

WRAPS – Phase II

Meeting #1 Notes.

Thursday July 20, 2017 9:00 a.m.

MFCRWD Office, 189 County Road NE, Spicer, MN

Brainstorming Session (a.k.a. Agenda)

Attendees: Scott Lucas (MPCA - by phone), Kala Kaehler (MF), Diane Sander (CROW), Chris Lundeen (NF), Jon Morales (MF), Dylan Erickson (MF), Margaret Johnson (MF)

Budget for WRAPS Phase II - \$200,000 for North Fork and \$50,000 engagement. Recalibration of HSPF. SWAG will be included for the HSPF. For the monitoring assessment. Scott has templates and outlines for a civic engagement process he will forward those over.

Phase – I: Follow up, what worked, what didn't

- Contact or Meet Ag Community groups and look for ways to assist and work together – NFWA board meetings with 30-40 landowners. If there is a special day issues, if there is a drainage project, that helps get people to show up to talk.
- Recognition & Publicizing of Efforts in the watershed – E-currents, the calendar with picture and story.
- Annual Watershed Wide Open House – MFCRWD has one. One big Open house would only attract from the area.
- Project of the Year – CROW didn't follow up with Project of the Year because the SWCD and Watershed District did it.
- MPCA's NFC Story Map-On CROW's website. Google Analytics.
 - CROW Marketing guy is keep preaching to the choir. CROW we need to keep captive audience.
- Expand Recreational Opportunities
 - Paddle the Crow River Day
 - Paddler Patch – send in their stories after the paddle before they get a patch. About a dozen. If you do all the paddles of the CROW then you get something in the end. Take farmers on the paddle trip and take them past impacted areas.
 - People are signing up for mudders and instead of having a paddling stretch that people have to portage. North Fork Tough River.
- Fishing Clinics
- Establish Local Media Partnerships
- Participate in a call in show for local radio
- Build Volunteer Programs
- Volunteer for every lake and stream stretch

- Volunteer Recognition program
 - Expand Youth Education Programs
 - Expand Middle Fork Crow River Watershed District's In-School program
 - Develop additional Envirothon and YES teams as needed
 - Developing Community Education programs
 - Storm Water Task Force
 - Address SSTS/Unsewered Community Issues
 - Rain barrels
 - Clean up the CROW
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Phase II

- Digital Story Map
 - Map with audio and interactive map
 - Click on the dot
 - Arcmap
 - CROW – North Fork digital story map
 - Points along the river – link the different websites
 - Pictures and links to other sites
- Stakeholder sponsorship
 - Cohort of students at Ridgewater
- Community survey documentation
 - Feedback on WRAPS and developing priorities through the community.
 - Lake Associations – an email list to get the survey out to them.
 - Paper surveys and getting audio
- Video storytelling -
- Conservation conversation
 - Radio – Radio station, only the cows listen to it.
 - Douglas County: weekly
 - Local community hubs
 - CROW – informally good conversations
 - Sip and Paint – talk about topics
- Train the trainer – Marketing, how to get the message out and several different platforms.
 - Marketing guy – knowing when to schedule facebook posts.
 - Marketing student – Senior project.
 - Selling conservation concepts
- Consistent education message
- Field walk-overs
 - Soil test
- Adopt-a-drain: Sign up, tell us how much sediment they have cleaned out, recruit

- Expanding the whole program within the North Fork
- Check storm drain after events.
- Recruiting is a hassle, the website is also a RubyonRails – reporting on the website.
- Painting around storm drains
 - Paint from the department of transportation – paint the intersection
- Facebook posting - content is being generated by other people. Conservation messages out. We are not having to generate the content
- Youtube Channel – CROW River youtube channel
 - Effectively generationally
 - Podcast are addicted
 - Getting storyboard
 - They would not be on there uploading sharing
 - Tell our story – video and ongoing youtube channel. The arguments we have with city administrators.
- Soil Test – Paying for soil test
- North Fork CAC – One a Quarter

Follow Up for August Meeting:

Kala: Marketing program at Ridge Water

Jon: Will follow up with Jana, follow up with Scott of video storytelling, YES! teams – put in LCCMR grant

Diane: Marketing and train the trainer, Digit Story Map – already done, need information and location of map

Chris: Survey information, Arcmap and edit additions

Dylan: Youtube channel information / video project

Margaret: Digit Story Map, Website and remind everyone to get me a list of people they want to potentially participate

Next Meetings:

August 17 – Buffalo

September 21 – Brooten