

Renaissance

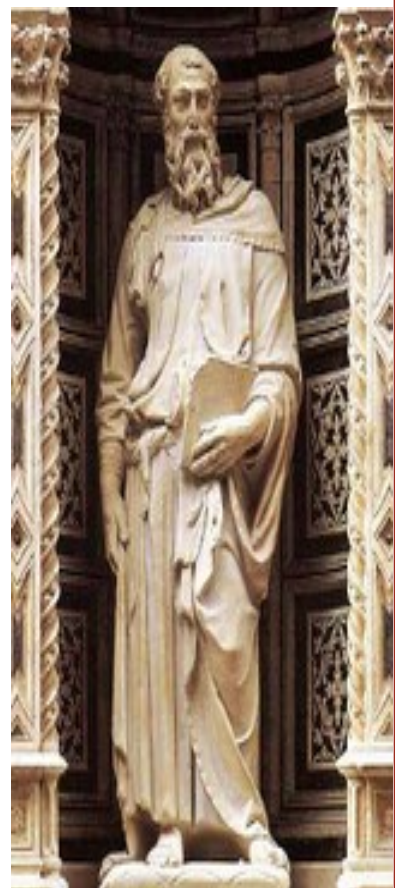
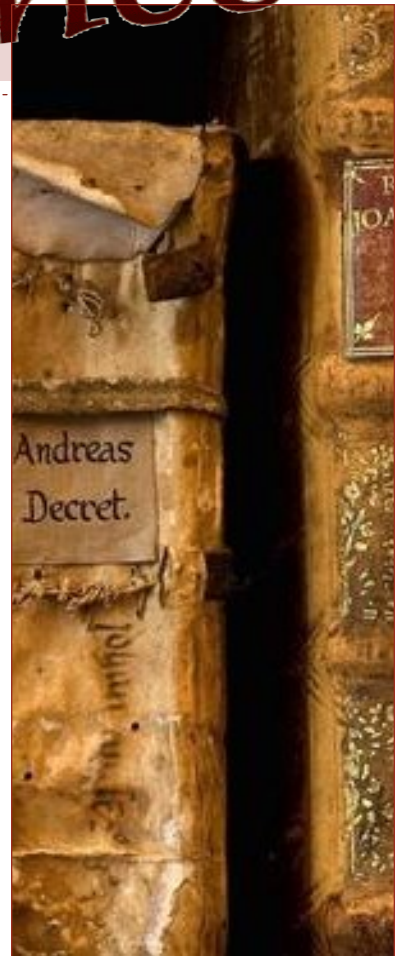
Mississippi Headwaters Board Biennial Report 2015-2017

DIRECTORS REPORT

The word renaissance means “rebirth.” The Renaissance was a time in world history when we exited the Middle Ages and entered a period where we culturally and philosophically advanced. It can be viewed as a cultural bridge between the Middle Ages and modern history.

The Mississippi Headwaters Board (MHB) views itself in a period of renaissance. We started as a planning and zoning organization in the early 1980’s and executed it regularly for over 30 years. During the mid to late 2000’s, the organization was minimally funded and activity level decreased. Board members out of a desire to protect the River, decided to facilitate meetings with agencies and local staff and it became apparent from conversations that revitalization was needed. The MHB once again hired an Executive Director and began a rebuilding process. As a result the MHB advanced in a significant direction to protect the Mississippi River.

The planning and zoning mission has been combined with a revitalized direction of obtaining environmental grants to help us coordinate involvement with other agencies over the first 400 miles. This decision will progress the MHB to new platforms while still remaining true to our values. Please join us on our journey of growth and adventure as we discover a rebirth of the Mississippi Headwaters Board.

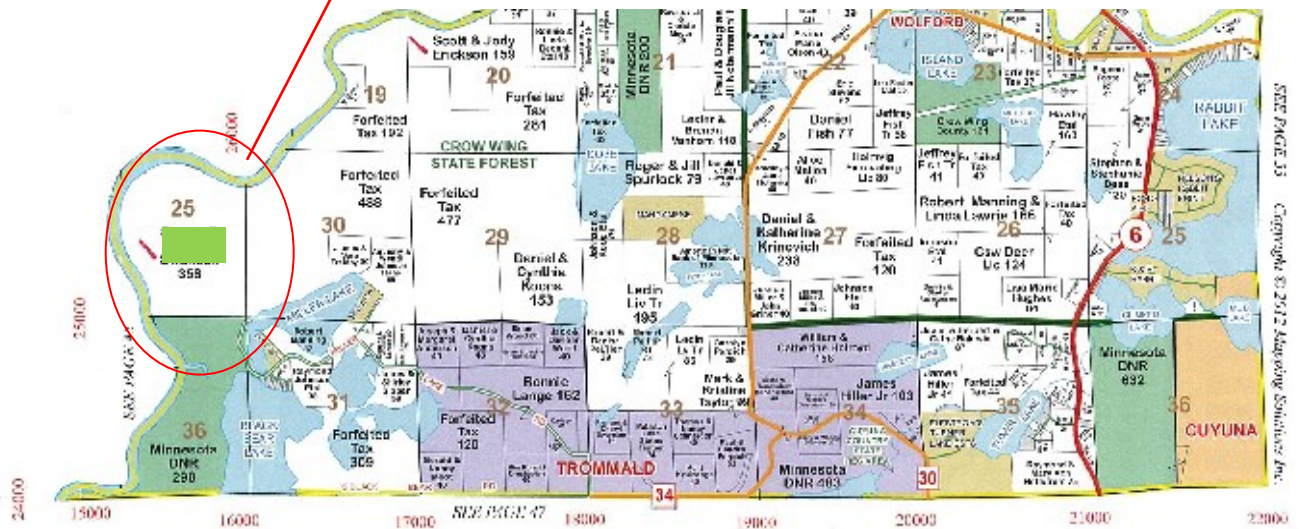
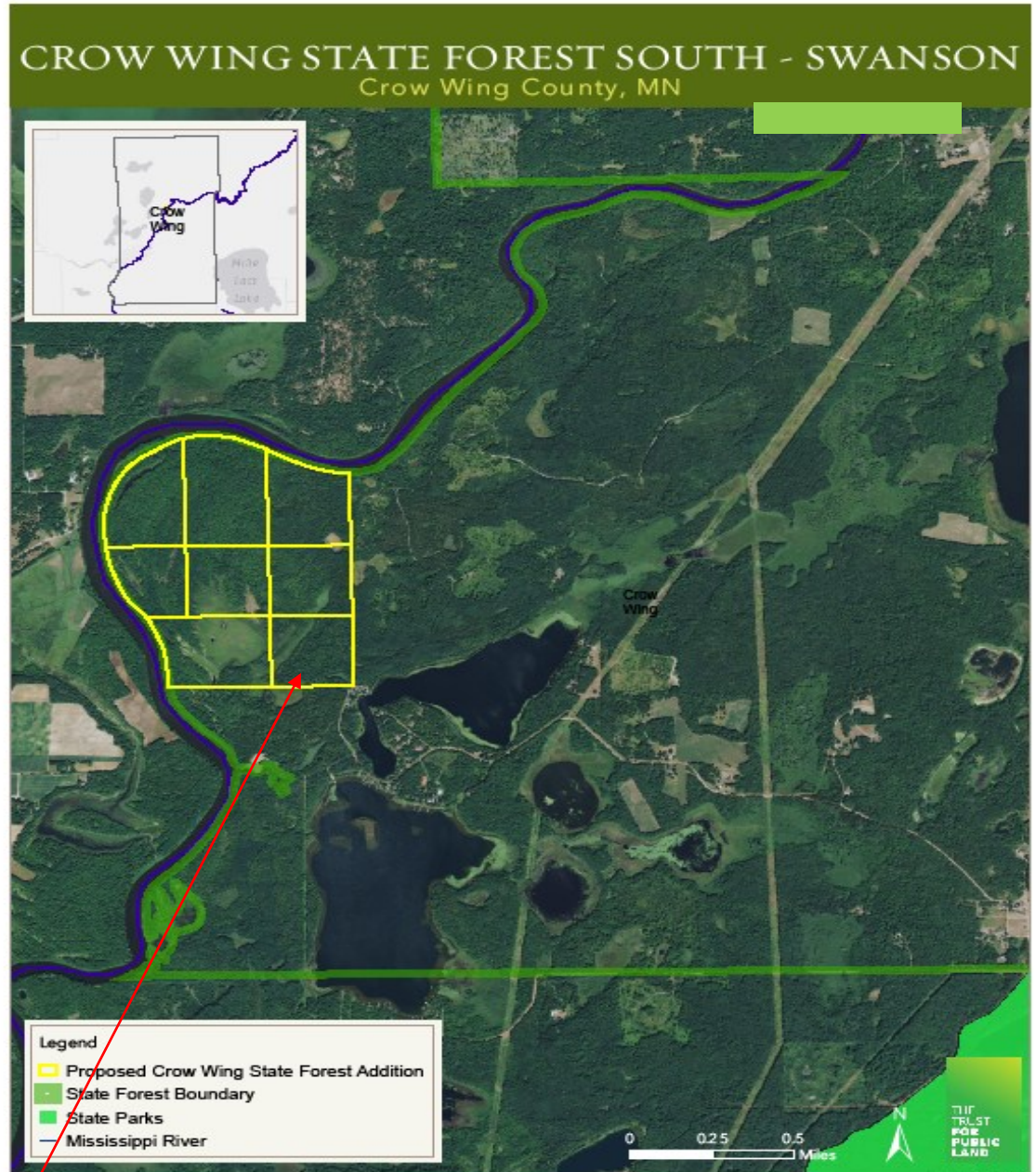


MISSISSIPPI HEADWATERS HABITAT CORRIDOR PROJECT

Hunting, fishing, and enjoying the great outdoors is something we all enjoy. To help preserve these traditions, a partnership was developed to permanently protect the land. Through voluntary acquisition and easements, the partnership works with local counties and the Dept. of Natural Resources to help us preserve these activities forever.

Partners for Protection

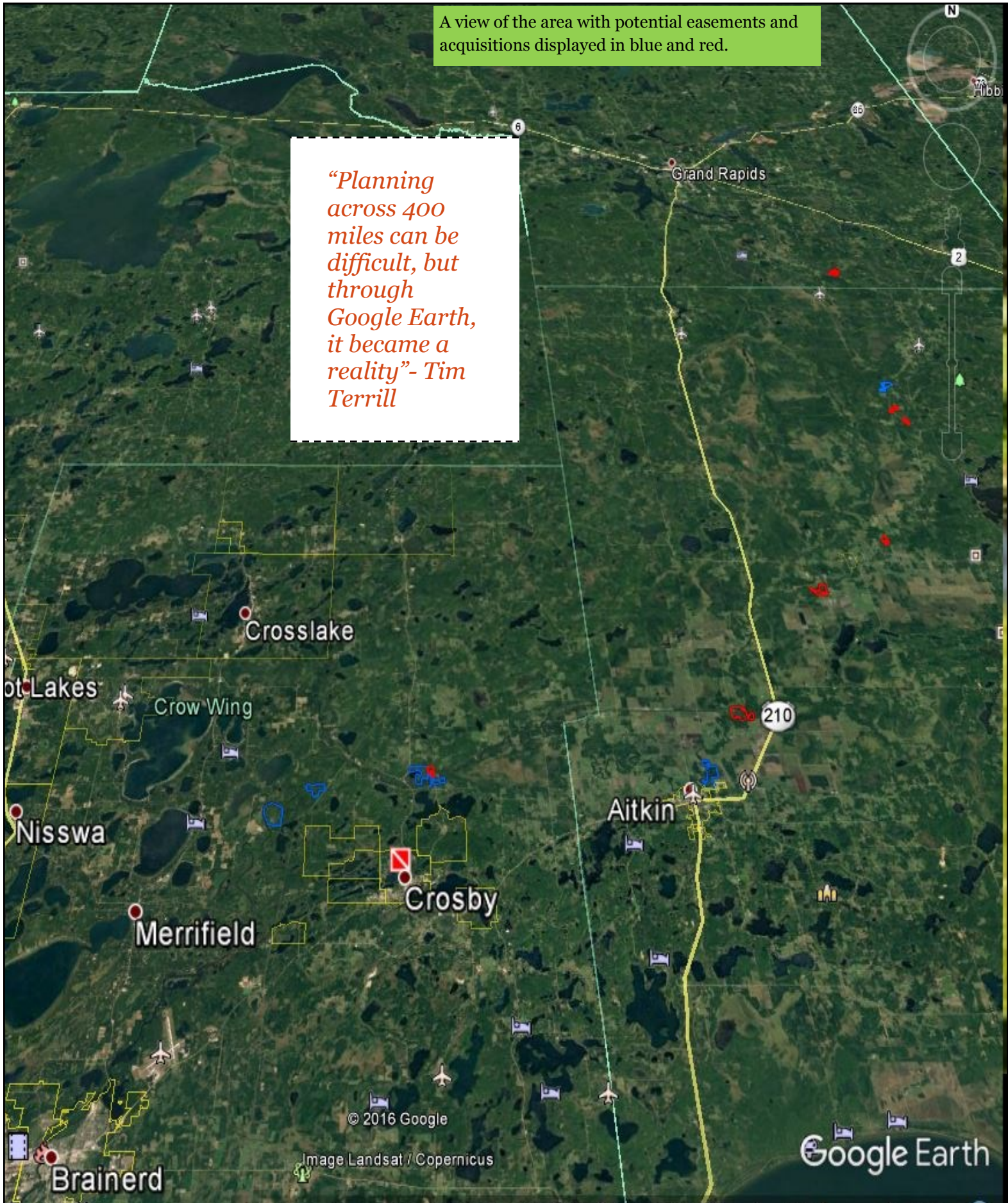
- The Trust for Public Land
- Mississippi Headwaters Board
- Board of Water & Soil Resources
- The Nature Conservancy
- Local Soil & Water Conservation Districts



REGIONAL PLANNING ACROSS 400 MILES

A view of the area with potential easements and acquisitions displayed in blue and red.

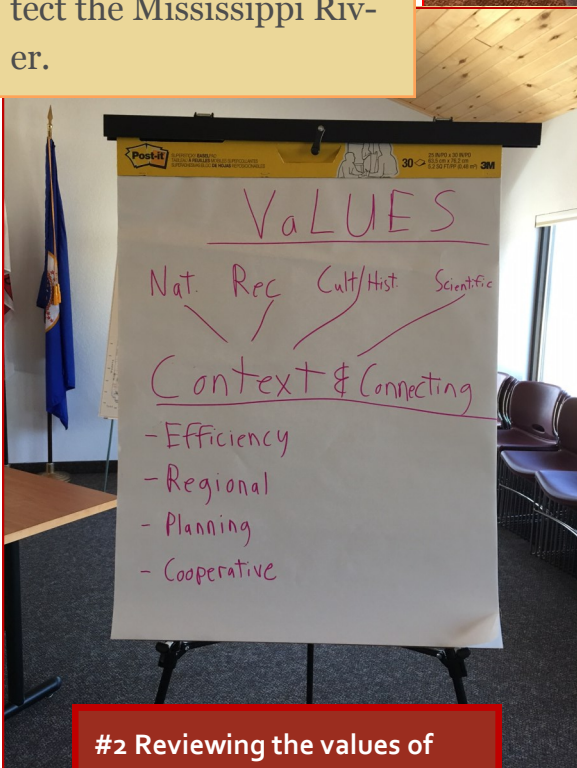
“Planning across 400 miles can be difficult, but through Google Earth, it became a reality”- Tim Terrill



It has been over 15 years since the MHB had a large update to the Comprehensive Plan for the 400 mile corridor. The MHB Board recognized a need for an updated plan and utilized the principles of civic engagement and public input to develop a process that would allow for the agency and the public sector to have a voice. A technical and management plan review team was formed to analyze the ordinance and management portions of the plan, so that when completed we would have a Comprehensive Plan that would continue to protect the Mississippi River.

MHB COMPREHENSIVE PLAN UPDATE

#1 A portion of the technical and management plan team reviewing the Plan.



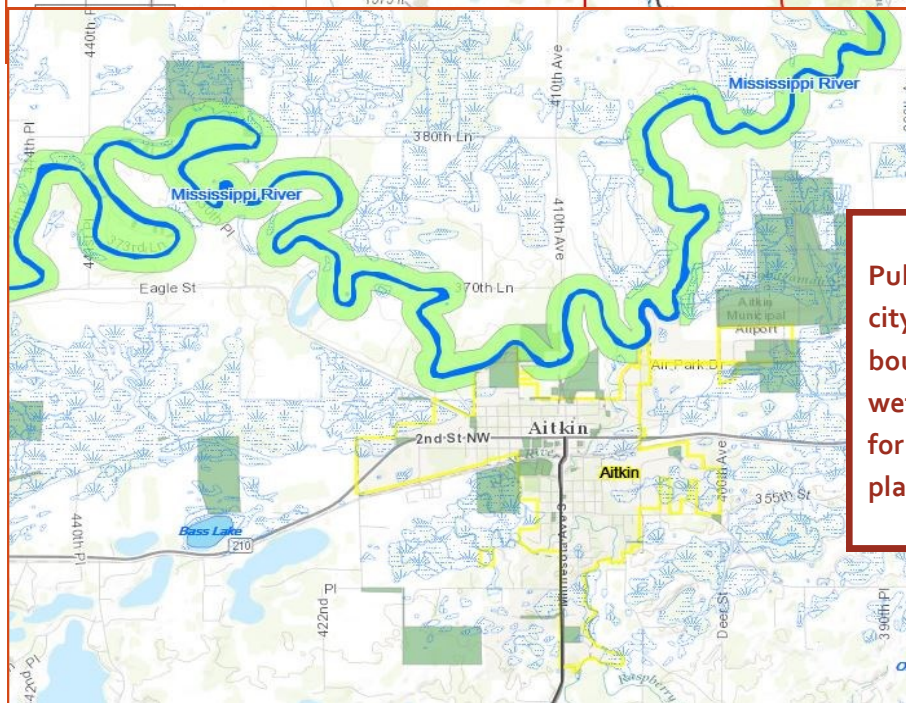
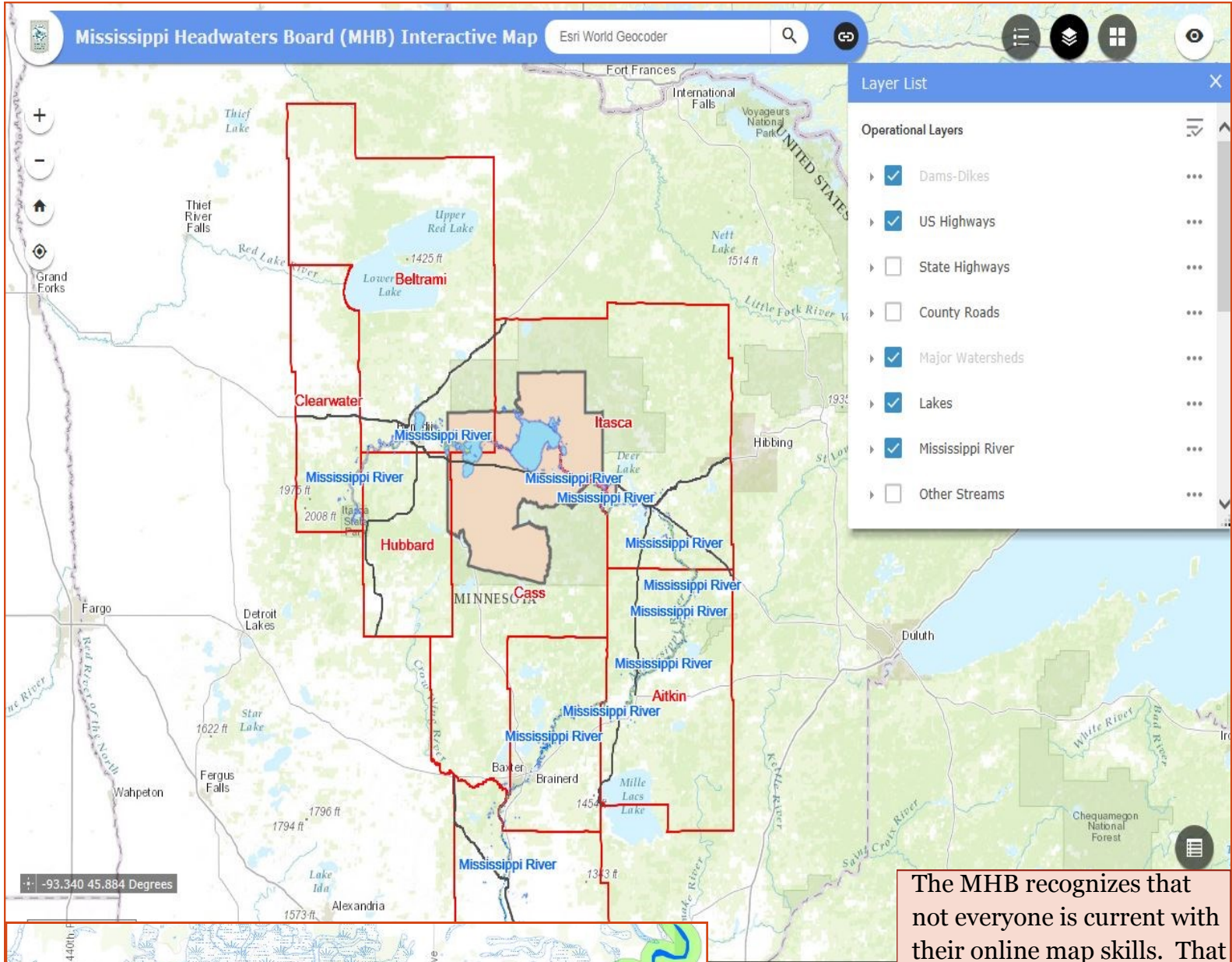
#2 Reviewing the values of the MHB and developing short and long range



#3 Team members writing down implementation ideas and placing them under specific values

MHB Interactive Map

<http://www.mississippiheadwaters.org/comprehensiveManagementPlan.asp>



**Public lands ,
city
boundaries,
wetlands map
for the resource
planner**

The MHB recognizes that not everyone is current with their online map skills. That is why we created an interactive map that uses google map like technology that most people are familiar with.

It is also useful so the resource professional can go into more depth by clicking on different layers. Understanding the Mississippi River and how you interact with it at your location is a critical piece to protecting the river.

The Mississippi Headwaters Message

If the land is green, is it really clean? When you look at a Google map of Minnesota you see a dark green area in North Central and the Arrowhead region, and a light green area in the rest of the state. As you zoom in on Southern MN, cropland starts to appear, and in Northern MN, lakes and forests. This leads many people to the logical conclusion that “If it’s green, it’s clean!”

As we take a more in depth look at the Mississippi Headwaters area, you will find that according to the 2016 Minnesota Pollution Control Agency’s draft list of impaired waters, **47** lakes, rivers, or streams are impaired in the eight MHB counties. These are very real opportunities that conservationists work on to help restore, but we also have a lot of potential risk in the area. Whether it’s forest land being converted to land management practices that affect water quality; urbanization; or aquatic invasive species; we have civic, environmental, and tourism opportunities that rely on clean water to generate economic value and quality of life.

In an effort to help the general public understand our concerns, we along with the North Central Conservation Partnership developed a four part message to help educate others about the headwaters area. Please read and memorize the message on the right so we can have a consistent message for our legislators and grantors that form a conversation about our area.



The Mississippi Basin Message

- 1. The Mississippi Headwaters is generally clean.**
- 2. Our area affects many people here and downstream.**
- 3. We have some impairments and risks here that we deal with everyday.**
- 4. More resources are needed to help deal with these concerns.**



Preserving our Minnesota Traditions through an education campaign designed to prevent the spread of troublesome species while promoting the Outdoor Lifestyle.

Since launching our social media campaign in April, 2016, Minnesota Traditions has generated

Facebook:

16,000 Facebook followers <i>(and growing every day)</i>	561,500 targeted Facebook impressions	Over 227,000 organic Facebook post reach	8,800 post engagements

Twitter

2,840 Twitter followers	862,300 targeted impressions	1,366,100 organic tweet impressions	5,700 post engagements	34,300 visits to profile page

Our Social Media, has substantially grown...
 ...helping MN Traditions spread our positive message
 of AIS awareness and taking action!

BIENNIUM ACTIVITY ASSESSMENT

STATEMENT OF REVENUES

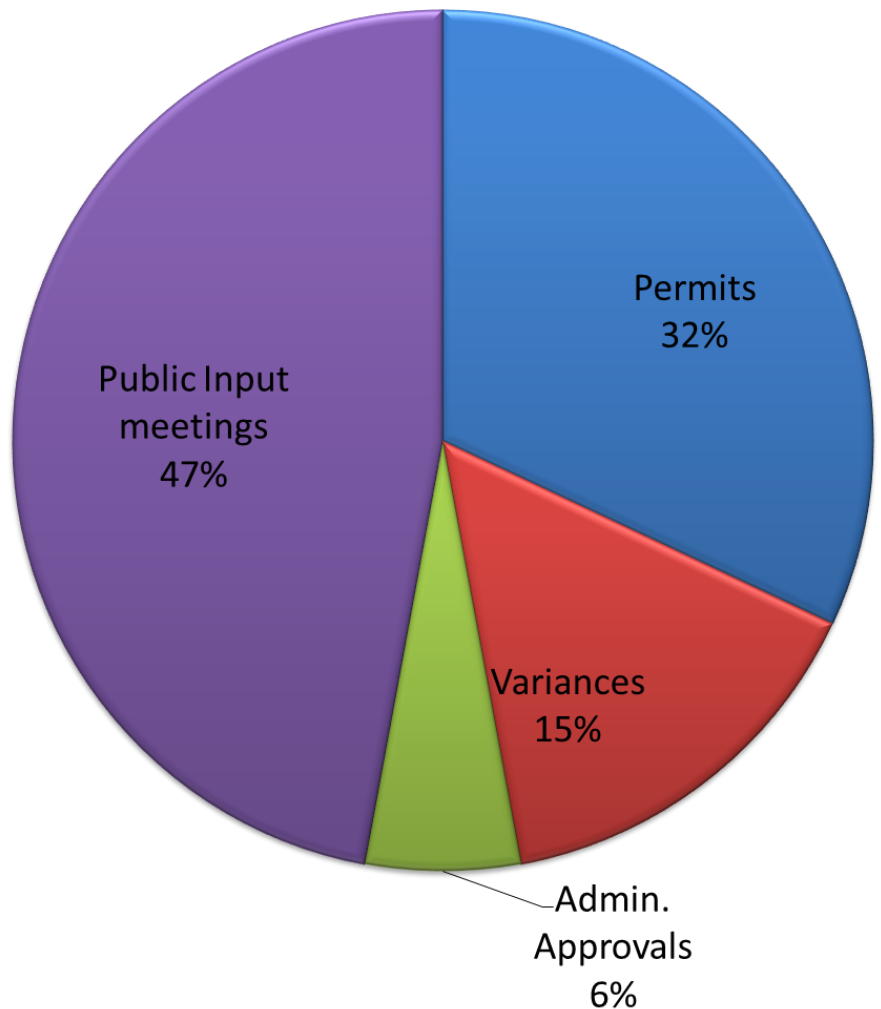
REVENUES	'15-'16	'16-'17
State of MN Grant Approp.	\$95,112	\$118,668
Other Grants/Income -	\$189,014	\$250,639
TOTAL	\$284,126	\$369,307

STATEMENT OF EXPENSES

OPERATING EXPENSES	'15-'16	'16-'17
Salaries (inc. benefits)	\$88,763	\$94,484
Per Diem	\$3,409	\$3,216
Professional Services	\$161,039	\$159,313
Mileage	\$8,556	\$7,323
Office Operations	\$2,613	\$2,702
TOTAL	\$264,380	\$267,038

County in-kind Contributions:
\$459,704

Mississippi River Protection Actions



Mississippi Headwaters Board

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322 Laurel St.
Brainerd, MN 56401

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