



Board of Managers Meeting Agenda

Wednesday - May 8th, 2024 - 3:00 p.m.

Lilydale City Hall

1011 Sibley Memorial Hwy, West St Paul, MN 55118

1. Call Meeting to Order
 - 1.1 Identification of Voting Board Members
 - 1.2 Approval of Agenda* (Additions/Corrections/Deletions) Action
2. Approve April 10th, 2024 Meeting Minutes - Chair* Action
3. Approve May 8th, 2024 Financial Summary & Invoice Payment - Treasurer* Action
4. Consider Request for Funding for Landscaping for Clean Water and Water Conservation Marketing Campaign (supporting information in packet and posted separately) - SWCD* ** Discussion/Action
5. Review and Authorize Submittal of 2023 Audit to State of MN - SWCD** Action
6. Authorize Refusal to Waive Liability Limits for Insurance - SWCD* Action
7. Updates & Handouts
 - 7.1: Grant and Project Updates - SWCD* Information
 - 7.2: Grant Tracking Spreadsheet - Barr ** Information
 - 7.3: Member City Updates Information
8. Next Meeting: June 12th, 2024 - First Calvary Baptist Church, Sunfish Lake
9. Adjourn

* Materials included in full packet

** Materials available separately on website:

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



Board of Managers Meeting Minutes

Wednesday - April 10th, 2024 - 3:00 p.m.
Lilydale City Hall

Managers and Alternates in Attendance:

Sharon Lencowski (Chair), Inver Grove Heights
Steve Gebauer, Mendota Heights
Tom Sutton, Lilydale
Dan Halvorsen, Sunfish Lake

Karen Reid (Vice-Chair), Saint Paul
Analiese Miller, West St. Paul
Mary Kleinberg, Lilydale

Advisors and Others in Attendance:

Paul Merchlewicz, Inver Grove Heights
Pat Murphy, Saint Paul
Greg Williams, Barr Engineering

Lucas Richie, Mendota Heights
Conor Resnikoff, South St. Paul
Joe Barten, Dakota County SWCD

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)

Motion by Reid to approve the agenda, second by Gebauer; motion passed.

2. Approve March 13th, 2024 Meeting Minutes

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

3. Approve April 10th, 2024 Financial Summary & Invoices

Richie provided a summary of the finances.

Motion by Sutton to approve the financial summary, second by Gebauer; motion passed.

4. Review 2023 Annual Report

Barten explained the change in format of the report to reflect the new Watershed Management Plan Implementation Items and requested feedback. The Board provided general feedback on the report.

Motion by Miller to authorize submittal of the 2023 Annual Report to the MN Board of Water & Soil Resources, second by Sutton; motion passed.

5. Discuss Process for FY-23 WBIF Funded Priority Watershed Modeling & Project Identification Study

The Board discussed the proposed plan of going out for proposals from qualified engineering firms for the study and modeling, vs. direct negotiation, preferring the former. Board members preferred having only three or four potential consultant proposals for ease of review. The Administrator will draft a scope of work for review at a future meeting.

6. Updates & Handouts

6.1: Grant Tracking - Williams summarized the upcoming grants in the spreadsheet.

6.2: Tabling Materials Review - Barten provided options of a public event tabling banner and brochure for Board feedback. Board members provided design feedback and selected a preferred design with modifications. Barten will have SWCD staff purchase the banner for future use at tabling events.

6.3: Member City Updates - City Staff provided brief updates on relevant projects in their Cities

7. Adjournment and Next Meeting

The meeting was adjourned at 4:15 with the next Board meeting scheduled for May 8th, 2024 at Lilydale City Hall.



FINANCIAL SUMMARY
April 11, 2024 to May 8, 2024

<u>Beginning Balance - Key Community Bank</u>			\$250,329.73
<i>Interest</i>	12/29/2023	Dep - Dec. 2023 Interest - (not reported on a past financial summary) +	\$1.03
	3/31/2024	Dep - March 2024 Interest +	\$2.19
			\$250,332.95

Gateway Bank Accounts:

<u>Beginning Balance - Gateway Bank Checking Account:</u>			\$102.28
Dep	5/6/2024	Deposit From Key Community Bank +	\$250,332.95
5003	5/8/2024	Campbell Knutson -	\$136.00
5004	5/8/2024	Dakota County Soil & Water Conservation District -	\$33,783.44
<i>Checking Ending Balance</i>			\$216,515.79

Beginning Balance - Gateway Bank Savings Account:

			\$74,369.80
Dep	4/1/2024	Interest +	\$183.38
<i>Savings Ending Balance</i>			<u>\$74,553.18</u>

<i>Available Balance at Gateway Bank</i>	<u>\$291,068.97</u>
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LMRWMO 2024 Budget & Financial Summary		2023 Carryover			2024 Monthly Revenue							
Revenue	Budget	Dec 14, 2023 - Jan 10 2024	Jan 11 - Feb 14 2024	Feb 15 - Mar 13 2024	Mar 14 - April 10 2024	April 11 - May 8 2024	May 9 - June 12 2024		2024 Total	Variance	Percent Received	
Dues from Members	\$133,676.00		\$42,950.84	\$90,723.74					\$133,674.58	\$1.42	100%	
Interest	\$2,000.00	\$364.62	\$1.02	\$365.97	\$189.01	\$186.60			\$1,107.22	\$892.78	55%	
LMCIT Rebate	\$250.00								\$0.00	\$250.00	0%	
Grant Income	\$117,200.00		\$30,000.00						\$30,000.00	\$87,200.00	26%	
Subtotal Operating Revenue	\$135,926.00	\$364.62	\$72,951.86	\$91,089.71	\$189.01	\$186.60	\$0.00		\$164,781.80			
		2023 Carryover			2024 Monthly Expenses							
Expenses	Budget	Dec 14, 2023 - Jan 10 2024	Jan 11 - Feb 14 2024	Feb 15 - Mar 13 2024	Mar 14 - April 10 2024	April 11 - May 8 2024	May 9 - June 12 2024		2024 Total	Remaining Budget	Percent Expended	
Engineering/Technical Assistance												
Technical Assistance	\$6,000.00	\$479.50		\$4,046.50					\$4,046.50	\$1,953.50	67%	
Meetings	\$6,500.00	\$1,155.00		\$1,671.43					\$1,671.43	\$4,828.57	26%	
Plan Implementation/Grant Applications	\$6,000.00					\$1,330.00			\$1,330.00	\$4,670.00	22%	
Watershed Plan Amendment	\$0.00	\$1,369.50							\$0.00	\$0.00		
Project Study/Implementation												
Miss. River Direct Drainage - FY-21 WBIF Match	\$9,300.00								\$0.00	\$9,300.00	0%	
Interstate Valley Creek Stabilization FY-24 CWF Match	\$10,000.00								\$0.00	\$10,000.00	0%	
Priority Watershed Modeling - \$100,000 (FY-23 WBIF Match)	\$12,000.00								\$0.00	\$12,000.00	0%	
Seidls Lake Improvements - \$356,000 (FY-22 CPL % Match)	\$2,500.00								\$0.00	\$2,500.00	0%	
Landscaping for Clean Water Projects	\$13,600.00	\$750.00							\$0.00	\$13,600.00	0%	
Monitoring												
Lake and Stream Water Monitoring (CAMP) and Reports	\$13,760.00	\$3,103.97				\$4,240.94			\$4,240.94	\$9,519.06	31%	
Education												
WMO Biannual E-Newsletter	\$3,800.00					\$1,615.00			\$1,615.00	\$2,185.00	43%	
Landscaping for Clean Water Classes	\$9,500.00								\$0.00	\$9,500.00	0%	
MN Water Stewards Support	\$4,000.00	\$225.00				\$285.00			\$285.00	\$3,715.00	7%	
Storm Drain Stenciling Program	\$3,000.00	\$180.00				\$190.00			\$190.00	\$2,810.00	6%	
Engage Residents at Public Events / WMO Tabling Materials	\$500.00								\$0.00	\$500.00	0%	
General Education Requests	\$1,000.00	\$1,170.00				\$807.50			\$807.50	\$192.50	81%	
Metro Watershed Partners Membership	\$1,000.00		\$1,000.00	\$231.00					\$1,231.00	(\$231.00)	123%	
Website Maintenance and Updates	\$2,900.00					\$2,277.50			\$2,277.50	\$622.50	79%	
Board Education	\$200.00	\$360.00							\$0.00	\$200.00	0%	
Adopt A Drain Welcome Kits ²	\$1,500.00								\$0.00	\$1,500.00	0%	
Administration												
General Administration	\$32,000.00	\$7,925.00				\$10,595.00			\$10,595.00	\$21,405.00	33%	
Hold Annual TAC Meeting	\$1,000.00								\$0.00	\$1,000.00	0%	
Insurance	\$2,500.00								\$0.00	\$2,500.00	0%	
Attorney and Audit	\$5,500.00	\$34.00			\$897.72	\$136.00			\$1,033.72	\$4,466.28	19%	
Subtotal Operating Expenses	\$148,060.00	\$16,751.97	\$1,000.00	\$5,948.93	\$897.72	\$21,476.94			\$29,323.59	\$118,736.41	20%	
Grant Expenses	\$175,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$12,442.50			\$12,442.50	\$162,557.50	7%	
Overall Fund Balance		\$168,417.88	\$240,369.74	\$325,510.52	\$324,801.81	\$291,068.97						
Total Grant Balance³		\$38,158.59	\$68,158.59	\$86,652.50	\$86,652.50	\$74,210.00						
Operating Fund Balance		\$130,259.29	\$172,211.15	\$238,858.02	\$238,149.31	\$216,858.97						
Unencumbered Operating Fund Balance¹		\$115,259.29	\$152,211.15	\$218,858.02	\$218,149.31	\$196,858.97						

2024 Budget Notes:

- \$20,000 set aside for 2033 Watershed Plan Update, \$5,000 additional annually encumbered.
 - \$1,500 Added to Budget at 1-8-23 Meeting, carryover from 2023
 - Overage from FY-19 WBIF grant of \$18,493.91 (\$13,000 additional water monitoring Lake Augusta, \$5,493.91 in staff time) officially shown as absorbed into WMO general fund, to zero out/close out grant, on March 13, 2024.
- 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
Total Grant Balance	Grant funds in-hand
Operating Fund Balance	WMO funds without grants
Unencumbered Operating Fund Balance	WMO funds not already dedicated

LMRWMO 2024 Grant Budget & Financial Summary											
	Budget	Aggregate Prior to Jan 12, 2022	Jan 13, 2022 - Jan 11, 2023	Jan 12 2023 - Jan 10 2024	Jan 11 - Feb 14 2024	Feb 15 - Mar 13 2024	Mar 14 - April 10 2024	April 11 - May 8 2024	Total	Variance	Percent Received/ Expended

BWSR - FY 2019 Watershed Based Implementation Funding (Augusta, Interstate Valley Creek, Education) CLOSED OUT

Revenue											
Total Revenue	\$204,310.00	\$72,335.00	\$0.00	\$97,335.00	\$30,000.00	\$18,493.91	\$0.00	\$0.00	\$218,163.91	-\$13,853.91	107%
Expenses											
Total Expenses	\$217,310.00	\$5,985.63	\$161,528.68	\$55,289.60	\$0.00	\$0.00	\$0.00	\$0.00	\$222,803.91	-\$5,493.91	103%
FY-19 WBIF Balance		\$66,349.37	-\$95,179.31	-\$53,133.91	-\$23,133.91				\$0.00		

BWSR - FY 2021 Watershed Based Implementation Funding (Miss. River Direct Drainage Study)

Revenue											
BWSR FY-2021 WBIF Payment	\$93,042.00	\$46,521.00							\$46,521.00	\$46,521.00	50%
WBIF Matching Funds	\$9,304.00								\$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	\$46,521.00	\$55,825.00	45%
Expenses											
Grant Administration	\$10,042.00			\$156.00				\$3,248.50	\$3,404.50	\$6,637.50	34%
Erosion & Direct Drainage Study	\$71,000.00								\$0.00	\$71,000.00	0%
Erosion & Direct Drainage Study Match (WMO)	\$9,304.00								\$0.00	\$9,304.00	0%
Project Development	\$12,000.00			\$2,733.50				\$4,539.00	\$7,272.50	\$4,727.50	61%
Total Expenses	\$102,346.00	\$0.00	\$0.00	\$2,889.50	\$0.00	\$0.00	\$0.00	\$7,787.50	\$10,677.00	\$91,669.00	10%
FY-21 WBIF Balance		\$46,521.00	\$46,521.00	\$43,631.50	\$43,631.50	\$43,631.50	\$43,631.50	\$35,844.00	\$35,844.00		

BWSR - FY 2023 Watershed Based Implementation Funding (Priority Watershed Project ID & Model - Thompson, Rogers, Seidls)

Revenue											
BWSR FY-2021 WBIF Payment	\$118,385.00			\$59,193.00					\$59,193.00	\$59,192.00	50%
WBIF Matching Funds	\$12,000.00								\$0.00	\$12,000.00	0%
Total Revenue	\$130,385.00	\$0.00	\$0.00	\$59,193.00	\$0.00	\$0.00	\$0.00	\$0.00	\$59,193.00	\$71,192.00	45%
Expenses											
Grant Administration	\$8,000.00							\$769.50	\$769.50	\$7,230.50	10%
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							\$534.00	\$534.00	\$11,466.00	4%
Total Expenses	\$130,385.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,303.50	\$1,303.50	\$129,081.50	1%
FY-21 WBIF Balance		\$0.00	\$0.00	\$59,193.00	\$59,193.00	\$59,193.00	\$59,193.00	\$57,889.50	\$57,889.50		

MN DNR - Conservation Partners Legacy Grant (Seidls Lake Shoreline Restoration)

Revenue											
Grant Reimbursement Payments	\$382,000.00								\$0.00	\$382,000.00	0%
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	\$457,000.00	0%
Expenses											
Grant Administration/Project Mgmt	\$26,000.00			\$15,118.00				\$3,351.50	\$18,469.50	\$7,530.50	71%
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								\$0.00	\$37,500.00	0%
Total Expenses	\$457,000.00	\$0.00	\$0.00	\$15,118.00	\$0.00	\$0.00	\$0.00	\$3,351.50	\$18,469.50	\$401,030.50	4%
Seidls Lake Shoreline Balance		\$0.00	\$0.00	-\$15,118.00	-\$15,118.00	-\$15,118.00	-\$15,118.00	-\$18,469.50	-\$18,469.50		

	Budget	Aggregate Prior to Jan 12, 2022	Jan 13, 2022 - Jan 11, 2023	Jan 12 2023 - Jan 10 2024	Jan 11 - Feb 14 2024	Feb 15 - Mar 13 2024	Mar 14 - April 10 2024	April 11 - May 8 2024	Total	Variance	Percent Received/ Expended
TOTAL GRANT FUNDS RECEIVED	\$763,656.00	\$118,856.00	\$0.00	\$156,528.00	\$30,000.00	\$18,493.91	\$0.00	\$0.00	\$323,877.91	\$498,971.09	42%
PASS THROUGH MATCH RECEIVED	\$130,000.00	\$0.00	\$0.00	\$25,000.00	\$30,000.00	\$18,493.91	\$0.00	\$0.00	\$73,493.91	\$70,450.09	57%
LMRWMO MATCH PROVIDED	\$13,944.00	\$0.00	\$3,040.00	\$546.00	\$0.00	\$0.00	\$0.00	\$0.00	\$3,586.00	\$498,971.09	26%
GRANT EXPENSES (MINUS WMO MATCH)	\$762,712.00	\$5,985.63	\$158,488.68	\$72,751.10	\$0.00	\$0.00	\$0.00	\$12,442.50	\$253,253.91	\$509,458.09	33%
PASS THROUGH MATCH EXPENSES	\$130,000.00	\$0.00	\$58,040.00	\$546.00	\$0.00	\$0.00	\$0.00	\$0.00	\$58,586.00	\$71,414.00	45%
NET FUND BALANCE (MINUS WMO MATCH)		\$112,870.37	-\$45,618.31	\$38,158.59	\$68,158.59	\$86,652.50	\$86,652.50	\$74,210.00	\$74,210.00		



MEMORANDUM

To: LMRWMO Board of Managers
From: Joe Barten, Dakota County SWCD
Subject: Video Marketing Campaign Funding Request
Date: May 3, 2024

Summary

The LMRWMO received a request for funding from the LMRWMO in the amount of \$7,500 to partner with other Dakota County Watershed Management Organizations (Eagan Inver Grove Heights WMO, Black Dog WMO, and the Vermillion River JPO) as well as the Dakota County SWCD and Dakota county on a marketing campaign to promote both the Landscaping for Clean Water (LCW) Program and general water conservation to Dakota County residents.

The LMRWMO Board discussed this request at their January 2024 meeting and it was tabled to get more information. Attached is email correspondence which further explains the proposal, LMRWMO request for additional information, and response from the proposal organizer, Kelly Perrine. Kelly will attend the May 8th LMRWMO meeting along with Valerie Nepl from Dakota County to further explain and answer questions on the proposal.

Additional Information:

Attached clarifying email correspondence on proposal, WMO questions, and responses LCW and Water Conservation Marketing Proposal (**Posted separately from full packet)

Board Action Requested:

Consider providing FY-2025 funding in an amount up to \$7,500 for this proposal

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 Protec. on 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 [presentation here](#). 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 [Localscapes Program](#) and 2) [general ways to conserve water](#)
- 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



From: [Barten, Joe](#)
To: [Perrine, Kelly](#)
Cc: [Gallagher, Ashley](#); [Coudron, Curt](#)
Subject: RE: Fall 2023 Groundwater Collaborative - Meeting Notes and Proposal Info
Date: Wednesday, January 17, 2024 2:36:00 PM
Attachments: [image007.png](#)
[image008.png](#)
[image009.png](#)
[image010.png](#)
[image011.png](#)
[image012.png](#)

Hi Kelly,

I discussed this with the LMRWMO Board at their meeting last week and again with the LMRWMO Board Chair, who works as a project manager for the State MN-IT department, so she has some personal insight into these types of projects.

The LMRWMO Board discussed the request to partner on the LCW and Water Conservation videos and outreach campaign at their January 10th meeting. I summarized the request and provided feedback on some of the discussion from the meeting on January 3rd. Overall, there is support for increasing public awareness and active public participation for the LCW program, and as always, any other behavioral changes to improve our water quality and conservation efforts. However, there is hesitation, at this time, with supporting a general water conservation campaign.

To re-cap the discussion:

There was concern with:

- The overall project costs and requested amount of funding per entity (the WMO has a pretty small annual budget)
- SWCD and City staff capacity to support the projected increases
- Whether video ads are the best approach, esp at \$40k for 2x 90sec videos
- What metrics will be established for measuring success and reporting purposes (moreso on the water conservation side)

Board Questions:

- Would it be possible to consider a reduced scope? Perhaps a pilot campaign focused on LCW at a lower cost, with clear metrics that would support future campaigns for other topics?
- Could we accomplish the same results with a smaller budget, without videos? Perhaps re-use of existing materials?
- Will this approach hit the targeted audiences?
- Do we know the public perception for gov't paid advertising?
- Would Lakeville (Kelly) be willing to attend a LMRWMO Board meeting with more info and take questions?

Where they landed was to table the request until their February 14th meeting and in the meantime ask Lakeville what it would look like to just do the LCW portion and how that could be done over multiple, 2-3 years, vs. just one shot.

I'm planning to put this on the agenda for the LMRWMO Board meeting on February 14th so we can have an answer for you by March 1st. If you have insight and information on the above items, I can

share that with the Board for them to make a decision. If you'd like to attend the meeting as noted above, that would be welcomed, but not necessary.

Thank you!

Joe Barten

Senior Resource Conservationist, CPSWQ | Dakota County SWCD

Administrator via Dakota County SWCD | Lower Mississippi River WMO

Office: (651) 480-7784 | Cell: (952) 212-2266 | joe.barten@co.dakota.mn.us

From: [Perrine, Kelly](#)
To: [Barten, Joe](#)
Cc: [Thiel, Travis](#); [Coudron, Curt](#); [Gallagher, Ashley](#)
Subject: RE: Dakota County Water Conservation Video Marketing Campaign
Date: Monday, April 8, 2024 3:33:06 PM

Joe,

I met with Tunheim and Blue Key Media today. Please see responses to the LMRWMO Board's previously raised questions below:

- Q: Do we know the public perception for government paid advertising? A: If the Board is interested, Tunheim can provide statistics for that question. Generally speaking though, Liz did share how Meta and other digital platforms' algorithms have greatly reduced Government's ability to reach audiences via organic (free) content. Meta and others have created digital algorithms that are set up to prioritize paid advertisements, essentially pushing the reach for organic content much lower. With this being said, Tunheim works with many state and federal government accounts that are opting to jump on the paid advertisements bandwagon, as they see the increase in reach it can achieve. For example, Tunheim is recently worked with MNSure to reach individuals that are in need of an emergency insulin program. Historically, the program was underutilized as their advertisements were not targeted, and put out through traditional, organically created social media channels. Through paid advertisements and marketing, they targeted pharmacists and certain pockets of the population that may need to utilize this type of a program and saw much higher program participation. Liz would be happy to get more examples, if interested.
- Q: How will we measure how the approach will hit targeted audiences? A: This will be a roadmap created by the group, with the assistance of Tunheim and Blue Key Media. Generally speaking, we will need to: 1) define the populations we are attempting to target (for example: individuals that are googling landscaping ideas or water-efficient devices) 2) put stops along the way (intersections at which the advertisements will be triggered) and 3) defining our analytics profile. For example, as a part of our analytics profile, when we initiate distribution of our water conservation irrigation videos, we could tie in [Dakota County's water conservation pledge](#), and within that pledge, offer a question that allows users to identify that they chose to take the pledge based on the fact that they saw our videos. This will of course be in addition to the website traffic analytics that will be performed in terms of: amounts of views of videos, amount of views to a previously selected campaign landing page (like we discussed at the January meeting), other website analytics.

Once letter of commitments are finalized, and we are able to enter into a contract with our consultants, Tunheim and Blue Key Media will be hosting a two-hour kickoff meeting. At this meeting, we will begin to develop our analytics profile and hone in on ways to quantify success in our campaign. It is difficult for Tunheim to offer specific ways of how we will quantify success at this time as it is all based on what the group decides, with Tunheim's expertise and guidance.

I hope this answers some of your questions. I have still penciled in the May 8th Board meeting on my calendar if you believe it would help.

Thanks,
Kelly

Kelly Perrine | Senior Watershed Specialist
Vermillion River Watershed Joint Powers Organization

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LIABILITY COVERAGE WAIVER FORM

Members who obtain liability coverage through the League of Minnesota Cities Insurance Trust (LMCIT) must complete and return this form to LMCIT before their effective date of coverage. [Email completed form to your city's underwriter, to pstech@lmc.org](mailto:pstech@lmc.org), or fax to 651.281.1298.

Members who obtain liability coverage from LMCIT must decide whether to waive the statutory tort liability limits to the extent of the coverage purchased. *The decision to waive or not waive the statutory tort limits must be made annually by the member's governing body, in consultation with its attorney if necessary.* The decision has the following effects:

- *If the member does not waive the statutory tort limits*, an individual claimant could recover no more than \$500,000 on any claim to which the statutory tort limits apply. The total all claimants could recover for a single occurrence to which the statutory tort limits apply would be limited to \$1,500,000. These statutory tort limits would apply regardless of whether the member purchases the optional LMCIT excess liability coverage.
- *If the member waives the statutory tort limits and does not purchase excess liability coverage*, a single claimant could recover up to \$2,000,000 for a single occurrence (under the waive option, the tort cap liability limits are only waived to the extent of the member's liability coverage limits, and the LMCIT per occurrence limit is \$2,000,000). The total all claimants could recover for a single occurrence to which the statutory tort limits apply would also be limited to \$2,000,000, regardless of the number of claimants.
- *If the member waives the statutory tort limits and purchases excess liability coverage*, a single claimant could potentially recover an amount up to the limit of the coverage purchased. The total all claimants could recover for a single occurrence to which the statutory tort limits apply would also be limited to the amount of coverage purchased, regardless of the number of claimants.

Claims to which the statutory municipal tort limits do not apply are not affected by this decision.

LMCIT Member Name: _____

Check one:

- The member **DOES NOT WAIVE** the monetary limits on municipal tort liability established by [Minn. Stat. § 466.04](#).
- The member **WAIVES** the monetary limits on municipal tort liability established by [Minn. Stat. § 466.04](#), to the extent of the limits of the liability coverage obtained from LMCIT.

Date of member's governing body meeting: _____

Signature: _____

Position: _____



MEMORANDUM

To: LMRWMO Board of Managers
From: Joe Barten, Dakota County SWCD
Subject: LMRWMO Grant and Project Update
Date: May 3, 2024

SUMMARY

The LMRWMO has received multiple grants from the Board of Water and Soil Resources (BWSR) via the State Clean Water Fund and Metro Watershed Based Implementation Fund (WBIF) as well as the Metropolitan Council and MN Department of Natural Resources. Nearly all projects have been implemented in partnership with Member Cities and with matching funds from Member Cities. The following is a summary of active grants held by the LMRWMO and upcoming grant rounds. Also attached is a summary of recent grants completed by the LMRWMO and Member Cities.

IN PROGRESS GRANTS/PROJECTS

FY-2021 BWSR Metro Watershed Based Implementation Funding

The LMRWMO was awarded \$93,042 in grant funds for the study of direct drainage watersheds to the Mississippi River within the LMRWMO to create a comprehensive and ranked water quality improvement project list for future implementation. This grant requires a 10% cash match from the LMRWMO. The study will focus on both erosion issues as well as stormwater management projects. Proposals for the direct drainage were sought and WSB was selected to perform the work. A kickoff meeting has occurred in April and the consultant is compiling member City staff data points of areas of interest and beginning desktop GIS and stormwater modeling analysis in preparation for summer 2024 field work of significant study area sites. The project is anticipated to be completed in December 2024.

FY-2022 MN DNR Conservation Partners Legacy Grant – Seidls Lake Shoreline Restoration

The LMRWMO was awarded \$382,000 in grant funds for restoration of vegetation surrounding Seidls Lake in Inver Grove Heights and South St. Paul. The project is to be done in close partnership with the two Cities and tandem with a trail reconstruction project. Design and bidding of the trail project is completed with feedback from City, SWCD, and LMRWMO partners. Seven bids for construction were received and Sunram Construction is the awarded contractor. Tree clearing occurred in early 2024 and the contractor will full mobilize in early May. Multiple partner meetings have been held with LMRWMO, City, and the consultant,

WSB, The bulk of construction of both the trail and shoreline restoration will occur in 2024. The grant expires on June 30th, 2025.

FY-2023 BWSR Metro Watershed Based Implementation Funding

The LMRWMO was awarded \$118,385 in grant funds to develop a water quality, hydrologic, and hydraulic model of priority watersheds. The modeling extent includes the watersheds of priority level 1A lakes (Thompson Lake, Rogers Lake, Seidls Lake). The modeling will identify pollutant loading hotspots, areas with insufficient or no treatment, and identify and prioritize regional treatment opportunities. Created from this information is a priority project list and feasibility analysis for each priority level 1A lake watershed, prioritizing projects that include water quality, volume reduction, and that also address flood risk. The LMRWMO Board directed the Administrator to seek 3-4 proposals from a qualified consultant. The grant is expected to be put out for consultant proposals in later 2024. The grant expires on Dec. 31st, 2025.

FY-23 BWSR Projects and Practices - Interstate Valley Creek Stabilization and Volume Reduction Project (LMRWMO Providing Matching Funds and not leading project)

The Dakota County SWCD applied for and received \$585,000 in State Clean Water funding in partnership with Mendota Heights, Dakota County, and the LMRWMO implement the 3 top ranked stormwater management projects and the 3 top ranked streambank stabilization projects identified in the Interstate Valley Creek Stabilization and Volume Reduction study.

FUTURE GRANTS/PROJECTS

FY-2025 BWSR Metro Watershed Based Implementation Funding

LMRWMO staff will work with local partners, including two Member City representatives, staff from Dakota and Ramsey Counties, and the Dakota County SWCD to determine the preferred use of \$208,410 in state grant funding which has been allocated to the Lower Mississippi River Watershed Planning Area. This is an increase of approximately \$90,000 from the previous round of funding. The first convene meeting is expected to occur in 2024 to determine how to utilize these funds. The LMRWMO has had initial discussions with Dakota County and City of West St. Paul staff to see if stormwater practices installed along Butler Avenue to benefit Thompson Lake could be a good fit for this funding source. Preliminary design is underway to quantify potential benefits and costs of potential stormwater practices and therefore determine the likelihood of seeking funding for Butler Ave. stormwater practices using FY-2025 WBIF funds.

RECENTLY COMPLETED LMRWMO GRANTS/PROJECTS

FY-2019 BWSR Metro Watershed Based Implementation Funding

The LMRWMO was awarded \$144,670 in grant funds for the creation of multiple education programs and materials (stenciling program, multi-lingual educational material regarding chloride, pesticides, herbicides,

and fertilizer application, impaired waters). Funds are also available for a feasibility study to identify activities to improve the water quality of Lake Augusta and a feasibility study of Interstate Valley Creek to identify areas of streambank protection, weir replacement, and identification of BMPs for pollutant and volume reduction in watershed. See below for more details on those completed projects.

Lake Augusta Feasibility Study

Barr Engineering was contracted to perform lake and rain runoff monitoring, GIS base-mapping, and stormwater modeling to identify lake management and stormwater management solutions to poor water quality in Lake Augusta. The final report will be used to implement future projects in 2026-2027.

Interstate Valley Creek Stabilization and Volume Reduction Feasibility Study

The LMRWMO contracted with WSB to complete the Interstate Valley Creek study due to severe bank erosion. All reaches of the stream were assessed and classified for amounts of erosion. Stabilization measures with cost and pollutant reductions attached to different areas were ranked and prioritized. The final study was used by the Dakota SWCD to receive a \$585,000 State Clean Water Fund grant to implement the 3 top ranked stormwater management projects and the the 3 top ranked streambank stabilization projects in partnership with the LMRWMO, City of Mendota Heights, and Dakota County.

FY-2018 Clean Water Fund Grant - Cherokee Heights Stormwater Mgmt. and Ravine Stabilization

The LMRWMO was awarded \$700,000 in grant funds to stabilize the approximately 300 feet long Upper Cherokee Heights Ravine, which is downstream of a 60-inch culvert under Cherokee Heights Boulevard. The project was in partnership with the City of St. Paul and included the installation of two underground stormwater treatment devices to improve the quality of incoming stormwater and used rock riprap and bioengineered techniques to stabilize the channel. The grant was closed out in March of 2021.

2017 Metropolitan Council Stormwater Grant - Seidl's Lake Water Quality Improvement Project

The LMRWMO was awarded \$150,000 in grant funds for the installation of an underground tree trench stormwater management system, in partnership with the City of South St. Paul, to intercept and infiltrate stormwater prior to it entering Seidl's Lake. Construction of the project was completed in 2019. Grant reporting was submitted to the Met Council in late 2019 and the grant was closed out with a \$150,000 reimbursement to the City for project costs.

FY-2016 BWSR Clean Water Fund Grant - Sunfish Lake and Lake Augusta Aluminum Sulfate Treatments

The LMRWMO was awarded \$196,000 in grant funds for the implementation of two aluminum sulfate treatments on Sunfish Lake and Lake Augusta, in partnership with the City of Mendota Heights and Sunfish Lake residents, to reduce phosphorus levels in the lakes. The majority of work was completed in 2017 for this grant with additional follow-up information provided to BWSR in 2019 and 2020. Final grant reporting and closeout was completed in 2020 with a final reimbursement from BWSR in October 2020.

FY-2016 BWSR Clean Water Fund Grant - Thompson Lake Stormwater Improvements

The LMRWMO was awarded \$576,000 in grant funds for the construction of underground stormwater treatment devices, a stormwater pond forebay, a treatment wetland, and a stormwater reuse system to reduce pollutants entering Thompson Lake in West St. Paul. The project was implemented in conjunction with Dakota County and The City of West St. Paul. Construction began in late 2018 with stormwater BMP

construction in 2019. Follow-up punch list repairs were completed in 2020. The grant was closed out in March of 2021.

2016 Metropolitan Council Stormwater Grant - Lilydale SAFL Baffle Installation

The LMRWMO was awarded \$9,000 in grant funds for the installation of a SAFL Baffle and educational sign in Lilydale as part of the Hwy. 13 reconstruction project. The SAFL Baffle and signage were installed and the grant was closed out in 2020.

Board Action Requested: None