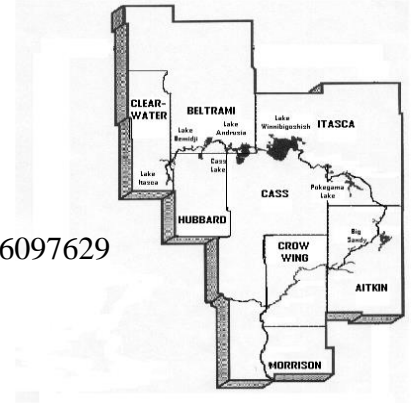




**Mississippi Headwaters Board  
Meeting Agenda  
MHB Office  
322 Laurel St.  
Brainerd, MN**

Webconference: <https://hello.freeconference.com/conf/call/6097629>

**April 24, 2020  
10:00 am**



**10:00 AM**

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

**10:05 AM Approve/Amend**

- Agenda
- Consent Agenda – March '20 Minutes & March Expenses

**Planning and Zoning (Actions)**

- None

**Action / Discussion Items:**

- Forming of Budget Committee
- Purchase of New Laptop and Docking Station
- MN Traditions ppt.
- Itasca SWCD request for funding
- Executive Director's Report

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

**Meeting Adjourned - Thank you**

**Mtgs: May 22, '20, 10:00 AM – MHB Board Meeting- Brainerd, MN**

## **Attachment 1 & 2**

Draft Minutes

Monthly Expenses

Mississippi Headwaters Board  
March 27, 2020  
Land Services Building  
Walker, MN 56484

MEETING  
MINUTES

Members present by Role Call: Dean Newland (Clearwater), Craig Gaasvig (Beltrami), Ted Van Kempen (Hubbard), Neal Gaalswyk (Cass), Davin Tinquist (Itasca), Anne Marcotte (Aitkin) Steve Barrows (Crow Wing), and Tim Terrill (Executive Director).

Others Present: Casey Mai (GBAJPB)

**M/S (Marcotte/Barrows) to approve of the agenda. Role Call taken. Motion Carried Unanimously.**

**M/S (Tinquist/Newland) to approve of the consent agenda. Role Call taken. Motion Carried Unanimously.**

It was asked by Comm. Marcotte about what was expended for professional services. Tim answered the question based off the January and February expenses. Board members expressed the idea that professional services budget summary is too simplified to read and that it should state what some of those expenses are. Comm. Barrows said that he talked with county staff and they are going to work on an abridged and better way to easily look at finances from a board perspective. General consensus was that they would approve of the budget as it is now, and wait for Comm. Barrows to give us timely budget updates.

**Planning & Zoning- Bemidji Annexation- Request to lift moratorium**

Tim provided the board with a brief history of the how the board recognized the Greater Bemidji Area Joint Planning Board (GBAJPB) in the MHB 2002 Comprehensive Plan and briefly explained the statute which allows a process if a municipality annexes land. Tim turned it over to GBAJPB director Casey Mai and he explained the orderly annexation process utilizing the map provided in the agenda packet. Casey stated that those standards have not changed, but stated that this was already planned back in the 2002-2004 era and was bringing this before the board. Comm. Gaalswyk asked for any questions and Comm. Marcotte questioned when the latest annexation occurred and wondered why this was placed on the agenda. Tim said that even though this was planned out more than a decade ago, he could not find anything in the MHB minutes, besides the MHB comprehensive plan, where this was brought before the board. He also stated that a moratorium is placed on the newly annexed area, and the MHB has a role to lift the moratorium. Comm. Gaalswyk recapped the discussion and stated that we should have a motion to lift the moratorium retroactively, and lift the moratorium going forward with today's date. **M/S (Gaasvig/VanKempen) to waive past moratorium requirements and lift the moratorium moving forward.** Comm. Marcotte asked where it is listed in the document where it list the verbage for the moratorium. Tim proceeded to open up the MHB Comp. plan and read the section to the board that pertains to the moratorium. After the reading, Comm. Gaalswyk stated that the MHB board decision today will recognize the transfer of jurisdiction over to the GBAJPB and recognize that the transaction took place. **Role Call taken. Motion Carried Unanimously.**

**Action/Discussion Items**

- 1. Hubbard Request for Envirothon Funding-** Hubbard county is requesting funding for the Envirothon. Tim went through the materials in the packet and asked the board to approve \$300 to the Hubbard

SWCD for the Envirothon. **M/S (VanKempen/Gaasvig) to approve of \$300 for the Envirothon.** Comm. Barrows asked during discussion what the board would do if the envirothon was cancelled. Comm. Gaalswyk asked that we modify the motion to approve of the \$300 for the Envirothon contingent upon the event being held and allowing them to carry over in lieu of a donation the following year. The \$300 is for the event, but if the event is not held, Hubbard gets the choice of refunding or holding it over until next year's event. Comm. Van Kempen wished to amend his motions to say **M/S (VanKempen/Gaasvig) to approve of \$300 to Hubbard SWCD for the envirothon contingent on the event being held and allowing the SWCD to return the money or carry it over for next year. Role Call taken. Motion Carried Unanimously.**

2. **Annual Work Plan and Budget Approval-** Tim stated that he updated the MHB Work Plan with more detail and added a planning budget. Comments were provided by Commissioners by role call and each Commissioner stated that they were in favor of the Work Plan. The same role call process was used for the Budget and Commissioners provided comment. While most Commissioners were fine with the budget, they had concerns about the need for a program specialist in the budget. Tim explained that MN requires us to have a balanced budget. A specific question from Comm. Gaasvig was asked why we are showing that we want to fund a program specialist when we really don't plan on doing that action unless we get an increase from the state of MN. Comm. Tinquist stated that the program specialist was a suggestion from Sen. Bob Lessard to show that we have a need for more funding. Comm. Gaasvig asked why we only received \$12K from the counties. He thought we received more for AIS. Tim explained that the AIS funding is in the professional services on the expense side, and in grant revenue on the revenue side. Comm. Gaalswyk asked about in-kind service and Tim explained that this is in-kind support from the counties to help us implement the plan. **M/S (Tinquist/Gaalswyk) to approve of the MHB Work Plan and Budget. Role Call taken. Motion Approved Unanimously.**
3. **DNR Joint Powers Agreement and MHB resolution-** Tim explained that this is an agreement between the DNR and MHB to implement the river signage program on DNR administered accesses. He stated that we need to approve of the agreement and the 2020-02 Resolution. Comm. Gaalswyk noted that this agreement is bound for only five years. **M/S (VanKempen/Marcotte) to approve of the JPA agreement and 2020-02. Role Call taken. Motion Approved Unanimously.**
4. **One Watershed One Plan and MHB involvement conversation-** Tim gave a brief history of MHB involvement with 1W1P and said that he is a member of the advisory committee for these planning watersheds. Tim stated that once these planning watersheds are approved for implementation, it could become problematic for them to approve of implementation efforts due to the sheer number of individuals that would be required to approve of programs. Tim suggested that a dialogue be started to allow the policy committee to look into the MHB becoming the conduit by which decisions could be made quicker. Before discussion began, Comm. Gaalswyk provided some background and said he had a conversation with BWSR board conservationist Chris Pence, and he stated that it could be something that the BWSR board could look into. Comm. Gaalswyk said that the real issue here is what is the role of the MHB in this watershed. Discussion ensued and the board learned that Dean, Ted, Craig, and Davin are all on the policy committee already and that they discussed the option of going with an Memorandum Of Agreement or creating a Joint Powers Board last Friday. The decision by the policy board stated that an MOA is what they are moving forward at this point. The board recognized that there may be liability issue with an MOA in the future because it may overstep its authority and make decisions instead of recommendations. Comm. Gaalswyk praised the MHB board members for being on the 1W1P committee; recognized the reluctance of the policy committee to form a JPB, and summarized the consensus of the board that the Upper Miss. Watershed may become a JPB later on as it progresses, and Tim should remain on the advisory committee and as opportunities for collaboration arise, that we will be in position to take advantage of those.

## **Executive Directors Report**

1. Tim provided the board with an update on the Baxter project which was recommended to the legislature for funding. He said that right now LCCMR staff are unsure of the direction the legislature will take due to the corona virus conversation taking precedence in all conversations. We will have to wait and see how things progress.
2. Tim was able to hold a meeting with the Bemidji mayor and staff, BWSR, Beltrami SWCD, and HR green to discuss the process to implement alternative 4 for PMA 25. Right now, Bemidji is working to fund alternative 4 using city funds to make up the difference of Clean Water Funds that were provided for alternative 2.
3. Tim advised the board that the Board of Water & Soil Resources will be providing the Miss. Headwaters Habitat Corridor Program with an extra \$1 million to the easement program. He stated that the funds will be used for drinking water protection, and will utilize the good system that is already in place to implement those funds. He noted that it is good to see that the legislature and council are recognizing that multiple benefits can be achieved whether you're targeting habitat or water quality.
4. Tim stated that he attended a Development Review Team in Morrison county in which the landowner was removing a retaining wall (landscaping action). He said that Morrison is updating their ordinance so that dirt moving would fall under a permit rather than a variance which makes a lot of sense. This will make the action quicker, smoother, and less expensive.
5. Tim attended a regional landscape committee meeting in which one member of the DNR stated that they were updating their guidelines on how to protect a small fern. While this action seems more like a procedural issue, Land Commissioner Rich Coutemanche pointed out that counties don't have the authority to update guidelines, so if the DNR updates or adds guidelines, counties are bound to follow them or risk losing certification. If the guidelines suggested by the DNR were implemented, it would significantly impact county timber harvesting. Comm. Marcotte praised Rich for his ability to recognize this issue.

Legislative & County Updates- Neal stated that this is an issue of significant importance to the resort and hospitality industry. Neal updated the board that he had discussions with Senate Majority leader Paul Gazelka this morning about property tax payments. He stated that he talked with Mark from Grandview about the amount of property tax the resort pays, and the impact these executive orders are having on the industry. Neal said that according to the chamber of commerce and state statute, counties don't have the ability to change or delay the date of property tax, but they have the ability to abate late payment and interest penalties. Sen. Galzelka idea was to call the Governor and get authorization, if they need it, to eliminate the interest accrued for late payment. That way individuals could make their own decisions, rather than it becoming a state policy which would affect every county differently. Neal will forward the email to the MHB members and encouraged them to have these conversations at the county level. Board members thought it was a good idea and encouraged Neal to do this quickly as they will be discussing this at their next board meeting. Comm. Marcotte asked if hotels owned by tribal nations are subject to property tax? Neal stated that it depends. If the land is held in trust, than it is not subject to property tax. He said this was his understanding, but that each commissioner should talk with their representative to verify.

**Meeting adjourned by Comm. Gaalswyk since the agenda was completed.**

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Chair Neal Gaalswyk

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Executive Director Tim Terrill

<b>March Budget Summary</b>		<b>YTD spending</b>	<b>Projected Budget</b>	<b>% of budget spent</b>	
<b>Revenues:</b>	<b>Monthly Amount</b>				<b>Explanation</b>
Governor's DNR grant (53290)			\$124,000.00	0.00%	non competitive quarterly reimbursement
MPCA water testing	\$2,054.73				competitive monthly reimbursement
LSOHC grant (53290)	\$1,643.88		\$7,000.00	0.00%	competitive quarterly reimbursement
LCCMR			\$3,500.00		competititve quarterly reimbursement
Guidebook sales (58400)	\$40.00		\$200.00	0.00%	reimbursment for Guidebook sales
Enbridge program (58300)	\$1,257.49		\$4,000.00	0.00%	estimate \$4K in MHB reimbursement for signage project
Miscell. Other revenue (58300)	\$2,900.00		\$2,000.00	0.00%	
MCIT Dividend (58300)			\$424.00	0.00%	MCIT refund
County Support (52990)			\$12,000.00	0.00%	non competitive annual reimbursement
BWSR Grant Stormwater (53090)			\$1,000.00	0.00%	competitive reimbursement
<b>Total</b>	<b>\$7,896.10</b>		<b>\$30,124.00</b>		
<b>Expenses:</b>	<b>Monthly Amount</b>				<b>Explanation</b>
Salaries/Benefits					
FICA/Med/PERA/LIFE/LTD/Hlth/WC(61000)	\$7,833.33		\$101,801.13	0.00%	reimbursed by Gov. DNR grant
MCIT insurance/work comp/liability (61500)			\$2,216.00	0.00%	reimbursed by Gov. DNR grant
MHB board Per Diem (62680)	\$250.00		\$2,700.00	0.00%	reimbursed by Gov. DNR grant
Hotel/Meals/travel exp. (63340)	\$249.78		\$300.00	0.00%	reimbursed by Gov. DNR grant
Commissioner Mileage (62720)			\$2,900.00	0.00%	reimbursed by Gov. DNR grant
Employee Mileage (63320)	\$478.99		\$4,400.00	0.00%	reimbursed by Gov. DNR grant
Professional Services (62990)	\$525.00		\$8,175.00	0.00%	reimbursed by Gov. DNR grant- CW account. Services
Office supplies/operations (64090)	\$57.15		\$1,400.00	0.00%	reimbursed by Gov. DNR grant
Training & Registration Fees (63380)	\$300.00		\$400.00	0.00%	reimbursed by Gov. DNR grant- AMC leg. Conference
<b>Total</b>	<b>\$9,694.25</b>		<b>\$124,292.13</b>		

Governor's DNR grant is always \$124K every year  
 LSOHC grant is around \$6K to \$8K every year

04/10/2020 08:34  
KorieB

Crow Wing County  
ACCOUNT DETAIL HISTORY FOR 2020 03 TO 2020 03

P 1  
glacthst

ORG YR/PR	OBJECT PROJ JNL EFF DATE	SRC REF1	REF2	REF3	CHECK #	OB	AMOUNT	NET LEDGER BALANCE	NET BUDGET BALANCE
74	10001	Cash & Pooled Investments							
						SOY BALANCE		335,865.06	
					PER 01		-6,288.61	329,576.45	
					PER 02		57,758.77	387,335.22	
20/03	216 03/03/20	APP A0303					-300.00	387,035.22	
	A030320								
20/03	290 03/05/20	GNI 029478 AmyG		36399			40.00	387,075.22	
	iNovah	SYSTEM GENERATED DUE TO LINE							
20/03	431 03/10/20	APP A0310					-868.62	386,206.60	
	A031020								
20/03	458 03/10/20	GEN					6,933.73	393,140.33	
	ST OF MN	SYSTEM GENERATED DUE TO LINE							
20/03	509 03/13/20	PRJ					-3,927.64	389,212.69	
20/03	558 03/13/20	GNI 030184 AmyG		36496			8,600.00	397,812.69	
	iNovah	SYSTEM GENERATED DUE TO LINE							
20/03	625 03/17/20	APP C0317					-2.15	397,810.54	
	C031720								
20/03	643 03/18/20	GNI FEB					-478.98	397,331.56	
	WF PCARD	SYSTEM GENERATED DUE TO LINE							
20/03	792 03/24/20	GEN					6,317.77	403,649.33	
	ST OF MN	SYSTEM GENERATED DUE TO LINE							
20/03	832 03/24/20	APP A0324					-100.00	403,549.33	
	A032420								
20/03	903 03/27/20	PRJ					-3,960.69	399,588.64	
20/03	2687 03/31/20	APP A0331					-250.00	399,338.64	
	A033120								
20/03	2689 03/31/20	GNI 031849 AmyG		36616			5,000.00	404,338.64	
	iNovah	SYSTEM GENERATED DUE TO LINE							
20/03	3116 03/17/20	GNI FEB					-249.78	404,088.86	
	BREM PCARD	SYSTEM GENERATED DUE TO LINE							
20/03	3216 03/31/20	GEN					-525.00	403,563.86	
	RECURRING	DUE TO / DUE FROM							
	LEDGER BALANCES --- DEBITS:		84,650.27		CREDITS:	-16,951.47	NET:	67,698.80	





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Crow Wing County  
ACCOUNT DETAIL HISTORY FOR 2020 03 TO 2020 03

P 3  
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ORG YR/PR	OBJECT PROJ JNL EFF DATE	SRC REF1	REF2	REF3	CHECK #	OB	AMOUNT	NET LEDGER BALANCE	NET BUDGET BALANCE
20/03	643 03/18/20 WF PCARD	GNI FEB					478.98	36,921.40	
20/03	829 03/24/20 W A032420	API B 4550					100.00	37,021.40	
20/03	903 03/27/20 PAY032720	PRJ PR0327 1200327 WARRANT=200327	1200327	1200327			3,960.69	40,982.09	
20/03	2684 03/31/20 W A033120	API B 4570					250.00	41,232.09	
20/03	3116 03/17/20 BREM PCARD	GNI FEB					249.78	41,481.87	
20/03	3216 03/31/20 RECURRING	GEN					525.00	42,006.87	
LEDGER BALANCES --- DEBITS:			42,006.87		CREDITS:	.00	NET:	42,006.87	
74	38500	Revenues			SOY BALANCE			.00	
					PER 01		-12,120.00	-12,120.00	
					PER 02		-70,694.17	-82,814.17	
20/03	290 03/05/20 iNovah	GNI 029478 AmyG		36399			-40.00	-82,854.17	
20/03	458 03/10/20 ST OF MN	GEN					-6,933.73	-89,787.90	
20/03	558 03/13/20 iNovah	GNI 030184 AmyG		36496			-8,600.00	-98,387.90	
20/03	792 03/24/20 ST OF MN	GEN					-6,317.77	-104,705.67	
20/03	2689 03/31/20 iNovah	GNI 031849 AmyG		36616			-5,000.00	-109,705.67	
LEDGER BALANCES --- DEBITS:			.00		CREDITS:	-109,705.67	NET:	-109,705.67	
74830	53180	Environmental Assistance /MPCA			REVISED BUDGET				.00
20/03	792 03/24/20 ST OF MN INV 42	GEN					-6,317.77	-6,317.77	
LEDGER BALANCES --- DEBITS:			.00		CREDITS:	-6,317.77	NET:	-6,317.77	

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KorieB

Crow Wing County  
ACCOUNT DETAIL HISTORY FOR 2020 03 TO 2020 03

P 4  
glacthst

ORG YR/PR	OBJECT PROJ JNL EFF DATE	SRC REF1	REF2	REF3	CHECK #	OB	AMOUNT	NET LEDGER BALANCE	NET BUDGET BALANCE
74830	53290	Natural Resources							
							REVISED BUDGET		.00
							PER 02	-24,394.17	-24,394.17
20/03	458 03/10/20	GEN					-6,933.73	-31,327.90	
	ST OF MN 4								
							LEDGER BALANCES --- DEBITS:	.00	
							CREDITS:	-31,327.90	
							NET:	-31,327.90	
74830	58300	Miscellaneous Other Revenue							
							REVISED BUDGET		.00
							PER 02	-46,300.00	-46,300.00
20/03	558 03/13/20	GNI 030183	AmyG	36496			-8,600.00	-54,900.00	
	iNovah	CASS AIS SUPPORT							
20/03	2689 03/31/20	GNI 031857	AmyG	36616			-5,000.00	-59,900.00	
	iNovah	DOUGLAS AIS SUPPORT							
							LEDGER BALANCES --- DEBITS:	.00	
							CREDITS:	-59,900.00	
							NET:	-59,900.00	
74830	58400	MHB - Sales							
							REVISED BUDGET		.00
							PER 01	-120.00	-120.00
20/03	290 03/05/20	GNI 029478	AmyG	36399			-40.00	-160.00	
	iNovah	GUIDEBOOKS							
							LEDGER BALANCES --- DEBITS:	.00	
							CREDITS:	-160.00	
							NET:	-160.00	
74830	61000	Salaries & Wages - Regular							
							REVISED BUDGET		.00
							PER 01	7,949.42	7,949.42
							PER 02	5,362.08	13,311.50
20/03	509 03/13/20	PRJ PR0313	1200313	1200313			2,681.04	15,992.54	
	PAY031320	WARRANT=200313	RUN=1	BI-WEEKL					
20/03	903 03/27/20	PRJ PR0327	1200327	1200327			2,681.04	18,673.58	
	PAY032720	WARRANT=200327	RUN=1	BI-WEEKL					
							LEDGER BALANCES --- DEBITS:	18,673.58	
							CREDITS:	.00	
							NET:	18,673.58	





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KorieB

Crow Wing County  
ACCOUNT DETAIL HISTORY FOR 2020 03 TO 2020 03

P 7  
glacthst

ORG YR/PR	OBJECT PROJ JNL EFF DATE	SRC REF1	REF2	REF3	CHECK #	OB	AMOUNT	NET LEDGER BALANCE	NET BUDGET BALANCE	
20/03	643 03/18/20	WF PCARD					89.70	895.31		
	TIM TERRILL-OOP									
	TIM TERRILL-OOP									
	LEDGER BALANCES --- DEBITS:			895.31	CREDITS:		.00	NET:	895.31	
74830	63340	Hotel & Meals Travel Expense								
									REVISED BUDGET .00	
20/03	211 03/03/20	W A030320	API 102987	119665	PER 02 21751		8.37 300.00	8.37 308.37		
	AMC CONFERENCE REGISTRATION ASSOCIATION OF MN									
20/03	3116 03/17/20	BREM PCARD	AMC leg Conf meal				17.37	325.74		
	TIM TERRILL-CITIZEN SUPPER CLUB									
20/03	3116 03/17/20	BREM PCARD	AMC legislative conf				218.14	543.88		
	TIM TERRILL-INTERCONTINENTAL ST PAU									
20/03	3116 03/17/20	BREM PCARD	Itasca county Mtg				14.27	558.15		
	TIM TERRILL-FOREST LAKE RESTAURANT									
	LEDGER BALANCES --- DEBITS:			558.15	CREDITS:		.00	NET:	558.15	
	GRAND TOTAL --- DEBITS:			167,571.01	CREDITS:		-225,883.58	NET:	-58,312.57	

72 Records printed

\*\* END OF REPORT - Generated by Korie Bedard \*\*

# **Planning and Zoning**

**None**

## **Action/Discussion**

Forming of budget committee  
Purchase of New Laptop and Docking Station  
Minnesota Traditions Powerpoint  
Itasca SWCD Request for Funding  
Executive Director's Report



## Laptop and Docking station Prices

Dell Latitude 5300 2-IN-1 laptop, i7 processor, 16GB 512SSD

**\$1,412.00**

Dell Dock- WD19 130w Power Delivery 180w AC- **\$169.99**

A little extra for updated connectors

Software is free from CW county.- Windows 11

Current computer

Dell Optiplex 9010- Windows 7, i5 processor



# MN Traditions Review and 2021 project

A review of 2020 and looking ahead to 2021



# MN Tradition Values

- Vision- Create a Multi-County Aquatic Invasive Species Campaign that has consistent message and influences behavioral change to prevent spread of AIS.
  - Produce messages that reinforce what inspectors do at the accesses on a mass scale (Clean, Drain, Dry, live bait, decontamination).
  - Produce messages what aren't or not easily realized at the accesses on a mass scale (aquarium trade, gear and equipment washing, local involvement).

# Thoughts

**Local infestations may not be as important as overall perspectives  
on AIS**

**Legal concerns vs. general support for AIS management**

**Education can work!**

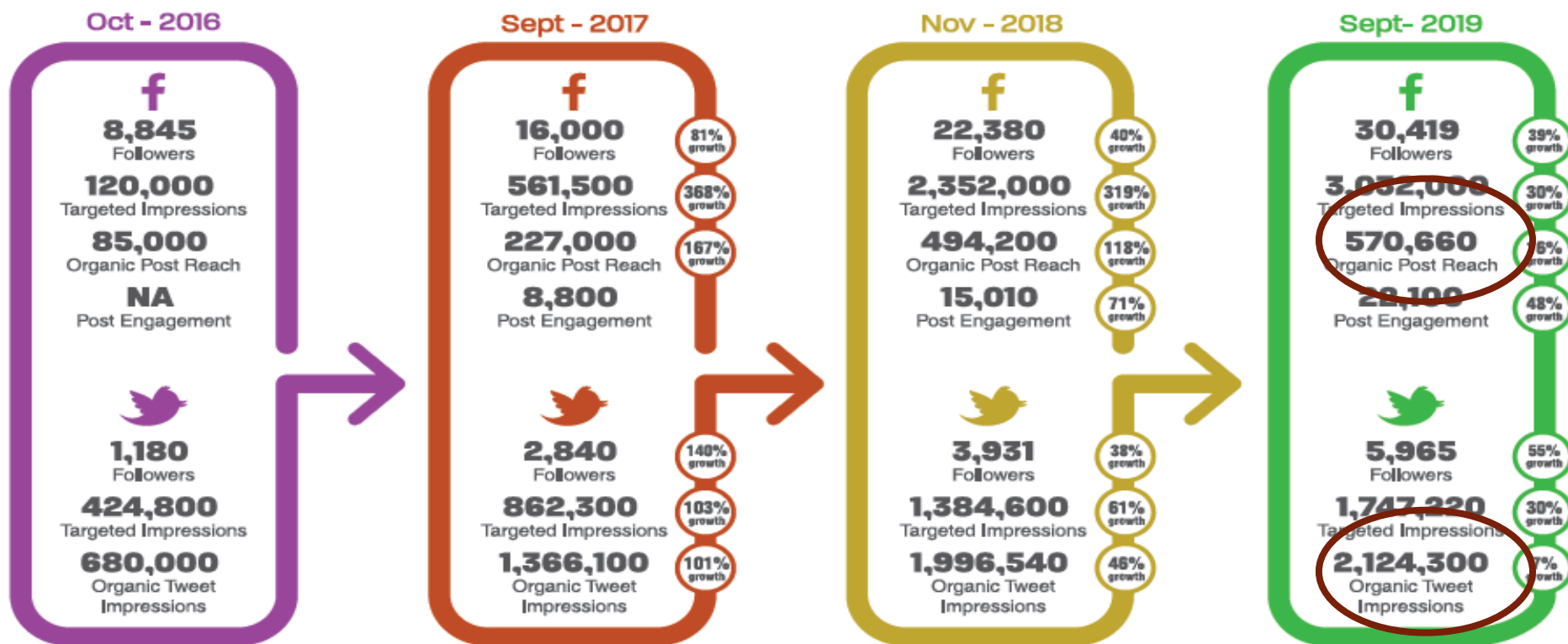
# How MN Traditions Social Media Works

- MN Traditions has two social media pages – [Facebook](#) and [Twitter](#)
- In 2016, we launched both platforms with zero followers
- We are now at over 30,000 on Facebook and over 5,000 on Twitter!
- A majority of the followers found MN Traditions through targeted “like” campaigns
  - These campaigns target people based on geography and their interests (fishing, boating, sailing, water sports, canoeing/kayaking & waterfowl hunting)
- We post a variety of content including
  - In-house created pieces – stories, videos, etc
  - Event pieces - i.e. Inspector AIS training, workshops
  - Share other influencer content – i.e. MAISRC posts



## Social Media Campaign Since April, 2016

Minnesota Traditions Has Generated:



# What We Found Out- 2018 Behavioral Change Survey Results

## 7. To what extent do you agree or disagree with the following statements

Minnesota Traditions TV infomercials/Ads and Social Media have...	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
increased my concern about AIS	3%	3%	14%	18%	24%
increased my knowledge about AIS prevention	2%	4%	13%	20%	25%
inspired me to talk to others about AIS prevention	2%	5%	25%	13%	17%
inspired me to use AIS prevention practices in the future	2%	3%	11%	16%	30%
empowered me to prevent or control the spread of AIS	2%	2%	11%	18%	29%
increased my ability (e.g., knowledge, skills) for AIS prevention	2%	4%	11%	19%	26%
inspired me to work with others in AIS prevention	4%	5%	22%	13%	18%

## 8. After watching Minnesota Traditions TV infomercials or visiting Minnesota Traditions Social Media.

How likely or unlikely are you to use the following AIS prevention practices in the future?	Very unlikely	Somewhat unlikely	Neutral	Somewhat likely	Very likely	N/A
Visual inspections of boats, trailers and equipment	2%	1%	2%	5%	48%	1%
Drain water from boats	1%	1%	2%	5%	46%	1%
Avoid release of unwanted bait into water	2%	1%	4%	5%	41%	1%
Manually remove AIS from boats, trailers and equipment	2%	1%	1%	5%	51%	1%
Flush motor's cooling system with tap water	5%	6%	8%	12%	24%	2%
Rinse boat with high pressure and/or hot water	5%	5%	7%	13%	26%	1%
Dry boat with a towel or allow boat to dry for at least five days	6%	7%	7%	13%	22%	1%
Set traps to catch and dispose of AIS following state regulations	16%	9%	11%	5%	14%	1%
Physically remove AIS from my boat or trailer	1%	1%	3%	7%	44%	1%
Avoid boating in AIS infested water bodies	10%	7%	13%	8%	16%	1%
Boat or fish only on one lake	26%	8%	9%	4%	8%	1%
Other (please specify): _____						
_____						
_____						

10:03

facebook

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# earned- Short g Influences

10:04

< 🔍 Tim Terrill 👤

**Tim Terrill**  
Monday at 10:03 AM · 🌐

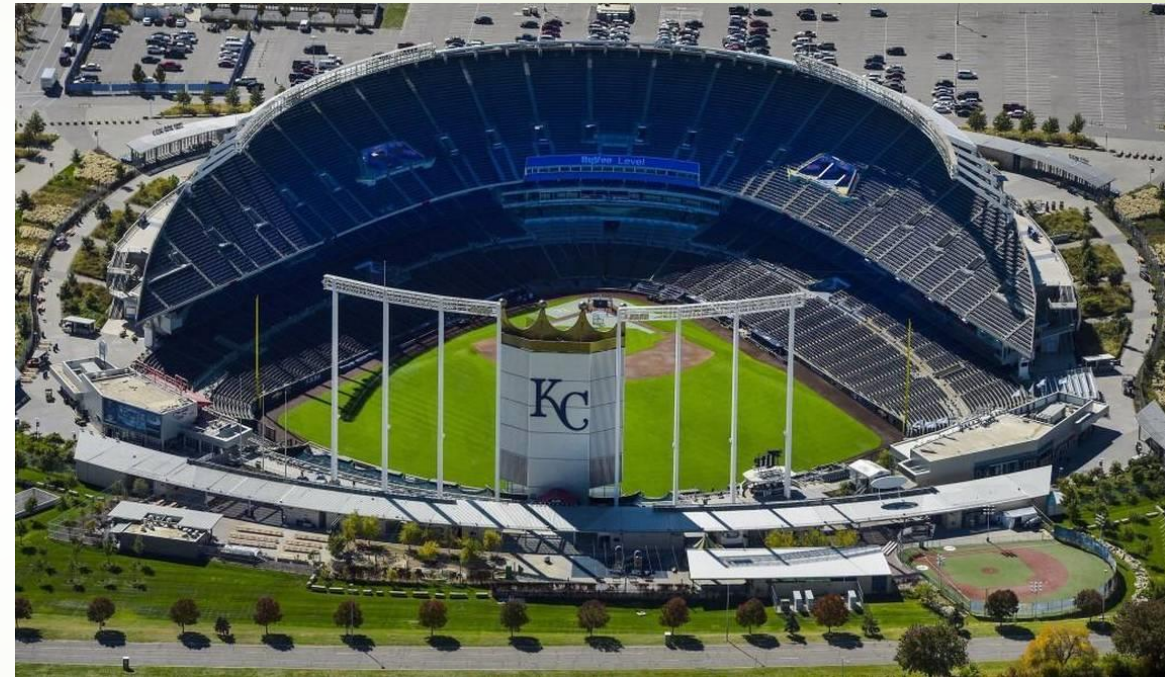
Bought these face shields online from SA company. They are so warm when I snow blow the driveway. The camouflage one is for duck hunting.

👍 15      5 Comments 1 Share

👍 Like    💬 Comment    ➦ Share



# What I Learned- Long Term Memory with Marketing



# What you see



# What I see

Here are the post results for Facebook:

Reach: 1,269

Engagements: 74

Link Clicks: 23

Shares: 6

Twitter:

Impressions: 1,162

Engagements: 51

Link Clicks: 18

Retweets: 2

# Why is MN Traditions successful in influencing



- Matt Birk- Former MN Viking and Superbowl winner with Baltimore Ravens.
- Speaker at AMC Annual Conference
- "I don't do anything special, I just do the same thing consistently."- Matt Birk
- **CONSISTENCY, REPETITION & DURATION-** working 24 hours a day, 7 days a week.

# 2021 program Options- Social media +1

- Continue with social media + article writing campaign (with interviews from your inspectors)
- Continue with social media + ???



# How Can I Lead Others?

- ▶ Principle- Don't Try to Move an Unmovable Object
- ▶ Action- Talk with key members before AIS Committee meeting
- ▶ Principal- MN Trad. uses marketing Best Management Practices that have a high percentage of success.
- ▶ Action- Provide Examples
  - ▶ In 2019, Coca Cola spent 18% of company revenues on marketing (\$5.8 Billion).
  - ▶ Clean, Drain, Dry is a common slogan because 2 Billion impressions were made through a variety of media options over 13 years.
- ▶ Principle- consistency, repetition, and duration is the complement to your AIS inspectors.



## Projects and Practices Application

Grant Name –Itasca County Upper Mississippi Headwaters Watershed Phosphorus Reduction

Grant ID -

Organization - Itasca County Soil and Water Conservation District (SWCD)

Allocation	Projects and Practices 2020	Grant Contact	Tim Frits
Total Grant Amount Requested	\$315,000	County(s)	Itasca
Grant Match Amount	\$78,750	12 Digit HUC(s)	
Required Match %	25%	Applicant Organization	Itasca SWCD
Calculated Match %	25%	Application Submitted Date	August 22 <sup>nd</sup> , 2019
Other Amount	\$393,750 total grant value		
Project	Trout Lake Stormwater Enhancement Project		

### Project Summary

**Project Abstract: Succinctly describe what you are trying to achieve and how you intend to achieve those results, including the types and quantity of projects and/or practices included in the application budget and anticipated outcomes.**

This project is the first step toward a watershed-based stormwater implementation approach to reduce phosphorus and total suspended solids in Trout Lake watershed. Itasca County LWM Plan identifies this project as a priority due to development concerns around Trout Lake. Itasca SWCD is partnering with the City of Coleraine, Greenway Joint Recreational Association and the Trout Lake Association to achieve a 30% reduction in total phosphorus and a 30% reduction in Total Suspended Solids, which adds up to preventing about 30,000 lbs. of sediment and 43 lbs. of phosphorus from reaching Trout Lake. We hope to achieve this objective by implementing the top prioritized rain gardens, stormwater planter boxes, and extended detention basin identified from the Coleraine Stormwater Retrofit Assessment.

**Proposed Measurable Outcomes: In 250 characters or less, state the proposed measurable outcomes of the project.**

This project will reduce roughly 30% Total Phosphorus and Total Suspended Solids from entering into Trout Lake from the city of Coleraine's storm-water infrastructure. Educational outreach will also take place with association groups and schools.

**Does your organization have any active competitive CWF grants? If so, specify FY and percentage spent. Also, explain your organization's capacity (including available FTEs or contracted resources) to effectively implement additional Clean Water Fund grant dollars.**

Itasca SWCD does not currently have any active CWF grants. We currently have 1 FTE that will be responsible for implementing these grant dollars. The project manager that will be responsible for this grant has successfully executed multiple grants in his career. He also has projected budgets and completed detailed reports on multiple projects. He has implemented a variety of complex best management practices.

**Water Resource: Identify the water resource the application is targeting for water quality protection or restoration.**

The water resource we are targeting is Trout Lake by which the city of Coleraine outputs their storm-water into. This application will help improve urban storm-water management with the city of Coleraine.

**Question 1 (17 points): (A) Describe why the water resource was identified in the plan as a priority resource. For the proposed project, identify the specific water management plan reference by plan organization (if different from the applicant), plan title, section, and page number. (B) In addition to the plan citation, provide a brief narrative description that explains whether this application fully or partially accomplishes the referenced activity. (C) Provide weblinks to all referenced plans.**

The Itasca County Local Water Management Plan contains a list of several priority concerns, goals, and actions. Goal 5 under Land Use and Development on page 17 identifies this project under Action 2: Secure grant funding to implement recommendations of the Itasca SWCD 2018 completed Cities of Grand Rapids and Coleraine storm-water assessment and implementation recommendation studies. Grand Rapids storm-water implementation was completed in 2018, with this application it will fully accomplish this Goal with implementing Coleraine storm-water. Implementation projects and practices are identified by the Coleraine assessment from HRGreen. Trout lake is also a priority lake because it measures "Highest" for P Sensitivity, which is Goal #1 under surface water resources: Increased improvement activities focus on impaired and at-risk public waters (page 14 of ICLWMP). Trout lake has been identified by the DNR as an outstanding resource for Cisco Refuge Lake and a Lake of Biological Significance in Itasca county, keeping this lake healthy is another priority concern because of the outstanding water quality. These goals for fish and wildlife habitat can be found on page 34 of the ICLWMP.

Reports are located at ([https://www.itascaswcd.org/images/Coleraine\\_Stormwater\\_Retrofit\\_Assessment.pdf](https://www.itascaswcd.org/images/Coleraine_Stormwater_Retrofit_Assessment.pdf))  
([https://www.itascaswcd.org/images/Water\\_Resources/Final\\_Jan29\\_2019\\_effective\\_h2o\\_plan\\_amendment.pdf](https://www.itascaswcd.org/images/Water_Resources/Final_Jan29_2019_effective_h2o_plan_amendment.pdf))  
(<https://www.pca.state.mn.us/sites/default/files/wq-ws4-61a.pdf>)

**Question 2 (3 points): (A) Describe how the resource of concern aligns with at least one of the statewide priorities referenced in the Nonpoint Priority Funding Plan. (also referenced in the "Projects and Practices" section of the RFP). (B) Describe the public benefits resulting from this proposal from both a local and state perspective.**

Trout Lake in Itasca county is a high priority lake that we want to protect. Under page 11 of the "Projects and Practices" section of the RFP, bullet item 1 "#2 Protect those high-quality unimpaired waters at greatest risk of becoming impaired. This proposal will help improve TP load reduction by 30% which is outlined also in the Mississippi River Grand Rapids WRAPS report. This 1,890-acre lake is also a high-quality cisco refuge lake, which generates local revenue to the surrounding community from recreational visitors, which is also #3 Restore and protect water resources for public use and public health, including drinking water. This project works with local government and the City of Coleraine to mitigate large phosphorus loads discharging into Trout Lake from the 13,634-acre watershed that contribute to the eutrophication to the lake body. If we keep this high-quality resource protected, we can maintain local property tax base of \$65 million and keep providing a great recreational community healthy.

**Question 3. (15 points) Describe the methods used to identify, inventory, and target the root cause (most critical pollution source(s) or threat(s)). Describe any related additional targeting efforts that will be completed prior to installing the projects or practices identified in this proposal.**

We have already completed an assessment that targets these concerns of TP loads. #1 Paul Radomski study of Lakes of Phosphorus Sensitivity Significance, outlines Trout Lake as having a "highest" LPSS Priority Class, and suggest a load reduction goal of 117 lbs./yr. #2 From the Coleraine Stormwater Retrofit Assessment (see attachment), we can target identified areas to install practices that will reduce load by 43lbs/yr. #3 There has also been an additional survey of a proposed project within the assessment that wasn't identified from the HRGreen study. This completed a cost-benefit analysis that we used to identify specific BMP practices from the sub watersheds. #4 More survey and design will be needed to accomplish direct installation of BMP practices in sub watershed 6, extended detention basin, sub watershed 7 and 8, four rain gardens, sub watershed 11, 12, and 13, 6 rain gardens. The Itasca SWCD has conducted 3 public meetings with the city of Coleraine and 2 meetings with Greenway Joint Recreational Association for support and finical planning to implement this proposal. We were able to identify the top practices to reduce pollution loads with the best benefits for cost during those 5 working meetings. City volunteers will be used for outreach of these practices to help promote maintenance of BMP practices installed.

**Question 4. (10 points): How does this proposal fit with complimentary work that you and your partners are implementing to achieve the goal(s) for the priority water resource(s) of concern? Describe the comprehensive management approach to this water resource(s) with examples such as: other financial assistance or incentive programs, easements, regulatory enforcement, or community engagement activities that are directly or indirectly related to this proposal.**

Because Trout Lake is one of the highest priorities identified in the Itasca LWMP and for the Itasca SWCD, there are many programs directed to the lake shed such as shoreline restoration/management, septic system maintenance, buffers, and stormwater education sessions. The community has been engaged through the school district 4th grade class assignments and the lake association has contributed financial assistance for projects. Itasca SWCD has used base grant cost share for other projects on Trout Lake, such as 530 ft. of shoreline plantings. There have been 5 stormwater educational sessions provided to city residents for keeping stormwater drains clean. Itasca County has financial assistance for septic system maintenance for landowners on the lake.

**Question 5. (10 points): (A) What is the primary pollutant(s) will this application specifically address? (B) Has a pollutant reduction goal been set (via TMDL or other study) in relation to the pollutant(s) or the water resource that is the subject of this application? If so, please state that goal (as both an annual pollution reduction AND overall percentage reduction, not as an in-stream or in-lake concentration number). (C) If no pollutant reduction goal has been set, describe the water quality trends or risks associated with the water resource or other management goals that have been established. (D) For protection projects, indicate measurable outputs such as acres of protected land, number of potential contaminant sources removed or managed, etc.**

The primary pollutant that we are concerned about for this proposal is Phosphorus. From Paul Radomski reduction goal of Trout Lake, we would like to reduce current loads by 43lbs./yr., which is also identified from the Mississippi River Grand Rapids WRAPS Report. An annual reduction goal of 117lbs./yr. is the target goal. With this application funding, we would be able to drop our goal from 117lbs./yr. to 74lbs./yr. That would increase treatment capacity by 30% and prevent 30,000 lbs. of sediment and 43 lbs. of phosphorus from entering Trout Lake in this phase of watershed funding. 6 rain gardens would reduce 13.4 lbs./yr., detention basin will reduce 31 lbs./yr.

**Question 6. (10 points): (A) What portion of the water quality goal will be achieved through this application? Where applicable, identify the annual reduction in pollutant(s) that will be achieved or avoided for the water resource if this project is completed. (B) Describe the effects this application will have on the root cause of the issue it will address (most critical pollution source(s) or threat(s)).**

From the Mississippi River Grand Rapids WRAPS, the goal is set at 30% phosphorus load reduction. With this proposal will we see an annual phosphorus load reduction of 43lbs./yr. if all projects are installed. The installation of new stormwater treatment practices will collect pollutants that are currently not being collected within the 13,634-acre watershed. This application will also create 7 new pollinator habitat areas within the city of Coleraine. This will provide a more diverse native plant community. By removing these pollutants before reaching the lake, we have a greater chance for maintaining or improving the existing water quality.

**Question 7. (5 points): If the project will have secondary benefits, specifically describe, (quantify if possible), those benefits. Examples: hydrologic benefits, enhancement of aquatic and terrestrial wildlife species, groundwater protection, enhancement of pollinator populations, or protection of rare and/or native species.**

A benefit not directly related to lake phosphorus loading is the educational value by involving school students with planting these practices. Greenway school district has volunteered to help install these projects that will help enhance pollinator populations and educate students on the importance of stormwater. Another benefit will be engaging the community with educational seminars on the importance of stormwater practices and how they can contribute to the protection of Trout Lake.

**Question 8. (15 points): (A) Describe why the proposed project(s) in this application are considered to be the most cost effective and feasible means to attain water quality improvement or protection benefits to achieve or maintain water quality goals. Has any analysis been conducted to help substantiate this determination? Discuss why alternative practices were not selected. Factors to consider include, but are not limited to: BMP effectiveness, timing, site feasibility, practicality, and public acceptance. Note: For in-lake projects such as alum treatments or carp management, please refer to the feasibility study or series of studies that accompanies the grant application to assess alternatives and relative cost effectiveness. You will also need to attach a copy of this study within the Attachments tab. (B) If your application is proposing to use incentives above and beyond payments for practice costs, please describe rates, duration of payments and the rationale for the incentives' cost effectiveness. Note: For in-lake projects such as alum treatments or carp management, please refer to the feasibility study or series of studies that accompanies the grant application to assess alternatives and relative cost**



**effectiveness. Please attach feasibility study to your application in eLINK.**

The proposed project is the most effective because there currently is no stormwater treatment practices in place. The most cost-effective practices are to be installed from the HRGreen Coleraine Stormwater Retrofit Assessment study, along with working on practices at the top of the stormwater system and then working our way down. The HRGreen Coleraine study specifically ranked the type and location of stormwater practices through modeling and concept design with the most cost-benefit practice. Each sub watershed's stormwater effluent water quality was modeled within P8 Urban Catchment Model.

**Question 9. (8 points): What steps have been taken or are expected to ensure that project implementation can begin soon after the grant award? Describe general environmental review and permitting needs required by the project (list if needed). Also, describe any discussions with landowners, status of agreements/contracts, contingency plans, and other elements essential to project implementation.**

If grant is awarded: #1 We will need to specifically design each practice at each specific BMP location, which will be completed by TSA8 and city engineers. #2 Once these designs are completed, the city will outreach with the community on installation practices, along with coordination with school district educational programs. #4 City planning meetings will be necessary to coordinate project timelines of each BMP. BMP projects have been coordinated with the DNR Hydrologist, city staff, and local cooperators, permits will be obtained with final designs and contractor bids.

**Question 10. (2 points): What activities, if any proposed, will accompany your project(s) that will communicate the need, benefits, and long-term impacts to your local community? This should go above and beyond the standard newsletters, signs and press releases.**

The school district will hold educational events, which could include fundraising, poster contests, classroom participation with planting some native flowering plants. The city has talked about implementing a adopt a storm drain for community members. There will be an educational board on why stormwater is important installed by practices. The most effective way to inform and engage the small community is implement residents.

**Question 11. (0 points). All project applications for feedlots must include a work sheet with supplemental questions being answered. This worksheet is found on the BWSR webpage "Apply for Grants." Have you attached this worksheet?**

Does Not Apply

**The Constitutional Amendment requires that Amendment funding must not substitute traditional state funding. Briefly describe how this project will provide water quality benefits to the State of Minnesota without substituting existing funding.**

Currently there is no traditional funding for this type of implementation unless applied through the Clean Water Legacy Amendment.

## Application Budget

Activity Name	Activity Description	Category	State Grant \$ Requested	Activity Lifespan (yrs.)
Education and Outreach	Educational seminars, community meetings, and school projects.	Education/ Information	\$5,000	3 Years
CWF Project funding	15 projects total projected and survey/design fees.	Project Cost	\$278,000	10 Years
Technical/Engineering Assistance	Project and practices development, installation monitoring, final inspection and certification.	Project Grant Cost	\$8,000	3 years

Activity Name	Activity Description	Category	State Grant \$ Requested	Activity Lifespan (yrs.)
Itasca SWCD project over-sight	Project planning with landowners and contractors, contract and payment admin, and construction certification.	Administration	\$24,000	10 years

### Proposed Activity Indicators

Activity Name	Indicator Name	Value & Units	Waterbody	Calculation Tool	Comments
Implementation	Phosphorus		Mississippi River Grand Rapids Watershed		

### Activity Details

Activity Name	Question	Answer

Application Image

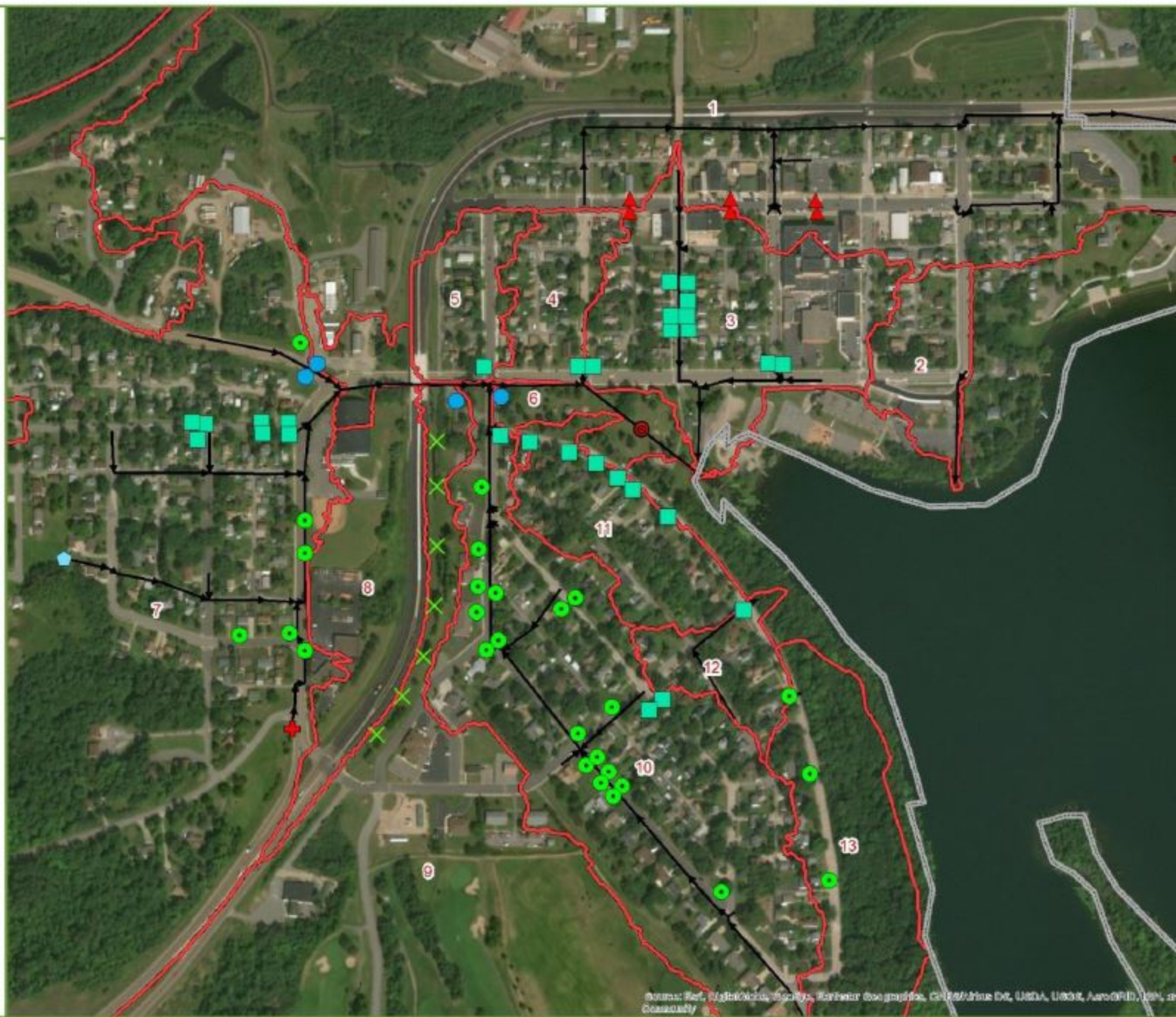
Figure 3. Potential Stormwater Retrofit Locations

Coleraine, MN

Legend

BMP

-  Ditch Check
-  Extended Detention
-  Infiltration
-  Modification
-  Raingarden
-  Stormwater Tree Planter
-  Sub-surface
-  Surface/Subsurface
-  Coleraine Boundary
-  Storm Pipe
-  Subwatersheds



HRG - PLOT 11/20/17 AM 9:12/2018 BY: SBBY FILE: J:\2017\11\20\09\08\Coleraine\Fig 3.mxd

0 Feet 250 500



Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNR/Air Force DDT, USDA, USGS, AeroGRID, IGN, and the GIS User Community

# Executive Director Report

March- April 2020

## 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. Worked on filling out DNR grant to help support MN Traditions project this year.
6. Discovered and implemented an alternative to meeting remotely for our MHB board meeting
7. Reviewed Crow Wing forestry management plan for timber sale and determined it met the MHB comprehensive plan standards.
8. Sent updated Electronic data processing (EDP) list to MCIT for them to keep on record in the event of a loss.
9. Sent email to LSOHC staff informing them that we have enough applicants to fulfill the ML2020 appropriation, but that if the legislature request a reduction in funding, we have a scalable program.
10. Forwarded zoning question from Pennington resident to Beltrami county Environmental Services.

## Meetings & Networking

1. Held meeting with DNR AIS prevention planner Tina Fitzgerald to discuss how the MHB can utilize its social media campaign to fulfill mutual objectives at the statewide scale. The meeting resulted in scheduling a teleconference with MHB staff, MHB contractors, and DNR AIS staff to discuss how we can work closely together.
2. Talked with Hubbard SWCD about funding for Envirothon. Since it was cancelled, we decided not to send the check and they will ask us next year for a donation.
3. Held telephone conversation with MPCA to verify numbers on WRAPS document for the Miss. River-Grand Rapids WRAPS.
4. Listened to MN Aquatic Invasive Species Research Center (MAISRC) webinar about the willingness for recreationalists to pay a daily user fee to use a MN lake. The webinar was interesting because Gull lake and Pokegama lake were two of the four lakes that they performed the survey. The program lacked a large enough group of people to be meaningful, and 46% of the people surveyed were not willing to pay anything.
5. Attended Federal Natural Resources Conservation Service (NRCS) State Technical Committee Meeting- NRCS has a new way of ranking and prioritizing practices, and they have the ability to provide an increase in payment rates for priority Source Water Protection practices in EQIP program and other programs.

6. Held AIS meeting between the MHB and DNR staff about ways we could partner together. The conversation was pleasant, and each explained their role and history in working with AIS. There is a pilot program available from the DNR which funds strategies to work with lake associations and fishing clubs to educate people on ways to help stop the spread of AIS, but it is not at the level that the MHB works at. The end result was in the future, both entities should continue to think about ways to work together in partnership and recognize any gaps that the MHB could fulfill.