

WRAPS – Phase II

Meeting #2 Notes.

Thursday August 17, 2017 9:00 a.m.

MFCRWD Office, 189 County Road NE, Spicer, MN

Brainstorming Session (a.k.a. Agenda)

WRAPS: Phase II/Meeting II – **Telling the Story of Water Resource Management in the Crow River Watershed**

In attendance: Dylan Erickson, Kala Kaehler, Jon Morales, Diane Sander, Chris Lundeen, Nick buddy (NFCRWD intern (last day))

Meeting opens – 9:15

Chris presenting his thesis tomorrow... stressed and not present “if I start ranting, and not making sense...”

- Diane opens with story map talk:
 - Having hard time connecting with MPCA digital story map personal ... do they still run a story map? – is Pete still doing it?
 - PCA story map was static information map
 - PCA story map - A few BMPs but not BMP heavy
 - Mississippi Water Management Organization MWMO.COM – Story Map example (kala)
 - Set up like the incredible journey-how long does it take a drop of water to get to the Mississippi from your location?
 - Does the Mississippi work for us? Maybe more local?
- Chris next:
 - Shows us ArcMap with BMPs
 - ArcMap GIS 10.5
 - You get one desktop and one field computer
 - Two levels of access
 - Level II- \$500.00
 - comes with online GIS
 - He has images
 - We could all link in, so we can all edit
 - Story Map could include:
 - BMP sites
 - Monitor sites

- Monitoring data
 - Links to other sites
 - Water Stories
 - Ag
 - Conservation practices
 - Lake associations
 - Storm water
 - Erosion
 - Drainage paths
 - Drainage records
 - Adopt a drain
 - Incredible
 - Diane asked – How do we start our story map? What do we do next?
 - Get everyone hooked up with license
 - Choose base layers
 - Collect/organize base layers
 - BMPs
 - Ag. Conservation
- Kala goes Next – Marketing:
 - Cannot connect with Ridge water College - Kala
 - For student help – maybe not the right school being a two year college
 - Kala will look into other universities
 - Train the trainer
 - Scott Patten – Diane has reached out to him – hopes to hear more before last meeting
- Dylan next – YouTube:
 - Starting a YouTube Channel is easy
 - Important to know our audience:
 - Demographic
 - DIY’ers “How to”
 - Youth – Instagram
 - People who watch other people do something (like yard work)
 - Film ourselves doing “watershed managers work”
 - Land owners
 - Farmers
 - Lake shore owners
 - Cities
 -
 - What are our the problems we are trying to fix:
 - Are we trying to show people what we are doing are we trying to fix water quality
 - People just don’t know what we are doing?
 - This our problem in not reaching out to the community
 - This is what we should be focused on

- Trailer - Jon tells what Watershed is
 - “We are not the DNR”
 - “We are not the MPCA”
 - What are we selling:
 - What we do
 - Get people to take action
 - Interest to action – YouTube links to grant pages
 - Conservation
 - Rain barrels
 - Knowledge
- Website Up-date – Kala on behalf of Margaret
 - MFCRWD has a WRAPS Web page
 - Mandatory?
 - Crow and N Fork can grab off our page
- Jon Adopt a drain:
 - Last time Jon talked to Janis he learned that she is focusing on cities rather than organizations
 - We can be liaison with cities in watershed
 - Janis is trying to make adopt a drain map more interactive
 - Can we link to Hamilton university program?
 - Is the program fizzling out?
 - Should we start our own program?
 - It cost (\$1,500) and we don’t get much out... from Hamilton
 - It would be great if we could get a few cities involved within the watershed
 - Jon will reach out to Janis and ask her “tough questions”
 - Jon called Jana on speaker phone
- Chris with community survey:
 - You have to be real clear on what you hope to get out of it
 - What is our goal?
 - Statistics/demographic information
 - How can it be used:
 - Direct outreach, education and BMP implementation
 - How to distribute?
 - Mailed out – pre-post stamped
 - Not a good idea –cost benefit not worth it
 - Kala – Post cards out
 - Online – not a good return rate in rural communities
 - Gift incentives?
 - Digital version
 - Promote on website
 - Does this fit into our WRAPS plan?
 - Questions that would help:
 - What do you know about watersheds
 - Group not sure how the survey fits into WRAPS plan at this point

- If a question arises in the future, we may reconsider the survey.
- Jon brings up YES! team
 - Could be a great resource
 - Marketing
 - Watershed information proliferation
 - They are working on Aqua Hunter App
 - “there is a network of people thinking and working on water issues” – Jon
 - We could tap into this
 - Diane – How do we start local YES! Teams?
 - Find a local leader/coach
 - Get them to the Website
- To do:
 - Kala – Follow up with universities about marketing
 - Diane – Follow up PCA about digital story map
 - Find a marketing person for a train the trainer
 - Jon – Follow up with Jana
 - Look into video production equipment
 - Smithsonian water stories
 - Dylan – follow up on starting a YouTube channel with Group editing capabilities
 - Start a Channel
 - Get question
 - Every organization – look into getting ARC GIS online
 - Send Chris story map links
 - Send contacts to Margaret showing that others have been invited to meetings
 - Chris – work on base map + layers
- Adjourn – 11:49