

Citizen Advisory Committee (CAC) Meeting

January 9, 2018

Meeting Summary

Committee Attendees: Jerry Grundtner, Curt Sparks, Jack MacKenzie, Bruce Anderson

Other Attendees: Jessica Lindemyer (CLFLWD Watershed Assistant)

- Update on CLFLWD activities
 1. General
 - Mike Sorensen was ill and unable to attend the meeting, so Jerry G. and Jessica L. provided CLFLWD updates.
 - The CLFLWD Board of Managers will be meeting three times in the next month: Thursday, January 11th; Tuesday, January 16th; and Thursday, January 22nd. The meeting locations, times, and agendas will all be posted on the District homepage: <http://www.cflwd.org/>
 - The CAC meeting schedule for 2018 was presented. Jerry said he would email a copy of the schedule to each of the CAC members.
 - The District obtained a \$135,000 Clean Water Fund grant from the Minnesota Board of Water and Soil Resources to conduct an alum treatment on Moody Lake. Additionally, the City of Forest Lake received a \$220,000 Clean Water Fund grant to purchase a new street sweeper and implement the enhanced street sweeping plan that was developed with input from CLFLWD staff and consultants in 2017. The grant applications for the Bone Lake Rural Subwatershed Assessment Implementation and Sunrise River Tax Forfeit Projects were not funded.
 - As a continuation on the discussion about Forest Lake street sweeping, Jack M. brought up the idea of sweeping large parking lots of private businesses. He was not aware of any current effort to sweep parking lots such as Cub Foods. He thought that an interesting addition to the District's permitting process could involve the permittees paying into a street sweeping fund that could pay for the City of Forest Lake to sweep the private business parking lot when they are already in the area sweeping the streets. Another option, aside from the permitting program, could be that the CLFLWD applies for grant dollars that can help

private businesses pay for street sweeping. Other CAC attendees liked these ideas and weren't sure if they had ever been considered by the District Board of Managers. The group wanted to share this idea with District Administrator Mike Kinney.

- The CLFLWD has a new staff member named Erin Edison who is filling the new position of Permitting Coordinator/Watershed Technician. She will be the primary contact for the District's permitting program. Erin has previous experience working for the Sauk River Watershed District and the Heron Lake Watershed District.

2. Administrator Report

- Jerry G. handed out the Administrator's Report and highlighted how the District continues to make progress on its rule revisions process.
- Rebranding WSD
 - Jessica led a discussion about her interest in using her graphic design background to create a new logo for the CLFLWD. The current logo, which shows the name of the CLFLWD written over the top of the CLFLWD legal boundary, is now inaccurate, since the District's recent boundary revision. Jessica also described how the shape of the District boundary likely isn't identifiable to most members of the general public, so it might not be the best choice for the logo.
 - Jessica showed the group examples of other watershed district logos. She highlighted Rice Creek Watershed District, Ramsey-Washington Metro Watershed District, and Riley Purgatory Bluff Creek Watershed District as examples who have created new and attractive logos in the last few years.
 - She described how our organization has a long name, which can be hard to arrange into a tidy-looking logo. However, other organizations with this problem, such as Vadnais Lake Area Water Management Organization (VLAWMO), have still managed to make very attractive logos.
 - The group discussed how some Districts, such as Ramsey-Washington Metro Watershed District, have created multiple iterations of their logo that can each be used for different purposes (letterhead, seal, printed on t-shirts, etc.). The logos are different-enough to fit their specific purposes, but still share a common color scheme and font.

- Jessica updated the current logo to include the District’s new boundary and the CAC members agreed that it likely isn’t the best option for new logo.
- She then presented a draft of a new logo idea that she designed:



- She noted that she has not presented the idea to the Board of Managers yet and is still in the early brainstorming stages. She likes the idea of incorporating yellow or orange into the logo, since most other watershed districts use primarily blue and green in their logos. The same colors that are used in the logo can correspond to the colors of the CLFLWD lake management districts. That way, when information is sent out to the public, it can include the color of the corresponding lake management district(s) that it is most relevant to. The CAC members liked this idea.
- Jerry mentioned that he thinks it might be worthwhile to include more imagery in the logo that is evocative of the District. For example, VLAWMO has chosen a heron to be incorporated into their logo. To do this, the District would need to identify a landmark or some other kind of image that can be incorporated into the logo.
- Jack M. mentioned that One Watershed One Plan or the Minnesota Association of Watershed Districts might have some interest in coordinating watershed district logos on a statewide or regional scale and that staff should look into this before designing a new logo.
- Watershed Champion Award
 - After the last CAC meeting, Mike Sorensen drafted a framework for the District’s new awards program and based it on the St. Croix River Association’s Watershed Steward Award program. The group review that framework and provided some feedback.
 - Jack M. proposed that the program be called “Watershed Champion Award”, rather than “Watershed Hero Award”. There was general agreement with this. Curt S. said that he would brainstorm additional possibilities for names and report back to the CAC.
 - The group discussed the possibility of having an open house/awards ceremony in late-April or early-May, rather than February. This would

ensure that any award winners who go south for the winter would likely be back in time for the open house.

- The group agreed that a November 15th, 2018 deadline for the awards nominations and an April or May, 2019 awards ceremony and open house would be a good initial timeline for the program.
- There was discussion about whether or not there should be separate awards and nomination processes for individuals and businesses/organizations. Currently, the St. Croix River Association has individuals and organizations grouped together into the same nomination form and award, with the possibility that multiple awards are given out per year. Splitting the awards up would only work for the CLFLWD if individuals, businesses, and organizations were all nominated yearly.
- Curt mentioned that the Environmental Initiative has a very successful awards program and that CLFLWD staff could reach out to them for more information.
- Jerry recommended that Mike S. reach out to the St. Croix River Association and inquire about whether they have gotten enough applicants for the business/organization award to warrant breaking it off from the individual award into its own program.
- In addition to giving out some kind of award to the recipients, there should be a plaque hung up in the office that lists the winners. That will help increase the visibility of the program.
- In terms of what the recipients themselves would receive, there was discussion about gift cards, plaques, bird houses, compost bins, having a tree planted in their name in a public space, etc. Perhaps, the recipient can decide which prize they want to receive.