD	1434 - Itasca County Board		TIM TERRILL - OOP					
17/03	720 03/30/17	GNI FEB					85.60	1,155.05	

04/10/2017 08:09  
alainab

Crow Wing County  
ACCOUNT DETAIL HISTORY FOR 2017 03 TO 2017 03

P 7  
glacthst

ORG YR/PR	ACCOUNT JNL EFF DATE	SRC REF1	REF2	REF3	CHECK #	OB	AMOUNT	NET LEDGER BALANCE	NET BUDGET BALANCE
17/03	WF PCARD 1434 - Beltrami Stormwtr mtg TIM TERRILL - OOP						95.23	1,250.28	
17/03	720 03/30/17 GNI FEB								
17/03	WF PCARD 1434 - Beltrami acq mtg TIM TERRILL - OOP								
	LEDGER BALANCES --- DEBITS:		1,250.28		CREDITS:	.00	NET:	1,250.28	
74830	74-00-830-000-000-000-0000-64090- Office Supplies								
					REVISED BUDGET				.00
					PER 01		29.19	29.19	
					PER 02		31.35	60.54	
17/03	720 03/30/17 GNI FEB						-8.35	52.19	
17/03	WF PCARD Personal expense - No receipt TIM TERRILL - SUBWAY 00137208								
17/03	720 03/30/17 GNI FEB						5.37	57.56	
17/03	WF PCARD purchase of display materials TIM TERRILL - JO-ANN STORE #1892								
17/03	720 03/30/17 GNI FEB						8.35	65.91	
17/03	WF PCARD Beltrami County Board mtg TIM TERRILL - SUBWAY 00137208								
	LEDGER BALANCES --- DEBITS:		74.26		CREDITS:	-8.35	NET:	65.91	
	GRAND TOTAL --- DEBITS:		204,493.05		CREDITS:	-203,664.21	NET:	828.84	

71 Records printed

\*\* END OF REPORT - Generated by Alaina Bundy \*\*

04/10/2017 08:09  
alainab

Crow Wing County  
ACCOUNT DETAIL HISTORY FOR 2017 03 TO 2017 03

P 8  
glacthst

**REPORT OPTIONS**

---

Print GL Master Start-of-Year Balances?: Y  
Year and Period range: 2017 3 to 2017 3  
Source journal code:  
Include entries between dates: 01/01/70and 04/10/17  
Include Encumb/Liq entries: N  
Include Budget entries: N  
Print J/E comment and vendor: Y  
Double space journal detail: N  
Separate page for each account: N  
Multiyear view: D  
Print report options: Y  
Cash account: Subtotal by Date or Ref3/Deposit #: N

## **Planning and Zoning**

**None**

## **Action/Discussion (att. 3, 4 & 5)**

**Executive Director Staff Report (att. 3)**

**LCCMR grant approval for submission (att. 4)**

**Summary of process and request to contract for MHB**

**LSHOC grant (att. 5)**

**Set up MHB subcommittee for Comprehensive Plan**

# Executive Director Report

March 2017-April 2017

## Personnel, Budget, Administration, Information & Education, Correspondence

1. Reviewed monthly budget.
2. Prepared monthly agenda packet.
3. Sent in monthly expense report.
4. Reviewed potential variances that may be coming before the Board next month.
5. Attended monthly call in meeting with MPCA.
6. Developed MHB Comprehensive Plan agenda.
7. Held Comprehensive Plan meeting.
8. Worked on development of LCCMR grant for AIS magazine awareness campaign.
9. Sent out in-kind request to counties.
10. Sent out RFQ for the Mississippi Headwaters Habitat Corridor Project to three contractors.
11. Wrote a short write up for the MPCA Upper Miss. Large River and Basin report that shows the good work of partners working in this area to protect and restore the basin.
12. MHB Interactive map was created and placed on the website.
- 13.

## Meetings & Networking

1. Held conversation with Minn. Sea Grant in an effort to partner on AIS initiatives.
2. Held meeting with Project Review Committee for the fee title acquisition side of our LSOHC program. We looked at new parcels and decided on which ones to pursue, and what should be placed on the 2017 LSOHC proposal.
3. Attended meeting at Camp Ripley and brought display to show the good work the MHB is doing in the Sentinel Landscape program.
4. Discussed Initiative Foundation grant with John Sumpton in an effort to free up some more money for AIS continuation.
5. Brought MHB recommendations to Mitch Brinks to help simplify yet condense various data projects into one interactive map.
6. Attended meeting in Cass County and provided them with an annual update.
7. Formed a partnership with DNR to receive 2 social media posts/wk to place on the Minnesota Traditions Awareness Campaign.
8. Held meeting with the Comprehensive Plan Committee and updated the Plan to a readable format.
9. Held meeting with various partners to discuss the continuance of Canoe Days and an effort to promote an interest in the values of the Miss. River.

10. Attended Brainerd Riverfront Committee meeting and requested attendance at Canoe Days event. BRC and Rotary opted to attend August 5<sup>th</sup>.
11. Participated in CW SWCD Community Partner Grant Review to review applications and provide recommendations to the SWCD Board.



*INSTRUCTIONS AND TEMPLATE (2 PAGE LIMIT)*

*Attach Main Proposal in MS-WORD format to your “2018 LCCMR Proposal Submission Form”.  
(2-page limit, single-sided, 11 pt. font minimum - retain the bold text and DELETE all instructions typed in italics)*

**PROJECT TITLE: Minnesota Traditions Magazine AIS Awareness Campaign**

**I. PROJECT STATEMENT**

Education and awareness about Aquatic Invasive Species (AIS) is something that needs to be done to the common everyday outdoor adventurer. The AIS message has been heavily emphasized in the fishing and government world for decades, but very little has been done to reach the everyday person who enjoys the outdoors lifestyle. While administering a 2016 survey at the local boat accesses, respondents stated that over **40%** (table 1) of them received their information about AIS through newspapers. This is an innovative pathway that has not been utilized by agencies, yet it reaches a considerable amount of people. To date, there has been no record of this type of project being done by other agencies. Awareness is usually done by informational articles in the printed newspaper. Based on this information, we want to use a paper source to deliver the information through the insert pathway because the Sunday Paper is what most people receive (Table 2). This also debunks the perception that most people receive their news via the digital newspaper. The message we are proposing will be directed toward the outdoor recreationalist demographic of kayakers, canoers, wakeboarders, waterskiers, pontooners, and fishermen to help educate them about how to protect our environment through Best Management Techniques (Clean, Drain, Dry) through a positive legacy themed message. We want to utilize the Minnesota Traditions brand in the newspapers to help reach this demographic. This project is expected to last one year from July of 2018 to June of 2019.

Table 1. Reported types of information sources from MHB Survey.

Type of information source <sup>#</sup>	N	Percent
Inspectors/volunteers	230	71.4%
Signage at public lake accesses	190	59.0%
Magazines	142	44.1%
Local newspapers	140	43.5%
Billboards	112	34.8%
Social media	109	33.9%
TV Infomercials	84	26.1%
Radio	75	23.3%
TV Public Service announcements	62	19.3%
County/State Fair	46	14.3%
Local County website	39	12.1%
Other (e.g., brochures, DNR)	31	9.6%

**Table 2. Star Tribune Circulation Numbers**

<b>Edition</b>	<b>Monday-Friday</b>	<b>Sunday</b>
Metro	172,130	447,150
Metro Digital	31,414	31,307

Minnesota Traditions is the Branding organization of the Mississippi Headwaters Board (MHB). Its purpose is to bring about awareness and prevention techniques about Aquatic Invasive Species (AIS) to the outdoor recreationalist in an entertaining way to the state of Minnesota and the regional states

around it. Please visit [www.minnesotatraditions.com](http://www.minnesotatraditions.com) and visit our social media pages and you tube videos to learn more about us.

**II. PROJECT ACTIVITIES AND OUTCOMES**

<b>Activity 1:</b> <i>Design, Create, print and distribute ads targeted to the outdoor Enthusiast</i>	<b>Budget: \$230,000</b>
---	--------------------------

<b>Outcome</b>	<b>Completion Date</b>
<i>1. Design, create, print 1 newspaper insert. 2 page color, 8.5 X 11 flyer</i>	<i>July 2018</i>
<i>2. Distribute newspaper inserts with a positive AIS message to a media outlet for the Star Tribune, Pioneer Press, and North Central newspapers. This will be done 2 times in a Sunday paper.</i>	<i>September 2018 &amp; May 2019</i>

**III. PROJECT STRATEGY**

**A. Project Team/Partners**

These partners will ensure execution, coordination, and execution of the LCCMR grant: Fishing the Wildside (\$27,000) coordination, scheduling, and contracting with partners. Media Creation Company (\$3,000) Design, create, print insert. This company will be contracted through competitive bid. Star Tribune, Pioneer Press, local North Central newspaper distribution (\$200,000) Partners not receiving funds: MHB counties providing \$30,000 of expertise and funding.

**B. Project Impact and Long-Term Strategy**

Other grants will be obtained by various granting sources. If local counties view this as a value added strategy, we could see this self-sufficient like the Minnesota Traditions social media and TV Awareness Campaign. The long term impact will be a reduction of risk factors (drain plug pulled, debris off boat and trailer, mud on boats) entering the North Central counties of Clearwater, Beltrami, Hubbard, Cass, Itasca, Aitkin, Crow Wing, and Morrison Counties. The Star Tribune will reach over 447,000 people and the Pioneer Press will reach over 200,000 based on distribution numbers. It is estimated that the distribution numbers in the North Central newspapers will reach \_\_\_\_\_.

**C. Timeline Requirements**

No additional funding will be needed for future grant requests from the LCCMR if there is local buy in from counties and AIS aid continues to be allocated. If we do not get local buy in, then future funding request can be anticipated through various other grant systems available. This project is expected to last one year from July of 2018 to June of 2019.

## 2018 Detailed Project Budget

**Project Title:** *[Insert "Project Title" here]*

INSTRUCTIONS AND TEMPLATE (1 PAGE LIMIT)

Attach budget, in MS-EXCEL format, to your "2018 LCCMR Proposal Submission Form".

*(1-page limit, single-sided, 10 pt. font minimum. Retain bold text and DELETE all instructions typed in italics. ADD OR DELETE ROWS AS NECESSARY. If budget item row is not applicable put "N/A" or delete it. All of "Other Funds" section must be filled out.)*

### IV. TOTAL ENRTF REQUEST BUDGET *[Insert # of years for project] years*

<b>BUDGET ITEM</b> <i>(See "Guidance on Allowable Expenses", p. 13)</i>	<b>AMOUNT</b>
<b>Personnel:</b> <i>In this column, list who is getting paid to do what and what is the % of full-time employment for each position. List out by position or position type - one row per position/position type. For each, provide details in this column on the inputs: i.e., % dollars toward salary, % dollars toward benefits, time period for position/position type, and number of people in the position/position type.</i>	\$ -
<b>Professional/Technical/Service Contracts:</b> Fishing the Wildside, Chip Leer (\$27,000) coordination, scheduling, and contracting with partners. Media Creation Company (\$3,000) Design, create, print insert. This company will be contracted through RFQ.	\$ 230,000
<b>Equipment/Tools/Supplies:</b> <i>In this column, list out general descriptions of item(s) or item type(s) and their purpose - one row per item/item type.</i>	\$ -
<b>Acquisition (Fee Title or Permanent Easements):</b> <i>In this column, indicate proposed number of acres and name of organization or entity who will hold title.</i>	\$ -
<b>Travel:</b> <i>Be specific. Generally, only in-state travel essential to completing project activities can be included.</i>	\$ -
<b>Additional Budget Items:</b> <i>In this column, list any additional budget items that do not fit above categories. List by item(s) or item type(s) and explain how number was determined One row per type/category.</i>	\$ -
<b>TOTAL ENVIRONMENT AND NATURAL RESOURCES TRUST FUND \$ REQUEST =</b>	<b>\$ 230,000</b>

### V. OTHER FUNDS *(This entire section must be filled out. Do not delete rows. Indicate "N/A" if row is not applicable.)*

<b>SOURCE OF FUNDS</b>	<b>AMOUNT</b>	<b>Status</b>
<b>Other Non-State \$ To Be Applied To Project During Project Period:</b> <i>This funding will come from some of the local Mississippi Headwaters Board counties of Crow Wing, Morrison, Aitkin, and Cass.</i>	\$ 30,000	<i>pending</i>
<b>Other State \$ To Be Applied To Project During Project Period:</b> <i>Indicate any additional state cash dollars (e.g., bonding, other grants) secured or applied for to be spent on the project during the funding period. For each individual sum, list out the source of the funds, the amount, and indicate whether the funds are secured or pending approval.</i>	\$ -	<i>Indicate: Secured or Pending</i>
<b>In-kind Services To Be Applied To Project During Project Period:</b> <i>Indicate any additional in-kind service(s) secured or applied for to be spent on the project during the funding period. For each type of service, list type of service(s), estimated value, and indicate whether it is secured or pending. In-kind services listed must be specific to the project.</i>	\$ -	<i>Indicate: Secured or Pending</i>
<b>Past and Current ENRTF Appropriation:</b> <i>Specify dollar amount and year of appropriation from any current ENRTF appropriation for any directly related project of the project manager or organization that remains unspent or not yet legally obligated at the time of proposal submission. Be as specific as possible. Indicate the status of the funds.</i>	\$ -	<i>Indicate: Unspent? Legally Obligated? Other?</i>
<b>Other Funding History:</b> <i>Indicate funding secured but to be expended prior to July 1, 2018, for activities directly relevant to this specific funding request. State specific source(s) of funds and dollar amount.</i>	\$ -	

Summary of Contract for Professional Services	Column1	Column2
<u>Job</u>	<u>Process</u>	<u>Requirement</u>
Send out RFQ	3 RFQ's sent out to 3 potential contractors	Consider all factors a reasonable purchaser would use in selecting the greatest value for cost.
Responses	1 response	Consider all factors a reasonable purchaser would use in selecting the greatest value for cost.
Eligibility	applicant was eligible.	Consider all factors a reasonable purchaser would use in selecting the greatest value for cost.
RFQ	Developed by reviewing over current Crow Wing County RFQ's	N/A
Contract	Developed and reviewed over by MCIT and CW county attorney	N/A