

Board of Managers Meeting Agenda

Wednesday - January 10th, 2024 - 3:00 p.m.

West St. Paul City Hall 1616 Humboldt Ave, West St Paul, MN 55118

1.	Call	Meeting	to	Order
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1.1 Identification of Voting Board Members

1.2 Approval of Agenda* (Additions/Corrections/Deletions)

Action

2. Election of Officers (Chair, Vice-Chair, Secretary/Treasurer)

Action

Designation of 2024 Financial Depository (Gateway Bank) and Official Newspaper(s)
 (Star Tribune & St. Paul Legal Ledger) - SWCD

Action

4. Approve December 13th, 2023 Meeting Minutes - Chair*

Action

5. Approve January 10th, 2024 Financial Summary & Invoice Payment - Treasurer*

Action

6. Review 2025-2032 Draft Budget Projections - SWCD*

Discussion

7. Consider 2024 Participation in Metro Watershed Partners - SWCD*

Discussion/Action

8. Consider Funding for LCW and Water Conservation Marketing Campaign - SWCD* **

Discussion

9. Updates & Handout

9.1: Barr Grant Tracking Spreadsheet - Barr**

Information

9.2: PCB Update - SWCD

Information

9.3: Lake Augusta Update - SWCD

Information

9.4: Member City Updates

Information

10. Next Meeting: February 14th, 2024 - Fleming Field, South St. Paul Airport, Conference Room

11. Adjourn

* Materials included in full packet

** Materials available separately on website:

https://lmrwmo.org/about-us/meeting-information/

LMRWMO Board of Managers Typical Officer Elections Process

(Modified from Robert's Rules of Order)

General

It can be helpful for elections to follow the nomination for each individual office. For example, nominate and elect the Chair, then nominate and elect the Vice-Chair, then nominate and elect the Secretary/Treasurer. The main advantage here is that it allows members to consider the election results of one office before proceeding to the election of another office.

Nominations for an Office

Nominations can be made in a few ways:

- From the floor any member can call out a person to be nominated
- By the chair the chair can nominate any member or themselves for a position
- A member can nominate themselves

Nominees don't have to leave the room during nominations, when a vote is taken, or when the vote is counted. If there are multiple nominees and the Chair would like to use a roll call, they can ask the multiple nominees to step out of the room to keep the vote anonymous.

A person can serve in more than one office if elected.

Motions to close nominations are unnecessary. The Chair waits until no one wishes to make further nominations, then the chair declares nominations closed after asking 3 times for more nominations.

Election for an Office Options to Utilize at Board Chair Discretion

If only one candidate, they can easily be elected via a voice vote:

• Board Chair: "John Smith has been nominated for the office of Vice-Chair, do we have a motion for John Smith to serve as the LMRWMO Vice-Chair for 2018?" Motion is then seconded and passed.

If multiple nominations, can do a voice vote:

 Ask members to raise their hand for Candidate A, count hands. Then ask to raise hands for Candidate B, count hands. This can tend to favor the candidate listed first.

If multiple nominations, can do a roll call vote:

• Each member announces their vote when their name is called. The secretary repeats the vote after recording it, to ensure accuracy. Nominees could remain in room or be asked to leave room.

If multiple nominations, can do a ballot vote:

• Ask nominees to leave room and then ask members to raise their hand for Candidate A, count hands. Then ask to raise hands for Candidate B, count hands. Call nominees back into room. This could be a more fair way to vote with multiple candidates.



Board of Managers Meeting Minutes

Wednesday - December 13th, 2023 - 3:00 p.m. West St. Paul City Hall

Managers and Alternates in Attendance:

Sharon Lencowski (Chair), Inver Grove Heights Shannon Nelson, Sunfish Lake Steve Gebauer, Mendota Heights Analiese Miller, West St. Paul Mary Kleinberg, Lilydale Karen Reid (Vice-Chair), Saint Paul Dan Halvorsen, Sunfish Lake Leslie Pilgrim, Mendota Heights Tom Sutton, Lilydale

Advisors and Others in Attendance:

Paul Merchlewicz, Inver Grove Heights Ryan Ruzek, Mendota Heights Greg Wilson, Barr Engineering Brian Jastram, Rock Leaf Water Env. Joe Nunez, Mendota Heights Joe Barten, Dakota County SWCD Cody Joos, West St. Paul Lucas Ritchie, Mendota Heights Greg Williams, Barr Engineering Kitty Haight, Mendota Heights Barbara Kaufman, Mendota Heights

1. Call Meeting to Order

1.1 Public Comment / Introductions

Audience members may address the Board regarding items not on the agenda.

1.2 Approval of Agenda* (Additions/Corrections/Deletions)

Sutton requested moving switching agenda items #4 and #5 as show.

Motion by Halvorsen to approve the agenda as amended, second by Miller; motion passed.

2. Approve November 8th, 2023 Meeting Minutes

Motion by Sutton to approve the previous meeting minutes, second by Reid; motion passed.

3. Approve December 13th, 2023 Financial Summary & Invoices

Motion by Reid to approve the financial summary, second by Halvorsen; motion passed.

4. Approve 2024 Meeting Schedule

Motion by Sutton to approve the 2024 meeting schedule as proposed, second by Gebauer; motion passed.

5. Presentation on the Lake Augusta Feasibility Study

Greg Wilson presented on the findings of the Lake Augusta Feasibility study and noted that the report is in final draft form, to be finalized after the Board meeting. He explained the water monitoring efforts to inform lake pollutant load modeling, noting the various phosphorus sources. Wilson explained the impact that the cormorant population, which has increased over the last 20 years, are presumed to have on the water quality, based on research and counts of bird populations by a lake resident. The next steps for study and implementation were discussed and are included in the report.

6. Updates & Handouts

- 6.1 Williams noted the grant tracking spreadsheet is updated and included in the packet.
- 6.2 Barten summarized the grant status memo provided in the packet.
- 6.3 Barten noted that Mendota Heights and Inver Grove Heights offered to host LMRMWO stenciling kits. Joos said that West St. Paul could host one as well. Barten will organize a stenciling meeting in late winter of 2024 with staff from the three Cities.
- 6.4 City Staff provided updates on relevant topics and projects in their City.

7. Agenda Items for Next Meeting

The next Board meeting is scheduled for January 10th, 2024 at the West St. Paul City Hall.

8. Meeting Adjourned at 4:50 pm



FINANCIAL SUMMARY December 14, 2023 to January 10, 2024

Beginning Balance - Key	/ Community Bank		\$120,596.52
<i>Interest</i> 11/30/2023	November 2023 Interest	+ +	\$1.01
Deposits 1/3/2024	League of MN Cities Insurance Dividend for 2023	+++++	\$176.00
To be approved at this m	neeting:		
Key Community Bank:			
3808 1/10/2024 3809 1/10/2024 3810 1/10/2024	Campbell Knutson Barr Engineering Dakota County Soil & Water	-	\$34.00 \$3,004.00 \$24,133.97
		-	
Available Balance at Key	y Community Bank		<u>\$93,601.56</u>
Gateway Bank Accounts			
<u>Savings</u> Interest 12/31/2023	Balance December 2023 Interest	+	\$73,628.71 \$187.61
	Savings Ending Balance		<u>\$73,816.32</u>
<u>Checking</u>	Balance		\$1,000.00
	Checking Ending Balance	-	\$1,000.00
Available Balance at Gat	teway Bank		<u>\$74,816.32</u>
Available Balance - Key	Community & Gateway Banks	_	\$168,417.88

LMRWMO 2023 Budget & Financial	Summary	2022 C	arrover		202	3 Monthly Reve	nue								
Revenue	Budget	Dec 15, 2022 - Jan 11 2023	Jan 12 - Feb 8 2023	Feb 9 - Mar 8 2023	Mar 9 - April 12 2023	April 13 - June 14 2023	June 15 - Aug 9 2023	Aug 10 - Sept 13 2023	Sept 14 - Oct 11 2023	Oct 12 - Nov 8 2023	Nov 9 - Dec 13 2023	Dec 14, 2023 - Jan 10 2024	2023 Total (Feb 9-Aug 9)	Variance	Percent
Dues from Members	\$127,309.00	Jan 11 2023	\$127.309.12	2023	2023	14 2023	2023	2023	2023	2023	2023	Jan 10 2024	\$127.309.12	(\$0.12)	Received 100%
Interest	\$600.00	\$114.78	\$123.09	\$116.62	\$131.61	\$277.49	\$145.76	\$313.57	\$155.85	\$162.08	\$182.31	\$364.62	\$2.087.78	(\$1.487.78)	
LMCIT Rebate	\$250.00	ψ114.70	\$598.00	ψ110.02	ψ101.01	Ψ211.43	ψ140.70	φ010.07	ψ100.00	ψ10 <u>2</u> .00	ψ10Z.01	ψ004.02	\$598.00	(\$348.00)	
Combined Grant Income	\$154,260.50		φοσο.σσ		\$117,061.00		\$14,467.00	\$25,000.00					\$156,528.00	(\$2,267.50)	
Subtotal Operating Revenue	\$282,419.50	\$114.78	\$128,030.21	\$116.62	\$117,192.61	\$277.49			\$155.85	\$162.08	\$182.31	\$364.62	\$286,522.90	(+=)======	
Grant Income	\$154,260.50			•		•		•			-				
	•	2022 Ca	arryovor		2023 Month	v Expenses									
Expenses	Budget	Dec 15, 2022 -	Jan 12 - Feb 8		Mar 9 - April 12	April 13 - June			Sept 14 - Oct 11				2023 Total	Remaining	Percent
•		Jan 11 2023	2023	2023	2023	14 2023	2023	2023	2023	2023	2023	Jan 10 2024	(Feb 9-Aug 9)	Budget	Expended
Engineering/Technical Assistance Technical Assistance	\$5,500.00	ı	\$956.00	\$777.50	\$596.50	\$20.00		\$964.50	1	\$534.00	\$66.00	\$479.50	\$3,438.00	\$2,062.00	63%
Meetings	\$5,500.00 \$6.500.00	1	\$956.00 \$605.50	\$777.50	\$596.50	\$20.00		\$964.50 \$1,490.50	+	\$534.00 \$330.00	\$627.00	\$479.50 \$1.155.00	\$3,438.00	(\$800.38)	
Pine Bend Ravine Study	\$6,500.00 \$5.000.00	1	φου5.50	\$312.00	ა 1,∠00.00	\$2,000.88		\$1,490.50	 	გაა 0.00	\$0∠7.00	\$1,155.00	\$7,300.38	(\$800.38) \$5.000.00	0%
Watershed Plan Amendment ³	\$5,000.00 \$26,500.00	+	\$3,902.35	\$1,388.00	\$5,111.00	\$674.50			1	\$1,771.00	\$264.00	\$1,369.50	\$7,173.50	\$19,326.50	
Project Planning/Implementation	\$20,500.00		\$3,902.33	\$1,366.00	\$5,111.00	\$674.50			1	\$1,771.00	\$204.00	\$1,309.30	\$1,173.50	\$15,326.50	21 /0
Plan Implementation	\$5,400.00	1				\$180.00			1				\$180.00	\$5,220.00	3%
WBIF-19 Matching Funds	\$0.00				\$546.00	ψ100.00							\$546.00	(\$546.00)	
WBIF-21 Matching Funds	\$9,300.00				ψ0.00								\$0.00	\$9,300.00	0%
Landscaping for Clean Water Projects	\$12,000.00	1	\$1,500.00						\$7,500.00			\$750.00	\$8,250.00	\$3,750.00	69%
Water Monitoring	\$12,200.00	\$1,900.00	\$5.018.50			\$4.005.00	\$3,450,00		\$2,112.49			\$3,103.97	\$12,671,46	(\$471.46)	
Education	V.12,200.00	ψ1,000.00	ψο,οτο.οο		l e e e e e e e e e e e e e e e e e e e	ψ1,000.00	ψο, 100.00		ψ2,112.10	l	J. Company	\$0,100.07	ψ12,011.10	(\$41.1140)	
Landscaping for Clean Water Classes	\$10,800.00						\$10,800.00						\$10,800.00	\$0.00	100%
MN Water Stewards Program	\$10,000.00		\$382.50			\$360.00	\$1,215.00		\$765.00			\$225.00	\$2,565.00	\$7,435.00	26%
Storm Drain Stenciling Program	\$4,500.00					\$2,070.00	\$630.00		\$3,286.09			\$180.00	\$6,166.09	(\$1,666.09)	137%
Adopt A Drain Welcome Kits ²	\$1,500.00					. ,	,		, , , , , , ,				\$0.00	\$1,500.00	0%
WMO Tabling/Event Materials	\$500.00												\$0.00	\$500.00	0%
Illicit Discharge Video ⁴	\$1,200.00		\$1,400.00										\$1,400.00	(\$200.00)	117%
General Education Requests/Board Tour	\$5,400.00		\$85.00			\$855.00						\$1,170.00	\$2,025.00	\$3,375.00	38%
Metro Watershed Partners Membership	\$1,000.00	\$1,000.00											\$1,000.00	\$0.00	100%
Website Update / Maintenance	\$2,800.00		\$85.00			\$1,125.00	\$45.00		\$90.00			\$360.00	\$1,620.00	\$1,180.00	58%
Board Education	\$200.00												\$0.00	\$200.00	0%
Administration															
General Administration	\$34,400.00	\$2.00	\$9,869.50	\$2.00	\$2.00	\$9,909.00	\$6,262.00		\$6,769.04			\$7,925.00	\$30,869.04	\$3,530.96	
Insurance	\$2,500.00						\$2,477.00						\$2,477.00	\$23.00	
Attorney and Audit	\$5,500.00	\$401.00	\$182.60	\$34.00			\$4,100.00					\$34.00	\$4,350.60	\$1,149.40	79%
Subtotal Operating Expenses	\$162,700.00	\$3,303.00	\$23,986.95	\$2,573.50	\$7,520.50	\$21,259.38	\$28,979.00	\$2,455.00	\$20,522.62	\$2,635.00	\$957.00	\$16,751.97	\$103,653.97	\$59,867.93	64%
Grant Expenses	\$138,000.00	\$19,331.27	\$15,133.60	\$24,651.50	\$14,958.50	\$2,091.00	\$415.00	\$0.00	\$5,081.50	\$0.00	\$0.00	\$10,420.00	\$92,082.37		67%
C	verall Fund Balance	\$82,401.78	\$171,311.44	\$144,203.06	\$238,916.67	\$215,843.78	\$201,062.54	\$223,921.11	\$198,472.84	\$195,999.92	\$195,225.23	\$168,417.88			
	Total Grant Balance	-\$45,618.31	-\$60,751.91	-\$85,403.41	\$16,699.09	\$14,608.09	\$28,660.09	\$53,660.09	\$48,578.59	\$48,578.59	\$48,578.59	\$38,158.59			
Ope	rating Fund Balance	\$36,783.47	\$110,559.53	\$58,799.65	\$222,217.58	\$201,235.69	\$172,402.45	\$277,581.20	\$247,051.43	\$244,578.51	\$243,803.82	\$206,576.47			
Unencumbered Oper	ating Fund Balance ¹	\$21,783.47	\$95,559.53	\$43,799.65	\$207,217.58	\$186,235.69	\$157,402.45	\$262,581.20	\$232,051.43	\$229,578.51	\$228,803.82	\$191,576.47			

- 2023 Budget Notes:

 1. \$15,000 set aside for 2033 Watershed Plan Update, \$5,000 additional annually encumbered.

 2. \$1,500 Added to Budget for Adopt a Drain Welcome Kits at 1-8-23 Meeting
- Includes \$20,000 in unspend carryover from 2022.
 Is an unspent carryover from 2022.

General: Budget is an estimate and will vary depending on changing priorities and grant project progress.

Balances Explained: Overall Fund Balance Balance of all bank accounts. Grant funds in-hand Total Grant Balance Operating Fund Balance
Unencumbered Operating Fund Balance

WMO funds without grants
WMO funds not dedicated to a future operating item

LMRWMO 2023 Grant Budget & Financial	Summary															
	Budget	Aggregate Prior to Jan 12, 2022	Jan 13, 2022 - Jan 11, 2023	Jan 12 - Feb 8 2023	Feb 9 - Mar 8 2023	Mar 9 - April 12 2023	April 13 - June 14 2023	June 15 - Aug 9 2023	Aug 10 - Sept 13 2023	Sept 14 - Oct 11 2023	Oct 12 - Nov 8 2023	Nov 9 - Dec 13 2023	Dec 14, 2023 - Jan 10 2024	Total	Variance	Percent Received/ Expended
BWSR - FY 2019 Watershed Based Implementation	on Funding (Aug	usta, Interstate \	/alley Creek, E	ducation)												
BWSR FY-2019 WBIF Payment	\$144,670.00	\$72,335.00				\$57,868.00		\$14,467.00						\$144,670.00	\$0.00	100
WBIF Matching Funds	\$59,640.00		***	***		4== 000 00	***		\$25,000.00	***		****	***	\$25,000.00	\$34,640.00	42
Total Revenue	\$204,310.00	\$72,335.00	\$0.00	\$0.00	\$0.00	\$57,868.00	\$0.00	\$14,467.00	\$25,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$169,670.00	\$34,640.00	83
Expenses								I.								
Grant Administration	\$8,000.00	\$497.43	\$2,767.00	\$1,219.00		\$2.847.00								\$7,330,43	\$669.57	92
Education Program Implementation	\$36,000.00	\$1,899.87	\$24,294.44	\$3,140.40	\$1,350.00									\$30,684.71	\$5,315.29	85
Education Program Project Dev.	\$4,670.00	\$913.75	\$7,172.47	\$197.50										\$8,283.72	(\$3,613.72)	177
Education Program Project Dev. Match (WMO)	\$4,640.00		\$3,040.00			\$546.00								\$3,586.00	\$1,054.00	77
Interstate Valley Creek Project Dev.	\$4,000.00	\$339.96	\$6,323.50	\$1,224.50		\$702.00								\$8,589.96	(\$4,589.96)	215
Interstate Valley Creek Study	\$44,000.00		\$32,873.25		\$11,397.50									\$44,270.75	(\$270.75)	101
Interstate Valley Creek Study Match	\$25,000.00		\$25,000.00											\$25,000.00	\$0.00	100
Lake Augusta Project Development	\$4,000.00	\$2,334.62	\$4,498.22	\$1,382.50		\$351.00								\$8,566.34	(\$4,566.34)	214
Lake Augusta Study (Added \$13k for monitoring)	\$57,000.00		\$25,559.80	\$7,969.70	\$11,904.00	\$11,058.50								\$56,492.00	\$508.00	99
Lake Augusta Study Match	\$30,000.00 \$217,310.00	¢E 00E 62	\$30,000.00 \$161,528.68	645 422 60	\$24.651.50	\$4E E04 E0	£0.00	£0.00	60.00	£0.00	¢0.00	£0.00	£0.00	\$30,000.00 \$222,803.91	\$0.00	100
Total Expenses FY-19 WBIF Balance	\$217,310.00	\$5,985.63 \$66,349.37	-\$95,179.31	\$15,133.60 -\$110,312.91		\$15,504.50 -\$92,600.91	\$0.00 -\$92,600.91	\$0.00 -\$78,133.91	\$0.00 -\$53,133.91	\$0.00 -\$53,133.91	\$0.00 -\$53,133.91	\$0.00 -\$53,133.91	\$0.00 -\$53,133.91	-\$53,133.91	-\$5,493.91	103
BWSR - FY 2021 Watershed Based Implementation	on Funding (Miss			-\$110,512.51	-\$104,504.41	-\$32,000.31	-432,000.31	-\$70,100.01	-\$00,100.01	-\$00,100.01	-\$00,100.01	-400,100.01	-400,100.01	-400,100.01		
Revenue	1 41141119 (11115)	Direct Di	a.mage oludy)													
BWSR FY-2021 WBIF Payment	\$93,042.00	\$46,521.00												\$46,521.00	\$46,521.00	50
WBIF Matching Funds	\$9,304.00	4 10 0 = 1100												\$0.00	\$9,304.00	0
Total Revenue	\$102,346.00	\$46,521.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$46,521.00	\$55,825.00	45
Expenses						, ,			,							
Grant Administration	\$10,042.00						\$156.00							\$156.00	\$9,886.00	2
Erosion & Direct Drainage Study	\$71,000.00													\$0.00	\$71,000.00	0
Erosion & Direct Drainage Study Match (WMO)	\$9,304.00									64 400 50			04.045.00	\$0.00	\$9,304.00	0
Project Development Total Expenses	\$12,000.00 \$102,346.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$156.00	\$0.00	\$0.00	\$1,488.50 \$1,488.50	\$0.00	\$0.00	\$1,245.00 \$1,245.00	\$2,733.50 \$2,889.50	\$9,266.50 \$99,456.50	23
FY-21 WBIF Balance	\$102,346.00	\$46,521.00	\$46,521.00	\$46,521.00			\$46,365.00	\$46,365.00	\$46,365.00	\$44,876.50	\$44,876.50	\$44,876.50		\$43,631.50	\$99,456.50	3
BWSR - FY 2023 Watershed Based Implementation		rity Watershed F	Project ID & Mo	odel - Thomps	on, Rogers, S											
BWSR FY-2021 WBIF Payment	\$118,385.00					\$59,193.00								\$59,193.00	\$59,192.00	50
WBIF Matching Funds Total Revenue	\$12,000.00 \$130,385.00	\$0.00	\$0.00	\$0.00	\$0.00	\$59,193.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00 \$59,193.00	\$12,000.00 \$71,192.00	0 45
Total Revenue	\$130,383.00	\$0.00	\$0.00	\$0.00	\$0.00	\$39,193.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$55,155.00	φ11,192.00	40
Expenses			•						•		•					
Grant Administration	\$8,000.00													\$0.00	\$8,000.00	0
Priority Watershed Project ID & Model	\$100,385.00													\$0.00	\$100,385.00	0
Priority Watershed Project ID & Model Match (WMO)	\$10,000.00													\$0.00	\$10,000.00	0
Project Development	\$12,000.00													\$0.00	\$12,000.00	0
Total Expenses	\$130,385.00	\$0.00	\$0.00	\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$130,385.00	0
FY-21 WBIF Balance		\$0.00	\$0.00	\$0.00	\$0.00	\$59,193.00	\$59,193.00	\$59,193.00	\$59,193.00	\$59,193.00	\$59,193.00	\$59,193.00	\$59,193.00	\$59,193.00		
MN DNR - Conservation Partners Legacy Grant (Seidls Lake Shor	eline Restoratio	n)													
Revenue Grant Reimbursement Payments	\$382,000.00		ı	1				1	1	1	ı			\$0.00	\$382,000.00	C
Matching funds	\$75,000.00													\$0.00	\$75,000.00	0
Total Revenue	\$457,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$457,000.00	0
Expenses																
Grant Administration/Project Mgmt	\$26,000.00						\$1,935.00	\$415.00		\$3,593.00			\$9,175.00	\$15,118.00	\$10,882.00	58
Construction	\$356,000.00													\$0.00	\$356,000.00	0
Engineering - Construction Docs	\$37,500.00													\$0.00	\$37,500.00	0
Engineering - Const. Mgmt, Permits, Bids	\$37,500.00	***		** **		***			** **		** **		**			
Total Expenses Seidls Lake Shoreline Balance	\$457,000.00	\$0.00 \$0.00	\$0.00 \$0.00	\$0.00 \$0.00	\$0.00 \$0.00		\$1,935.00 -\$1,935.00	\$415.00 -\$2,350.00	\$0.00 -\$2,350.00	\$3,593.00 -\$5,943.00	\$0.00 -\$5,943.00	\$0.00 -\$5,943.00		\$15,118.00 -\$15,118.00	\$404,382.00	3
Celuis Lake Chorenne Dalance		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	-\$1,555.00	-\$2,550.00	-\$2,550.00	-\$0,540.00	-\$0,540.00	-\$0,545.00	-\$15,110.00	-\$10,110.00		
		Aggregate Prior	Jan 13, 2022 -	Jan 12 - Feb 8 2023	Feb 9 - Mar 8 2023	Mar 9 - April 12 2023	April 13 - June 14 2023	June 15 - Aug 9 2023	Aug 10 - Sept 13 2023	Sept 14 - Oct 11 2023	Oct 12 - Nov 8 2023	Nov 9 - Dec 13 2023	Dec 14, 2023 - Jan 10 2024	Total	Variance	Percent Received/ Expended
	Budget	to Jan 12, 2022	Jan 11, 2023													LAPEHUEU
	_															
TOTAL GRANT FUNDS RECEIVED	\$763,656.00	\$118,856.00	\$0.00	\$0.00	\$0.00		\$0.00	\$14,467.00	\$25,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$275,384.00	\$547,465.00	36
PASS THROUGH MATCH RECEIVED	\$763,656.00 \$130,000.00	\$118,856.00 \$0.00	\$0.00 \$0.00	\$0.00 \$0.00	\$0.00 \$0.00	\$0.00	\$0.00	\$0.00	\$25,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$25,000.00	\$118,944.00	19
	\$763,656.00	\$118,856.00	\$0.00	\$0.00	\$0.00	\$0.00							4.0			19
PASS THROUGH MATCH RECEIVED LMRWMO MATCH PROVIDED	\$763,656.00 \$130,000.00 \$13,944.00	\$118,856.00 \$0.00 \$0.00	\$0.00 \$0.00 \$3,040.00	\$0.00 \$0.00 \$0.00	\$0.00 \$0.00 \$0.00	\$0.00 \$546.00	\$0.00 \$0.00	\$0.00 \$0.00	\$25,000.00 \$0.00	\$0.00 \$0.00	\$0.00 \$0.00	\$0.00 \$0.00	\$0.00 \$0.00	\$25,000.00 \$3,586.00	\$118,944.00 \$547,465.00	19 20
PASS THROUGH MATCH RECEIVED LMRWMO MATCH PROVIDED GRANT EXPENSES (MINUS WMO MATCH)	\$763,656.00 \$130,000.00 \$13,944.00 \$762,712.00	\$118,856.00 \$0.00 \$0.00	\$0.00 \$0.00 \$3,040.00 \$158,488.68	\$0.00 \$0.00 \$0.00 \$15,133.60	\$0.00 \$0.00 \$0.00	\$0.00 \$546.00 \$14,958.50	\$0.00 \$0.00 \$2,091.00	\$0.00 \$0.00 \$415.00	\$25,000.00 \$0.00	\$0.00 \$0.00 \$5,081.50	\$0.00 \$0.00	\$0.00 \$0.00	\$0.00 \$0.00 \$10,420.00	\$25,000.00 \$3,586.00 \$240,811.41	\$118,944.00 \$547,465.00 \$521,900.59	19 26 32
PASS THROUGH MATCH RECEIVED LMRWMO MATCH PROVIDED	\$763,656.00 \$130,000.00 \$13,944.00 \$762,712.00	\$118,856.00 \$0.00 \$0.00	\$0.00 \$0.00 \$3,040.00	\$0.00 \$0.00 \$0.00	\$0.00 \$0.00 \$0.00	\$0.00 \$546.00 \$14,958.50	\$0.00 \$0.00	\$0.00 \$0.00	\$25,000.00 \$0.00	\$0.00 \$0.00	\$0.00 \$0.00	\$0.00 \$0.00	\$0.00 \$0.00	\$25,000.00 \$3,586.00	\$118,944.00 \$547,465.00	
PASS THROUGH MATCH RECEIVED LMRWMO MATCH PROVIDED GRANT EXPENSES (MINUS WMO MATCH)	\$763,656.00 \$130,000.00 \$13,944.00 \$762,712.00 \$130,000.00	\$118,856.00 \$0.00 \$0.00 \$5,985.63 \$0.00	\$0.00 \$0.00 \$3,040.00 \$158,488.68	\$0.00 \$0.00 \$0.00 \$15,133.60 \$0.00	\$0.00 \$0.00 \$0.00 \$24,651.50 \$0.00	\$0.00 \$546.00 \$14,958.50 \$546.00	\$0.00 \$0.00 \$2,091.00	\$0.00 \$0.00 \$415.00	\$25,000.00 \$0.00	\$0.00 \$0.00 \$5,081.50	\$0.00 \$0.00	\$0.00 \$0.00	\$0.00 \$0.00 \$10,420.00 \$0.00	\$25,000.00 \$3,586.00 \$240,811.41	\$118,944.00 \$547,465.00 \$521,900.59	1 2

					2025 Budget	2026 Budget	2027 Budget	2020 Budget	2020 Budget	2020 Budwet	2024 Budget	2022 Budget
REVENUES			2023 Budget	2024 Budget	2025 Budget (Meeting Plan)	2026 Budget (Meeting Plan)	2027 Budget (Meeting Plan)	2028 Budget (Meeting Plan)	2029 Budget (Meeting Plan)	2030 Budget (Meeting Plan)	2031 Budget (Meeting Plan)	2032 Budget (Meeting Plan)
Increase from Previous Year				5%	14%	14%	14%	5%	5%	3%	3%	3%
Dues from Members			\$127,310	\$133,676	\$155,000	\$180,000	\$210,000	\$222,000	\$234,000	\$242,000	\$250,000	\$258,000
Interest & LMCIT Rebate			\$850	\$2,250	\$4,000	\$4,500	\$5,000	\$5,500	\$6,000	\$6,000	\$6,500	\$6,500
TOTAL			\$128,160	\$135,926	\$159,000	\$184,500	\$215,000	\$227,500	\$240,000	\$248,000	\$256,500	\$264,500
EXPENSES AND LIABILITIES			2023 Budget	2024 Budget	2025 Budget (Meeting Plan)	2026 Budget (Meeting Plan)	2027 Budget (Meeting Plan)	2028 Budget (Meeting Plan)	2029 Budget (Meeting Plan)	2030 Budget (Meeting Plan)	2031 Budget (Meeting Plan)	2032 Budget (Meeting Plan)
Engineering/Technical Assistance					(((((9 :)	(,	((,
Meetings			\$6,500	\$6,500	\$7,000	\$7,000	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500
Plan Implementation / Project Management						\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Review Local Water Management Plans						\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
Technical Assistance			\$5,500	\$6,000	\$6,500	\$6,500	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000
Watershed Plan Amendment / Updates Subtotal	1		\$6,500 \$23,900	\$18,500	\$1,000 \$19,500	\$21,500	\$1,000 \$23,500	\$22,500	\$22,500	\$22,500	\$22,500	\$22,500
Project/Study Implementation	Total Cost (Est.)	Funding Source	\$23,900	φ10,300	\$19,500	φ21,300	φ 2 3,300	Ψ22,300	\$22,300	Ψ22,300	\$22,500	\$22,300
Dodd Road Study	\$25,000	FY-29 WBIF								\$5,000		
Implement Targeted Medium to Large Scale Stormwater BMPs	Varies	WMO Dues / WBIF					\$5,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000
Implement Stormwater BMPs with City Street Reconstructions	Unknown	WBIF or CWF						\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
Interstate Valley Creek Stabilization Phase 1	\$700,000	FY-24 CWF Match		\$10,000								
Interstate Valley Creek Stabilization Phase 2	\$600,000	FY-29 WBIF or CWF	ļ					\$10,000				
Ivy Falls Creek Erosion Study	\$80,000	FY-25 WBIF			\$10,000			*				
Ivy Falls Creek Stabilization Projects	\$200,000 \$25,000	FY-27 WBIF or CWF WBIF						\$10,000			#40.000	#45.000
Ivy Falls Creek Waste Dump Assessment Kaposia Creek Daylighting Study	\$40,000	FY-31 WBIF	ļ							\$10,000	\$10,000 \$15,000	\$15,000
Lake Augusta Water Quality Improvement Projects (Match)	Unknown	Various Grants				\$10,000	\$10,000		\$10,000	\$10,000	\$15,000	
Landscaping for Clean Water Projects	Varies	WMO Dues	\$12,000	\$13,600	\$14,000	\$14,000	\$15,000	\$15,000	\$15,000	\$15,500	\$15,500	\$16,000
Mississippi River Direct Drainage Projects	\$200,000	FY-29 WBIF	ψ.2,000	ψ.ο,οοο	<u> </u>	Ψ,σσσ	ψ.0,000	<u> </u>	ψ.0,000	ψ.0,000	\$10,000	\$10,000
Mississippi River Direct Drainage Study	\$71,000	FY-21 WBIF	\$9,300	\$9,300								
Priority Watershed Modeling	\$100,000	FY-23 WBIF		\$12,000								
Regional Volume Reduction Projects (St. Paul)	\$150,000	FY-31 WBIF	 									\$15,000
Rogers Lake Subwatershed Assessment Rogers Lake Watershed BMP Implementation	\$30,000 \$100,000	FY-25 WBIF FY-31 WBIF or CWF	 			\$10,000					\$10,000	\$10,000
Seidls Lake Improvements	\$356,000	FY-22 CPL	\$0	\$2,500							\$10,000	\$10,000
Thompson Lake (Butler Ave) Stormwater Projects	\$150,000	FY-25 WBIF or CWF	†	Ψ2,000	\$10,000							
Thompson Lake Subwatershed Assessment	\$30,000	FY-25 WBIF				\$10,000						
Thompson Lake Watershed Stormwater Projects	\$100,000	FY-27 WBIF or CWF							\$10,000			
Watershed Wide Hydrologic / Hydraulic Model	\$150,000	FY-29 WBIF								\$15,000		
Subtotal			\$21,300	\$47,400	\$34,000	\$44,000	\$30,000	\$67,000	\$67,000	\$87,500	\$92,500	\$98,000
Water Monitoring Assess and Update Overall Monitoring Plan / Program						\$3,000						
Lake and Stream Water Monitoring (CAMP) and Reports			\$12,200	\$13,760	\$14,000	\$3,000 \$14,500	\$15,000	\$15,000	\$16,000	\$16,000	\$17,000	\$17,000
Mississippi River Outfall Monitoring Study			Ψ12,200	ψ10,700	ψ14,000	Ψ14,300	\$10,000	ψ10,000	Ψ10,000	Ψ10,000	Ψ17,000	Ψ17,000
Monitor Water Quaity at Outfalls to Mississippi River							+ , - 00	\$10,000	\$8,000	\$8,000	\$8,000	\$8,000
Monitor Water Quality of Interstate Valley Creek					\$8,000	\$7,000	\$7,000					
Monitor Water Quality of Ivy Falls Creek								\$8,000	\$7,000	\$7,000		
Kaposia Creek Monitoring											\$8,000	\$8,000
Stream and Creek Monitoring Study Subtotal			\$12,200	\$13,760	\$22,000	\$24,500	\$10,000 \$42,000	\$33,000	\$31,000	\$31,000	\$33,000	\$33,000
Education												
Board Education			\$200	\$200	\$500	\$500	\$500	\$500	\$500	\$500		\$500
Board Tour of LMRWMO Projects and Resources (Project and Boat)		\$4,400		\$1,000		\$4,000	^ ^ 500	\$1,000	***	\$4,000	<u>^^</u>
Chloride Reduction Education / Training / Outreach			\$500	\$500	ΦEΩΩ	\$250	ΦEΩΩ	\$3,500 \$250	\$250	\$3,500 \$250	\$250	\$3,500 \$250
Engage Residents at Public Events / WMO Tabling Materials General Education Requests			\$1,000	\$500 \$1,000	\$500 \$1,000	\$250 \$1,000	\$500 \$1,000	\$250 \$1,000	\$250 \$1,000	\$250 \$1,000		\$250 \$1,000
K-12 Education in Coordination with Partners			φ1,000	φ1,000	φ1,000	φ1,000	\$5,000	\$3,000	\$3,500	\$3,500	\$3,500	\$3,500
Landscaping for Clean Water Classes (Workshops for Stewardship	& SW Mgmt.)		\$10,800	\$9,500	\$9,500	\$9,500	\$9,500	\$10,000	\$10,000	\$10,500	\$10,500	\$11,000
Metro Watershed Partners Membership (Member City Ed. Info Distri			\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
MN Water Stewards (support volunteer efforts, work with existing)		\$10,000	\$4,000	\$3,000	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	
Multi-Lingual Education / Training / Outreach					·		·	\$2,500		\$2,500		
Public Educational Materials (FY-27 WBIF Match)						\$500	\$500	\$500	\$500	\$500		\$500
Storm Drain Stenciling Program			\$4,500	\$3,000	\$5,000	\$2,500	\$2,500	\$3,000	\$2,500	\$2,500		\$2,500
Website Maintenance and Updates WMO Biannual E-Newsletter			\$2,800	\$2,900 \$3,800	\$3,000 \$3,000	\$3,000 \$3,000	\$3,100 \$3,000	\$3,100 \$3,000	\$3,100 \$3,000	\$3,100 \$3,000	\$3,100 \$3,000	\$3,100 \$3,000
Subtotal			\$35,000	\$25,900	\$27,500	\$3,000 \$23,750	\$3,000 \$33,100	\$31,350	\$31,350	\$31,850		\$32,350
Subtotal			ψ33,000	Ψ20,900	φ 21 ,300	Ψ23,130	ψ33,100	ψυ1,υυ	ψ51,550	φυ 1,000	ψ55,550	ψ32,330

EXPENSES AND LIABILITIES cont.	2023 Budget	2024 Budget	2025 Budget (Meeting Plan)	2026 Budget (Meeting Plan)	2027 Budget (Meeting Plan)	2028 Budget (Meeting Plan)	2029 Budget (Meeting Plan)	2030 Budget (Meeting Plan)	2031 Budget (Meeting Plan)	2032 Budget (Meeting Plan)
Administration										
Attorney and Audit	\$5,500	\$5,500	\$5,800	\$5,800	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000
Biennial Progress Review			\$2,000		\$2,000		\$2,000		\$2,000	
General Administration	\$34,400	\$32,000	\$36,000	\$40,000	\$45,000	\$50,000	\$50,000	\$55,000	\$55,000	\$60,000
Grant Development / Review			\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
Hold Annual TAC Meeting		\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Insurance	\$2,500	\$2,500	\$2,500	\$2,500	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600
Review Org. Capacity via BWSR PRAP				\$6,000						
Subtotal	\$42,400	\$41,000	\$50,300	\$58,300	\$59,600	\$62,600	\$64,600	\$67,600	\$69,600	\$72,600
Encumbered for 4th Gen Watershed Plan (2030-2032)	\$15,000	\$20,000	\$30,000	\$40,000	\$50,000	\$60,000	\$70,000	\$80,000	\$90,000	\$100,000
TOTAL	\$134,800	\$146,560	\$153,300	\$172,050	\$188,200	\$216,450	\$216,450	\$240,450	\$252,950	\$258,450
Goal of 40% of Budget in Unencumbered Fund Balance	\$53,920	\$58,624	\$61,320	\$68,820	\$75,280	\$86,580	\$86,580	\$96,180	\$101,180	\$103,380
Year End Fund Balance (Estimated)	\$90,138	\$109,866	\$115,566	\$128,016	\$154,816	\$165,866	\$189,416	\$196,966	\$200,516	\$206,566
Unencumbered Year End Fund Balance	\$75,138	\$89,866	\$85,566	\$88,016	\$104,816	\$105,866	\$119,416	\$116,966	\$110,516	\$106,566

Lower Mississippi River WMO Cost Allocation Formula, Past Membership Dues, and Projected Membership Dues (Based on Pay Year 2022 Tax Data)

City	2022 Total Value (Real Property) ¹	Value / Total Value	Total Acres with ROW	Acres / Total Acres	Formula ²	Rounded % Contribution
Inver Grove Heights	\$4,244,734,876	0.339392	18,244	0.5175	0.4285	43%
Lilydale	\$220,632,544	0.017641	494	0.0140	0.0158	2%
Mendota Heights*	\$2,488,274,045	0.198952	5,395	0.1530	0.1760	18%
Saint Paul	\$1,367,557,600	0.109344	2,955	0.0838	0.0966	10%
South Saint Paul	\$1,866,536,000	0.149241	3,868	0.1097	0.1295	13%
Sunfish Lake	\$223,413,755	0.017863	1,085	0.0308	0.0243	2%
West Saint Paul	\$2,095,746,826	0.167567	3,212	0.0911	0.1293	13%
Total	\$12,506,895,646	1.0000	35,253	1.0000	1.0000	1.0000

Notes:

 $^{^2}$ Cost Allocation Formula = 50% x Value/Total Value + 50% Ac/Total Ac, where total area includes ROW

							Note: Below numbers are projects for discuusion and long term planning purposes															
Past Membership Dues for Comparison	202	2 Dues	2	2023 Dues	2	2024 Dues	2	2025 Dues	:	2026 Dues		2027 Dues		2028 Dues	2	2029 Dues	2	2030 Dues		2031 Dues	;	2032 Dues
Change from Previous Year	5% lı	ncrease	10)% Increase	5	% Increase	15	5% Increase	1	5% Increase	1	5% Increase	Ę	5% Increase	5	% Increase	5	% Increase	3	3% Increase	3	% Increase
Inver Grove Heights	\$ 50	0,678.31	\$	55,746.14	\$	57,273.30	\$	65,864.29	\$	75,743.93	\$	87,105.52	\$	91,460.80	\$	96,033.84	\$	100,835.53	\$	103,860.60	\$	106,976.42
Lilydale	\$	1,819.53	\$	2,001.49	\$	2,116.36	\$	2,433.82	\$	2,798.89	\$	3,218.73	\$	3,379.66	\$	3,548.64	\$	3,726.08	\$	3,837.86	\$	3,952.99
Mendota Heights	\$ 2	1,071.22	\$	23,178.34	\$	23,526.02	\$	27,054.92	\$	31,113.16	\$	35,780.14	\$	37,569.14	\$	39,447.60	\$	41,419.98	\$	42,662.58	\$	43,942.46
Saint Paul	\$	9,888.72	\$	10,877.59	\$	12,910.46	\$	14,847.02	\$	17,074.08	\$	19,635.19	\$	20,616.95	\$	21,647.80	\$	22,730.19	\$	23,412.09	\$	24,114.46
South Saint Paul	\$ 14	4,870.21	\$	16,357.23	\$	17,308.46	\$	19,904.73	\$	22,890.44	\$	26,324.01	\$	27,640.21	\$	29,022.22	\$	30,473.33	\$	31,387.53	\$	32,329.16
Sunfish Lake	\$	2,940.98	\$	3,235.08	\$	3,250.84	\$	3,738.46	\$	4,299.23	\$	4,944.12	\$	5,191.32	\$	5,450.89	\$	5,723.43	\$	5,895.13	\$	6,071.99
West Saint Paul	\$ 14	4,466.59	\$	15,913.25	\$	17,289.14	\$	19,882.52	\$	22,864.89	\$	26,294.63	\$	27,609.36	\$	28,989.83	\$	30,439.32	\$	31,352.50	\$	32,293.07
Totals	\$ 11	5,735.57	\$	127,309.12	\$	133,674.58	\$	153,725.77	\$	176,784.63	\$	203,302.33	\$	213,467.44	\$	224,140.81	\$	235,347.86	\$	242,408.29	\$	249,680.54

¹ Assessment year 2021; Pay year 2022 Property Values

METRO WATERSHED PARTNERS



INVOICE

Attention: Joe Barten

Lower Mississippi River Watershed Management Organization

4100 220th Street West, Suite 102

Farmington, MN 55024

Date: 12/15/23

612-670-6216 azawistoski01@hamline.edu

Metro Watershed Partners Hamline University 1526 Hewitt Ave. MS-A1760 Saint Paul, MN 55104 Project Title: Clean Water Minnesota

Description	Cost
2024 Membership: Clean Water MN and Adopt-a-Drain	\$1,000.00
TOTAL	\$1,000.00

Benefits of membership

- You and your colleagues are invited to attend our monthly meetings, to network and share
 information with other watershed education professionals and to hear monthly speakers on
 topics relevant to our work. The Watershed Partners meet via Zoom on the second Wednesday
 of the month from 9:30–11am.
- Join our listserv on Mobilize to receive meeting notifications and partner updates, message
 with other partners, and send announcements. To be added to Mobilize, please email Ann
 Zawistoski (azawistoski01@hamline.edu) and request to be added.
- Your organization will be listed as a supporting partner on <u>cleanwatermn.org/about-us</u>, and on <u>adopt-a drain.org</u> when someone clicks on a drain in your service area, and on email communication to adopters in your area.
- Access to an administrative portal that allows you to view and download data about adopted drains and program participants in your area. Log in mn.adopt-a-drain.org/nova. Contact Ann Zawistoski to get admin access.
- A customized annual report that includes summary data about adopted drains and program participants in your area.
- Access to print resources to promote Adopt-a-Drain to residents in your area. View the
 marketing guide here: ms4.adopt-a-drain.org/marketing-guide. Download promotional materials
 from the Google Drive folder:
 - drive.google.com/drive/folders/1b6cLsITFI6xs9xHz2ZZTt8tLJ63rN0Bd.
- Access to the CWMN photo gallery with hundreds of high-quality photographs: docs.google.com/document/d/1D5uxlkAuZUNj-SJZOSexNbAn ExcjjvXaafDN9WLvE8/edit.
- Portable **educational exhibits** are available for free checkout. Find more at cleanwatermn.org/partners/exhibit-check-out/.
- For an additional fee, Adopt-a-Drain participants in your area can receive **yard signs and a printed "welcome kit"** in the mail. Please contact Ann Zawistoski for more information.

Duration of service: January 1 - December 31st, 2024. Unspent funds will rollover to support program activities in 2025.

Barten, Joe

From: Perrine, Kelly <kperrine@lakevillemn.gov>
Sent: Monday, October 16, 2023 1:25 PM

To: Barten, Joe

Subject: Partnering to Promote Water Conservation Across Dakota County **Attachments:** 2023.10.11_Proposal for Dakota County_BKM-Tunheim.pdf

Follow Up Flag: Follow up Flag Status: Flagged

WARNING: External email. Please verify sender before opening attachments or clicking on links.

Hello Joe!

Last Monday, at the Dakota County Groundwater – Source Water Protection Collaborative, I presented an opportunity for municipalities, watersheds, the County and the SWCD to partner to promote water conservation across Dakota County. See more information within my <u>presentation here</u>. I am contacting you because you were not in attendance at last Monday's meeting, and I feel as though the Lower Mississippi River WMO may have interest in championing this initiative. Curt and Ashley may have told you a bit about this already, but just in case they haven't, let me give you some background....

Since 2018, the City of Lakeville has taken a special interest in reducing groundwater used for irrigating greenspace. Highlights of our program thus far include: the development of our Urban Water Conservation Program (irrigation audits on Homeowner Associations and subsequent cost-share for irrigation system improvements); implementing stormwater reuse systems at City parks and incentivizing their implementation within private developments; social media campaigns focusing on smart irrigation practices, soil health, etc.; and implementing low input turf varieties (fescues) within City parks. These are only the initiatives that are in place so far – we are also working on developing irrigation specifications for commercial and multi-family residential lots, a process for reviewing irrigation systems prior to them being put in the ground, etc....However, the sea of Kentucky bluegrass present at single- and multi-family residential properties continues to expand as Lakeville's population balloons. We have plenty of work ahead of us.

Earlier this year, the American Water Works Association hosted their annual Sustainable Water Management Conference. At this conference, the Central Utah Water Conservancy District presented on ways to effectively engage communities in conservation through effective digital marketing. Their marketing campaign functioned by.....

- Hiring a media production firm to create professional grade advertisements to promote 1) their <u>Localscapes</u>
 <u>Program</u> and 2) <u>general ways to conserve water</u>
- Using digital marketing analytics and paid advertisements to post their videos on various streaming, social media and other platforms (Google ads, Facebook ads, Youtube, Hulu, etc....)

Following their campaign, they collected analytics regarding program success. Not only did their videos each have over 200k and 183k views respectively, the participation in their Localscapes program increased by 769%, general website traffic increased by 26% and people were actually SHARING the ads..... While they may not have honed in on a way to

track groundwater savings resultant of the campaign, the savings are likely profound; the greatest way to reduce water dedicated to turf grass is to remove the turf grass all together.

With all of this being said, I am hoping to recreate a similar campaign, focusing on 1) the Landscaping for Clean Water Program and 2) irrigation best practices. While the first video is meant to highlight the overall Landscaping for Clean Water Program, I want to also call attention to the fact that some municipalities in Dakota County have even further financial incentives for transforming turf to native species. goal is to kick off the video filming in 2024 and release in early 2025 (aligning with the LCW program announcements). The timing of this local campaign is, for lack of a better word, timely for Lakeville, as we are hoping to release our own City financial incentive in addition to the LCW dollars the SWCD offers beginning next year.

I have been working with staff from the Central Utah Water Conservancy District to hone in on the mechanisms needed to run such a campaign— after soliciting proposals, I selected one from a local media production firm that is experienced and highly qualified to meet our needs. So far, Dakota County, the VRWJPO, the SWCD and the City of Rosemount have all indicated that they would like to partner for this campaign. There are several other cities having internal conversations to garner support. You may ask what the costs associated with this would be.... If municipalities and watersheds are interested in participating (along with other entities that have already agreed), it would cost around \$7,000 per entity. As budgets have likely already been set for 2024, Lakeville has earmarked dollars to fund 2024 filming and can float that cost.

I have attached the campaign's proposal to this e-mail for your reference. Next Monday, I will be sending out a poll to gauge potential participant interest. Do you have initial thoughts for the campaign?

Thanks, Kelly



Kelly Perrine Environmental Resources Specialist, City of Lakeville

└ 952-985-4524 | **○** www.lakevillemn.gov

20195 Holyoke Avenue, Lakeville, MN, 55044