



## MEMORANDUM

Comfort Lake-Forest Lake Watershed District

Date: January 30, 2023  
To: CLFLWD Board of Managers  
From: Mike Kinney, District Administrator  
Subject: Education & Outreach Program Update



**District Wide**

The purpose of this memo is to provide the Board with an update on the Education and Outreach Program.

### Education & Outreach

Jessica Lindemyer left the Education & Outreach Coordinator position in September 2023. Adam Hjelm took over the role on January 24, 2024. His master's degree is in environmental education, and he brings a strong background in workshops, shoreline knowledge, and native plants with more than 16 years of experience working for a watershed.

We have spent the last several months working on planning, materials development, and strategies to promote and implement our education program and shoreline efforts. Adam has jumped into the role of coordinator and is providing input on the work we've done, assessing additional opportunities, and being introduced to partners.

Aidan Read has been translating the data from our shoreline inventory into recommendations and actions. This preliminary information was shared with the CAC and the Bone Lake Association. He will be presenting an update to the Board at the February 8, 2024, meeting and is preparing to present at the other lake association meetings. He and I have been working with Jessica Lindemyer (who continues to do some limited contract work for CLFLWD) to finalize some promotional materials for this effort. Social media posts have been made but are also preparing strategically planned outreach (including social media posts and press releases) to promote the Legacy Land Payment Program, the cost-share program, and our shoreline efforts.



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Staff are working on a consistent social media calendar to optimize “views” and engagement around District initiatives, priorities, partner activities, and promotions like World Water Day, Wetlands Day, etc.

The District’s Homeowner Tools & Rules document has been re-done, and the draft is in final review. The timeline for review, completion, and use will ensure that the document is available in February for use at upcoming workshops, including a contractor workshop being hosted by EMWREP with support from the District. The Tools & Rules document will have many uses.

The workshop schedule is being developed with current plans to promote the Shorelines: Contractor Workshop in February (which Aidan and Adam provided input to develop) and a traditional shoreline workshop in March. Beth Carreño and Adam are working on development of additional workshops / programming for the season, including community engagement for the District’s ongoing floodplain vulnerability assessment (update coming to February 22<sup>nd</sup> Board meeting). March is a preferred time to start offering workshops and where we expect to see the best response rate, as people are getting excited to go outside and crave the topics we can offer.

The excitement around the Bone Lake de-listing is growing, and the Bone Lake Association has committed to collaborating with us on a “celebration.” We have had initial conversations with them and will be scheduling a kick-off planning meeting in February or early March. Shorelines will be included in these activities.

As shared at the January 25, 2024, Board meeting, CLFLWD intends to showcase this year’s work through the lens of the 25<sup>th</sup> anniversary. This is an excellent opportunity to raise awareness of the District and elevate our stories. A special icon and watermark are being developed consistent with our branding and consideration is being given to holding an event, possibly the State of the Watershed event, on the actual anniversary date (September 23<sup>rd</sup>).

There has been a great deal of interest in our comprehensive shoreline program and the revamping of our cost-share program from partners, stakeholders, and outside organizations. Staff have presented on the program at BWSR Academy in October 2023, at the recent DNR Roundtable in January 2024, and to the Natural Shoreline



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Partnership. Staff have also gained knowledge on implementing shoreline programs from other stakeholders.

An overview of more specific activities and outcomes for January through March is provided at the end of this memo.

### Public Relations

This work has moved forward slowly but steadily. The contract will be fully executed in February, but the leads from MP+G have met with staff several times to focus on scope of work and strategies. This was helpful as staff continued to work on the shoreline program while also filling the education and outreach coordinator and office manager roles. The timeline was pushed back slightly but allows us to take advantage of the lake associations late winter / early spring programming. The RFP for the additional PR planning is anticipated to go out in March.

### Crisis Communications

We are using a crisis communications plan template and resources from another watershed to develop one for CLFLWD. The work on it has begun, and Mary Pat McNeil with MP+G has committed to providing review and support. The draft plan is scheduled to be completed in Quarter One of this year with MP+G consultation, review by Mike Kinney, and approval in Quarter Two.

### January – February Priorities

- Confirm Q1 social media editorial calendar & implement
- Tools and Rules finalization; begin use
- Shoreline programs promotions – multi-media (social media, article, press release, materials release)
  - Cost-share, site visits, Legacy Land Payment; AIS; social norms shift
- Shoreline Contractor Workshop with partners
- Set workshop schedule
- Seasonal job postings (per work plan); U of MN Env. Career Fair
  - Include WCI
- 2023 Infograph
- Coordinate & implement PR development for shorelines – work w/ lake associations
- Coordination meetings w/ partner communities
- Partner communications (updates; introduce new E&O coordinator)



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- E&O Coordinator Onboarding – ongoing
- 25<sup>th</sup> Anniversary branding & planning
- Bone Lake De-listing planning meeting w/ lake association
- Office search support as needed
- Website review – updating needs specifically for shorelines

### March –

- Promote workshop schedule
- Shoreline Workshop 1
- Workshop 2 - TBD
- Shoreline programs promotions – multi-media
  - Cost-share, site visits, Legacy Land Payment; AIS; social norms shift
- Coordinate & implement PR development for shorelines – work w/ lake associations (survey / outreach needs)
- Permitting communications – cheat sheet; using Tools & Rules
- Crisis Communication Plan draft out for review
- Implement social media editorial calendar
- Develop Q2 social media editorial calendar
- Coordinate distribution of program information (shoreline inventories, AIS) to lake associations and stakeholders
- Office search support as needed
- General PR Plan RFP (confirm)
- E&O grant opportunities
- Website review – update as needed (shorelines, cost-share)