Our mission is to provide collaborative leadership in improving and protecting the quality of Long Lake and its watershed for the enjoyment of the present and future generations.

Long Lake Waters Association

FEBRUARY 28, 2018, 5:30-8PM

ANNUAL MEETING, ORONO TOWN HALL

Thank you!

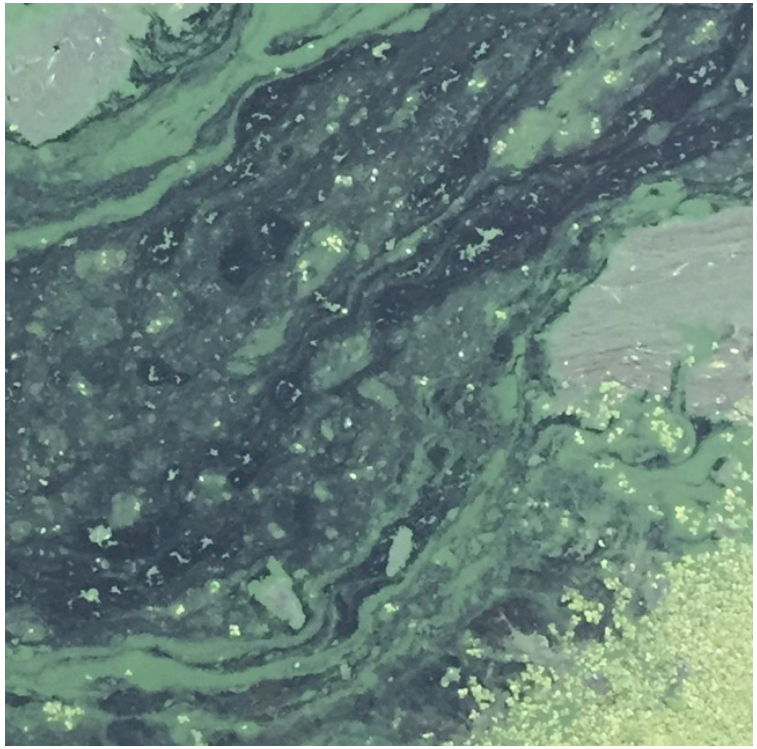
- Lakeside Wine and Spirits – beverages!
- Country Cake Cupboard – food!
- City of Orono – meeting space!
- Freshwater Society – Steve Woods, Jen Kader
- Cities of Long Lake, Medina, Orono – support!
- Minnehaha Creek Watershed District – support!
- Our members – your time tonight, and support!

Agenda

- Welcome
- Quick Intro – LLWA
- Steve Woods – Freshwater Society Exec. Director
- 2017 – A Year in Review
  - Accomplishments
  - Financials/GTTM Fundraising
- 2018 – A Look to the Future
- Next Steps
  - Membership
  - Join A Committee
  - Board Elections

Long Lake, winter 2015

Evidence of a Problem



The Watershed Facts

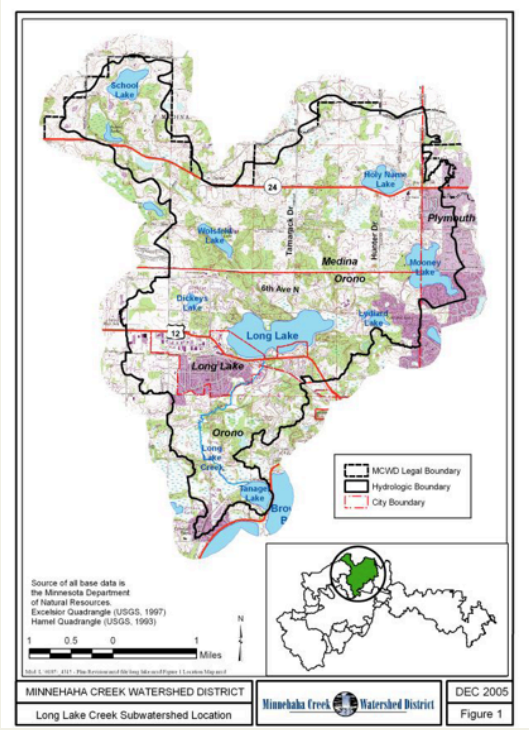
- 5 of the 7 lakes identified as "impaired for excess nutrients"[1]
- DNR Fish monitoring > "high" mercury levels in excess of that safe for consumption
- Blue Green Algae and E-coli led to several beach closures
- Long Lake water quality in Long Lake currently rated "D"[1]
- Long Lake, Tanager Lake water quality only "partially supports swimming" [1]
- Nutrient loading in School, Holy Name Lakes exceeds 50%

- The Long Lake Watershed is impaired

1: MPCA Data

The Long Lake Watershed

- What is a watershed? Its *an area of land where surface* ***water converges*** – lakes, streams and wetlands (Wikipedia)
  - Long Lake Watershed encompasses a large area
  - 11.9 square miles; 7,619 acres
- More than a lake:
  - Seven lakes, many wetlands, streams and all of the connecting creeks
  - Includes 3 cities – Orono, Long Lake, Medina
  - Part of the greater Minnehaha Creek Watershed
  - The upper Long Lake Watershed impacts the middle LL Watershed and flows into the lower LL Watershed – and it all ends up in Lake Minnetonka, Minnehaha Creek and finally the Mississippi. It's all connected!



LLWA formed 2016

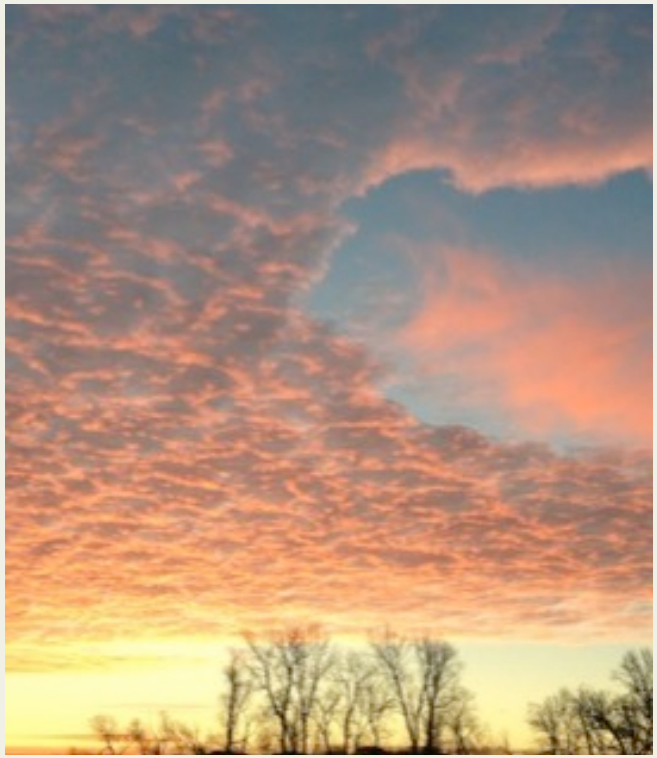
To address water quality problem across the watershed

Long Lake Watershed = all three towns

- Unique collaborative approach
- Education, Partnerships, Volunteerism = Success!

We are:

- A local organization you can use as a resource
- An advocate for clean water policy
- An organizer of efforts, education and community



Speaker: Steve Woods –
Freshwater Society Executive Director

- Joined Freshwater Society in 2013
  - Civil engineer
  - Former Assistant Director of the Minnesota Board of Water and Soil Resources
  - BA agricultural engineering - University of Minnesota
  - MA - public administration from Hamline University
  - "Cyclist, Sailor and Optimist"

- Partner, supporter of LLWA from the start

Steve Woods

Lake Associations: Making an Impact

LLWA 2017 - Year in Review

- Three Major Areas of Focus in 2017

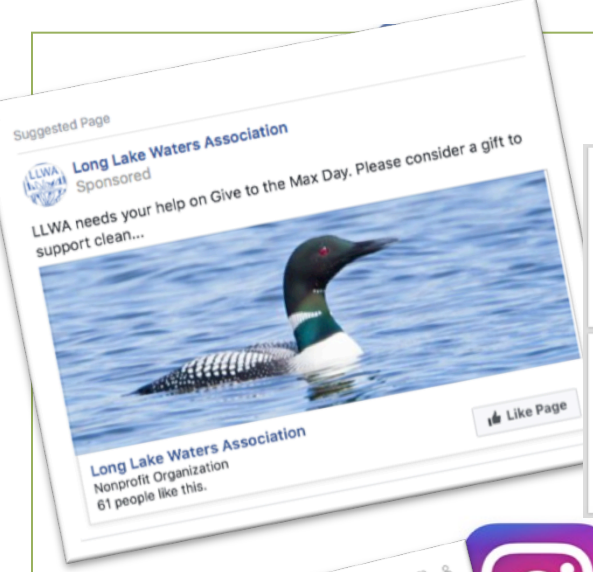
1. Organizational – getting set up/raising funds
2. Marketing/Education – raising awareness
3. Strategic – forming partnerships

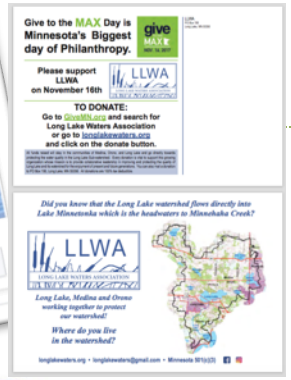
1. Organizational Initiatives

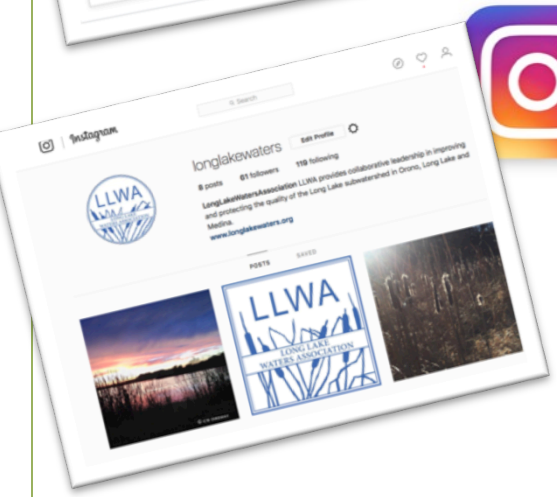
- Registered name with State of MN
- Drafted/adopted organizational bylaws
- Granted 501(c)3 non-profit status
- Bank account, PO box, tax filing, Etc.
- Elected first Board/Monthly Board Meetings
- Raised Baseline Funds to support Web Hosting, Printing, etc.

2. Marketing/Education Initiatives

- Developed mailing list - 115 members
- Developed/maintain LLWA website, Facebook, Instagram, etc.
  - Long Lake Social Media Business Seminars
  - Give to the Max Day promoted Posts
  - Photos, Information, Updates
- Educational Outreach:
  - Hosted January 2017 Water Summit
  - Hosted October 2017 Education Summit
  - Hosted Community Educational booths
    - Corn Days; Taste of Long Lake; Summerfest
  - Designed Orono Schools 7th grade capstone project on Water Quality (~200+ kids)







Marketing

Focused on free, online media or PR
Local community efforts

3. Strategic Initiatives

- Strengthened Long Lake Watershed Partnership with Medina, Orono and Long Lake
- Established relationships with Advocacy Groups
  - Minnehaha Creek Watershed District (MCWD)
  - Conservation MN
  - Freshwater Society
  - Other Watershed Associations
- Developed 2018-19 priorities
- Developed 3rd, revised, Carp Proposal (TB Discussed)
- Liaison to the MCWD Citizen Advisory Board
- Drafted New Membership program, Priorities List

2017 Financial Report

2017

- Start-up/Administrative Organizational Expenses included:
  - MN registration
  - Federal non-profit filing fees/IRS fees
  - Printing, marketing materials
  - Website hosting/development
  - Community awareness/education
  - Banking fees, PO fees, etc.
    - Courtesy reduction by Lake Community Bank

2018

- Most expenses are annual/re-occurring
  - We can assume ~$1,800 in annual expenses going forward
    - Startup $ > Software/Marketing $
    - $1,800 expenses above do not include:
      - Projects beyond current Education and Advocacy
      - Carp Mitigation/Tagging
      - Scientific Expert Assistance
  - Fundraising via GTTM may not be sustainable in the future - need new $

	2017	Est. 2018
Carryover	0	$5,520
Funds Raised*	$6,995	?
Org. Expenses	($1,476)	(~$1,800)
Org. Projects	0	(~$2,000)
Remaining	$5,520	$1,720

Fundraising Recap:

Give to the Max 2017:

- Statewide fundraising event on 11/16/17
- Several Goals:
  - $3,000 in small (~$50) contributions
    - Awareness of LLWA, our mission, our nonprofit status
    - Understand support potential in terms of $$ and "levers"
- Marketing Support:
  - ~1K Postcards
  - Email: 2x to ~120 LLWA membership
  - Personal emails/phone calls by Board to ~ 75 friends
  - Facebook: 2 promoted posts ($22 budget 20/2), several shared free posts; Instagram

GTTM Fundraising Results:

- GTTM Raised $5,943!! > Doubled our Goals!
- $6995 in total gifts to LLWA

However:

- All gifts but one driven by personal email or phone call from Board
- Of 69 gifts, only 15 came from "members" on email list other than Board
- Gifts ranged from $10-$500
- Average gift size of $88
- Alternate funding sources and efforts are needed to sustain the organization

What is ahead for 2018?

Looking Ahead: Plans for the Future

- MCWD Watershed Priorities
  - Invasive Species – **Carp Proposal Winter 2018-19**
  - Wetland Preservation
  - Storm-water Management
- Organizational Priorities
  - Summer Water Monitoring (MCWD) and updates
  - Develop 5-year science-based strategic blueprint to improve watershed
  - Identify funding sources and grant writing to support LLWA
  - Increase awareness > Increasing membership/fundraising of LLWA
  - Socialization/Networking Opportunities for Members
  - Other?

2018-19 Carp Project

- Developed over 2 years, 3rd revision
- Orono, LL, Medina, MCWD, LLWA
- Two Goals:
  - Data gathering via tagging, electrofishing, telemetry
    - Tracking Breeding Grounds, Migration Paths
    - Population Levels
    - Aging Assessment
  - Winter Seine/removal
- Data gathering critical
  - Enables us to obtain grant funds
  - Ensure effectiveness of removal.

2018-19 Carp Project, cont.

General Timeline:

- DNR permitting – May 2018
- Electrofishing – Spring 2018
- Debris Removal – June 2018
- Tagging – Summer 2018
- Telemetry – Fall 2019
- Carp Removal – January 2019

Approx. Costs (2 bids):

- TOTAL: $30-36K
  - Debris Removal - $19K
  - Tagging/Telemetry – $10-$15K
  - Carp Removal – <$5K (est.)
  - Misc.- $1K

2018-19 Carp Project, cont.

- Community Support:
  - Each of 3 cities committing $10K*
  - Long Lake as lead PM*
  - MCWD in-kind donations TBD
  - Long Lake Waters - ~$2K
- Next steps:
  - Evaluate data and determine where to focus efforts in 2019-2020
  - Determine grant opportunities

** LL CC Vote 3/6 TBD*

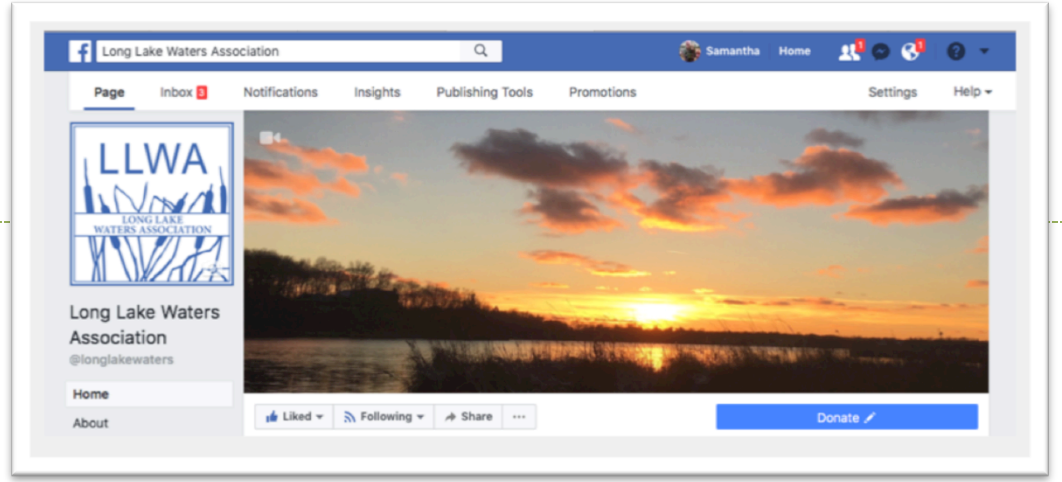
And we need help!

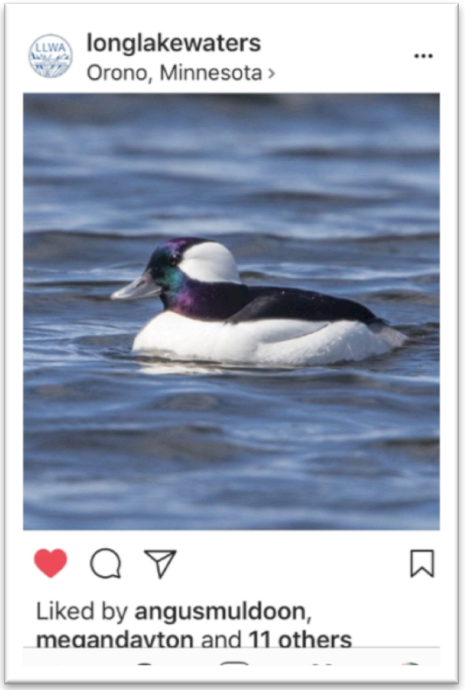
That's a lot of stuff….

But How?

Jump In!

- Become a Member
- Join the Board
- Join a Committee
  - Education
  - Marketing/Communications
  - Grant Writing
  - Finances/Fundraising
  - Social
- Follow us! Email, Facebook, Instagram,
  - Tips, Photos, News, Events, Community
- Refer a friend!





We need your help!
We will only be successful with community support from volunteers.

Become a Member – TONIGHT!

- Excited to be launching our Membership
- **Join Tonight - Reduced fee at $20.00**
  - $25 after tonight
  - Help build community support and provide critical support for the watershed.
  - Our Strength is in our Membership and the Community
  - **Every dollar counts - we can make a difference and have a positive impact**

- As a new member you receive:
  - Voting Membership
  - Invitations to all events/speakers
  - LLWA email newsletters w/updates and special opportunities to become involved
  - Additional benefits as the organization evolves
  - Your donation is tax deducible!!

Membership Forms on the Table

Board Elections

- **Thank yous!**
  - Out going Board Member
    - Christopher Jones
- **Welcome!**
  - Elect New Board Members
    - Anne Marie Grewal
    - Kirsten Chapman

Board Elections

Join a Committee: Many Opportunities

- Education
- Marketing/Communications
- Grant Writing
- Finances/Fundraising
- Social
- Other – what is your passion?

Thank you!

Long Lake Rowing Club, summer 2016

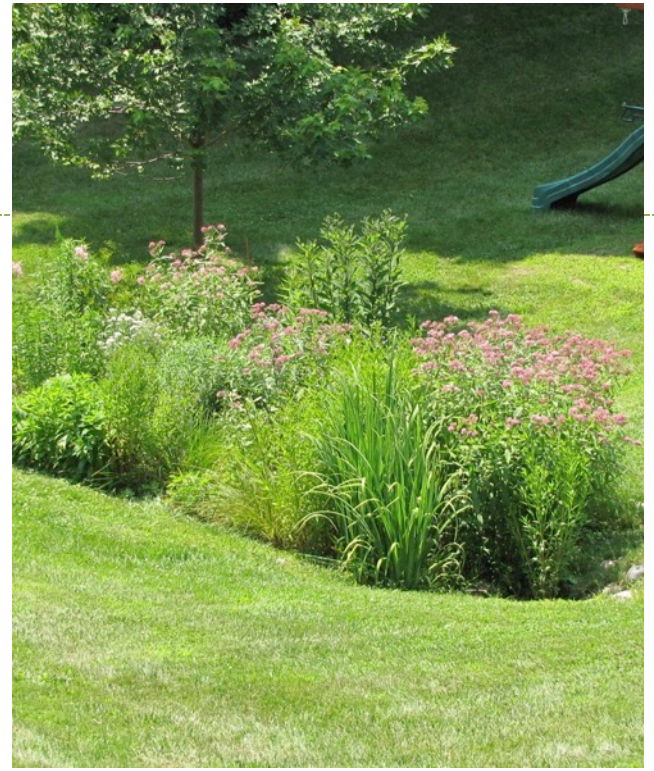
How will you get involved and help preserve the watershed?

Email longlakewaters@gmail.com to get involved!

Appendix

Source of the Problem

Not “single source” pollution problem –



Many possible solutions

But no single ‘silver bullet’
Issues from across the watershed