

**LAKE MINNETONKA CONSERVATION DISTRICT (LMCD)
SAVE THE LAKE COMMITTEE
MINUTES**

7:30 a.m., Tuesday, January 13, 2015

LMCD Office, 5341 Maywood Road, Suite 200, Mound, MN 55364

Present: Dan Baasen, LMCD Board- Wayzata; Gary Hughes, LMCD Board- Spring Park; Gregg Thomas, LMCD Board- Tonka Bay; Jay Soule; Lisa Whalen. Also present: Tony Brough, Hennepin County Environmental Services (Hennepin County); Greg Nybeck, LMCD Executive Director.

Approval of agenda

The agenda was approved as amended. Baasen requested a discussion of 2015 Save the Lake Banquet preparations.

Minutes/Meeting Report

The following were approved:

1. 11/18/14 Save the Lake Committee Meeting Report; and
2. 12/16/14 Save the Lake Committee Meeting minutes.

Discussion of Draft 2015 Save the Lake Budget

Baasen stated Save the Lake has received three proposals for funding in 2015. The committee reviewed these proposals in December and the consensus at that time was as follows:

- Hennepin County Environmental Services (\$12,300 to assist in the purchase of an electronic changeable message sign at the Spring Park public access)- Recommend approval by the LMCD Board of Directors (the amount of funding to be determined). Nybeck was directed to invite a representative from Hennepin County and the City of Spring Park to the next committee meeting to further discuss it and answer committee questions.
- Hennepin County Sheriff's Office (\$52,164 for added Water Patrol presence in 2015)- Table the proposal to allow for: 1) further details to be provided on the proposed project, 2) further discussion at the scheduled annual LMCD meeting with the Hennepin County Sheriff's Office on January 28th, and 3) further discussion at a future Save the Lake Committee meeting.
- Mound Fire Department (\$4,650 for the purchase of public safety equipment)- Recommend LMCD Board approval for funding.

He stated that Hughes and Brough were in attendance to provide further details on the Hennepin County Environmental Services proposal.

Brough stated that Hennepin County has capital improvements planned to the Spring Park public access, in which he provided more detail of what has been done and what is planned. One of these improvements is an electronic message sign, which is the request for 2015 Save the Lake funding. He reviewed possible locations for the sign (near Lake Minnetonka or closer to County Road 15). This proposal is a pilot project (with the idea of possibly expanding this concept in the future). This project would be a partnership amongst the Water Patrol, Hennepin County and Energy (formerly Environmental Services), LMCD, and possible the City of Spring Park (Spring Park). He provided examples of types of messages that could be offered on this sign (including Emergency Management where an Amber Alert would override the messaging planned).

Whalen asked for feedback from Brough on how to evaluate the success of the sign.

Brough stated that he had not been involved in such a project; however, the software appears to be relatively straight forward. The messages would be done from a modem (most likely at the Water Patrol office) and an assessment would be done to determine any issues associated with it (i.e., the messages going down). If this project were deemed successful, he believed that this signs could be expanded to the Arcola, Grays, and Narrow Channels.

Whalen asked Brough if he was aware of the Spring Park permitting processing for such (including applicable ordinances).

Brough stated that preliminary conversations had taken place and that he hoped to pursue it further with them in the near future.

A review of the committee discussion was as follows:

- The Spring Park ordinance relating to electronic signs. It was noted that Spring Park had funds available for possible such project (the exact amount to be determined).
- A discussion of possible sign options (i.e., two sided, higher resolution, etc.).
- Possible options of how this sign concept could be used to improve public safety on Lake Minnetonka.

Brough reviewed updated sign quotes received. A recommendation was made for a 16 mm, full-color, 5' x 10' sign (needed for Amber Alerts and weather needs for Emergency Management). This is similar to what is offered at Holiday Gas Stations. He provided his feedback on the location of the sign (in particular, the location of the sign near the sidewalk along County Road 15). Two issues include: 1) this takes some of the focus away from the boater launching their watercraft, and 2) the need for a two-sided (in which he did not have funds budgeted). He believes that the more appropriate location is near the public access, from which the public can observe the sign from County Road 15. He stated that there would be added costs to bring electricity down to the public access. The overall capital project at the public access is extensive, in which Hennepin County was contributed approximately \$200,000. The estimated useful life of the proposed sign is 15 years.

A summary of the committee discussion was as follows:

- How this proposed sign could fit into the educational needs and desires of the LMCD.
- Whether black and white was a viable option to reduce the costs of the project. It was recognized that black and white would be old technology.
- A discussion of the location of the sign (including Spring Park's philosophy on locating it closer to County Road 15).
- The committee had a discussion of the potential public's perception in the funding of such a project. The consensus was that:
 1. This was a unique opportunity to partner and collaborate on the capital improvement project at the Spring Park public access;
 2. This is a great format to communicate to the public (in particular to get the LMCD name out);
 3. This meets the vision and mission statement of the LMCD; and
 4. This is a great public safety and aquatic invasive species management and prevention tool.

- The consensus of the committee was to recommend the funding of \$12,300 to Hennepin County Environmental Services and \$4,650 to the Mound Fire Department. The proposal from the Hennepin County Sheriff's Office was tabled.

Annual Banquet Dinner

Baasen stated that he and Whalen had recently met to discuss possible changes to make it more interactive and increase attendance. He expounded in further details on possible changes to the event to accomplish this.

A summary of the committee discussion was as follows:

- Board recognitions (including when to conduct this and the gift that they are presented).
- Possible speakers (i.e., Minnesota Department of Natural Resources Commissioner Tom Landwehr).
- The video that is currently being prepared by the Lake Minnetonka Communications Commission to recognize the special deputy program.
- An updated on the first 2015 Boater Safety Education Course, which is planned for the prior Saturday, March 14th.
- Possible fundraising options to consider (i.e., table sponsorships and a limited live auction). This discussion included the idea of purchasing a possible auction item at costs, in which the LMCD could profit on any increased revenue received via a live auction.
- The role of an auctioneer for this event.
- The need to upgrade and formalize the invitation sent out (including a discussion of increasing the database).
- Whether the guest for LMCD Board members or staff would be paid by the agency.

Other Topics Discussed

- Boater Safety Education Courses- The first course was scheduled for March 14, with two course dates to be determined for June.
- Littering- The concept of cleaning the lake on the ice after fishing houses are removed by March 1st.
- Solar-Light Program- Planned for 2015 (with details to be provided at a later date).

Next Meeting

The next Save the Lake Committee Meeting was scheduled for Thursday, February 19th, at 7:30 a.m. in the LMCD office.

Adjournment

There being no further business, the meeting was adjourned at 9:15 a.m.

Respectfully Submitted,

Greg Nybeck
Executive Director