

**WRAPS Phase II Meeting #4 Agenda**

11/9/2017

9:00 am – 11:30 am

Middle Fork Crow River Watershed District Office

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Meeting Called by: MFCRWD                      Facilitation: Jon Morales                      Note taker: Margaret Johnson

Key Meeting Purpose: Plan Education and Outreach for WRAPS II

Members Present: Margaret Johnson, Kala Kaehler, Jon Morales, Chris Lundeen, Nicole Erickson, Scott Lucas

Members Absent: Diane Sanders, Dylan Erickson

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Complete this Pre-work before meeting: Review Meeting #3 Notes

Please bring to meeting: Copy of agenda, Work Calendars (for future meeting date establishment), Supporting materials to your topics

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The October meeting was cancelled to accommodate CROW staff. The November 16 meeting was cancelled. The next meeting will be on December 14 in Buffalo.

**Agenda Items**

PCA: Digital Story Map    Diane

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Purpose: Inform group on the status of Story map. Scott was looking into this.

Attachments: Pull up Map if possible

Discussion Questions: What can we learn from the PCA Digital Story map? Where is it? How will ours be different?

A good idea to have, the points of the map show pictures, water quality in the area, including BMPs—see a broader view on our end. The webhost said it was ok, and the IT could not.

Tom Pearson, MPCA would be willing to do the map for us. And Scott will talk will be able to complete the map.

We don't want to replicate if there was issues from the last story map. The original WRAPS story map failed because the MPCA staff person building left the organization and did not complete the map.

We would like to be able to crowd source the content, but there would have to be management to make sure there was appropriate content.

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Marketing                      Kala

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Purpose: Consult about looking for marketing student to help with process. Scott looking into this.

Attachments: Possible poster to put up at schools

Discussion Questions: What exactly do we see this student doing? What do we need to help facilitate finding a student?

The main goals should first be refined before we move forward with the student. Ridgewater does not have a student in mind, but is willing to provide a student. It would be helpful to know of the content first. Kala will be sitting down with the professor.

Effective social media uses. Targeting audiences. Connecting with the audience, come up with target populations. Helping to determine population segments that we would need to target.

You can achieve it through education of people who are going to implement projects.

Marketing our story map. We want to build the right content. If we want to multiple and one story map that covers everything. The story map will be a living breathing thing and we will have to pick the ideas. We have Smithsonian Waterways story map to populate into the map. Maybe it's not what we want, and maybe that gets too big.

If we have the student focus on the ag audience. But where are we going to get the return on our investment. There might be a separate map for lake people. If we could narrow our audience down to the ag.

What are some of the effective tools that they see us using? Maybe using social media would not work. Maybe a good student would be a marketing student that has an ag background.

Agro business student? Maybe might be more helpful?

How will we use the story map and get it to the right people?

#### Marketing: Train the Trainer Diane

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Purpose: Consult on organize training workshop with Red Star Creative

Attachments: Email from Diane

Discussion Questions: Will WRAPS pay for this? What do we need to do to prepare for this to get the most out of the experience?

The group watch some testimonial about Redstart creative. And Scott Lucas will look into the ability to use the grant dollars for the training sessions.

#### YouTube Dylan

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Purpose: Consult/Inform on how we can YouTube to do education and outreach

Attachments: YouTube Channel (User: [clean32crow@gmail.com](mailto:clean32crow@gmail.com) PW: 32HealthyH2O DOB: 9.19.2000)

Discussion Questions:

#### ArcOnline GIS Base Map Chris

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Purpose: Inform and Connect group on using ArcOnline to build and maintain our story map

Attachments: ArcOnline digital story map examples (see email from Chris)

Discussion Questions: What are looking for in the story map, what do we want out of this? Reach the most people possible? Reach people that will protect our resources. People that will implement BMP's. Introduce people to what we do. Use a project to promote BMPs.

Chris has not pushed the story map because we still don't have a focus.

Chris has provided additional information to Diane regarding the right choice for AcrGIS online.

We all want a story map that we will be able to edit into the future.

We need to narrow down the information to make sure we are only focusing on the priorities. Keeping it simple for the audience.

As an example, if there would be a target for the BMPs installed. If we are looking to get people engaged with cover crops, there could be a goal and a meter to measure.

Recognition, like farmer of the month.

CROW - did photo winners of the year.

Above the water drone videos and diving or snorkeling. Showing the thermocline in the water, the text book is just knowing the same. Showing the lake shore owners what is it and what it is affecting. People don't see very much of. A fish tissue sampling.

Coordinate the version and editing capabilities for the staff and MPCA.

#### Video Production Equipment          Jon

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Purpose: Consult with group on video production needs

Discussion questions: What kinds of videos do we see ourselves capturing? Are we looking for Audio independent of Video? Taking quality photos? Local resources we can tap into for professional video capabilities?

MF has a Go-Pro and a Drone. NF has an audio recorder and it's downloadable content. Jon looked into the ROHN – external mic that you can hook up to mic for audio (\$100 - \$500).

#### WRAPS Coordination          Group

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Purpose: Discussion

We have a narrow focus and are making progress.

Have BWSR at the table. Implementation is more 1W1P. Tara will be invited to the next meeting.

WRAPS work is gathering data.

Chris has talked with a few landowners about coming to the meetings in the future. When we get future into the process and we need input.

Inclusion of SWCD – ask them about the producers and their thought.

NEXT STEPS:

ACTION (TO DO):	WHO'S RESPONSIBLE:	DUE DATE:
Talk with and find someone to complete the story map for us. And have him contact Chris and Jon.	Scott Lucas	11/17/17
Sit down and discuss with the professor the topics in mind.	Kala Kaehler / Scott	11/30/17
Contact and set up meeting with Ken Solberg	Scott Lucas	11/9/17
Contact crop consultant and ask to come in and speak with us.	Kala Kaehler	11/30/17
Contact Greg from RW and ask him regarding the RW curriculum.	Margaret	11/30/17
Will look into the ability of paying for the StartUp with Redstar creative.	Scott Lucas	11/17/17
Follow up with Besty, maybe there is an agro business and there would be strategy to when we go. And customized sessions.	Jon Morales	11/17/17
<a href="http://workup.cc/">http://workup.cc/</a> - send out Will found out a way there will be a measureable benefit.	Margaret Johnson	11/9/17
Fish Tissue testing for the NF – emerging contaminants.	Kala Kaehler / Chris Lundeen	11/30/17
Heidi R. Hawk tech campus. And Oluf Johnson.	Jon Morales	11/30/17
Call Tara about meeting with us.	Margaret Johnson	11/30/17
GIS update with MPCA information	Chris / Jon	11/30/17
Build agenda. Facilitate next meeting.	Nicole Erickson	12/14/17
Meeting notes at 12/14/17 meeting.	Chris Lundeen	12/14/17

Submitted by Margaret Johnson