

LAKE MINNETONKA CONSERVATION DISTRICT

Board of Directors Workshop

5:30 P.M., Wednesday, March 11, 2015
Wayzata City Hall

Call to Order

Baasen called the meeting to order at 5:32 p.m.

Attendance

Members present: Dan Baasen, Wayzata; Jay Green, Mound; Gary Hughes, Spring Park; Gregg Thomas, Tonka Bay; Jennifer Caron, Excelsior; James Doak, Woodland; Ann Hoelscher, Victoria; Gabriel Jabbour, Orono; Chris Jewett, Deephaven; Dennis Klohs, Minnetonka Beach; Dave Lang, Minnetrista; Rob Roy, Greenwood; and Sue Shuff, Minnetonka. Also present: Charlie LeFevere, LMCD Counsel; Greg Nybeck, Executive Director.

Members absent: Deborah Zorn, Shorewood

Baasen provided an overview of what took place at the January 10th Board workshop (as well as what was planned for this workshop) relating to the Lake Minnetonka Conservation District (LMCD) strategic plan. He briefly commented on the process to gather feedback in the near future on an updated proposed strategic plan from the various stakeholders (LMCD member cities, LMCD employees, and other stakeholders around Lake Minnetonka). He stated that a survey was planned, with the Carlson School of Business and Jabbour, on how the public views the LMCD.

The Board discussed the LMCD's strategic plan (including the process to update it). Highlights of this discussion included the following:

- A limited review of the January 10th Board workshop (via a PowerPoint). Elements that were included in the PowerPoint were: 1) Summary, 2) Overview, 3) Board Attendance, 4) Vision and Mission Statement, 5) Objectives and 2015 Work Plan, 6) Process and Best Practices, and 7) Wrap-up.
- Background of when the LMCD was created (the enabling act was created in 1967, which was amended in 1969). It was noted that a lot has changed over the years and the LMCD has reacted accordingly. A discussion took place on how and why the LMCD was created.
- An assessment needs to be done on the relevance of the agency through updates to the strategic plan.
- The Board had a lengthy discussion of Vision and Mission Statement. This included:
 1. There is a need for "Value Statements". In particular, who the LMCD is and tie back activities to this (core values).
 2. A number of Board members communicated that there is a need to start with updates to the Vision and Mission Statement (prior to updating Objectives and Goals). Some concern was expressed about the current Vision and Mission Statement (lacking details).
 3. It was recognized that the current plan does not have a "Statement of Values".
 4. A discussion of the process to update the Vision and Mission Statement.
- Background was offered on current aquatic invasive species (AIS) management and prevention programs (in particular the Eurasian Watermilfoil Harvesting Program and how it was originally implemented). It was suggested that this could be tied back to the core values of the LMCD (strategic vs. tactical). Similar discussion took place on the LMCD's role for watercraft inspections.

- There was a discussion on the creation of a work plan to support an updated strategic plan (for implementation in 2016 rather than 2015).
- The process to update the strategic plan (including the benefits of hiring a professional facilitator to assist in this). This discussion included whether this should be done by the Board (based on an established meeting schedule) vs. recommendations made to the Board on work conducted by sub-committees.
- The Board had a brief discussion of possible core values for the LMCD brand. Some of these included: safety, advocacy, and custodians for Lake Minnetonka. Possible verbiage for a vision statement was "to make Lake Minnetonka safe and enjoyable for all."

The following action items were established:

- There is a need to research contracting with a professional consultant to get their feedback on how to update the Vision, Mission Statement, and Value Statements. The strategic plan sub-committee discussed on January 10th was directed to research consultant options (Jabbour agreed to assist on this).
- There is a need to talk to the professional consultant that assisted in the currently adopted strategic plan (to get their input).
- The next Board workshop was scheduled for Wednesday, March 25th (5:30 p.m. at Wayzata City Hall). The consensus was that this work should be done: 1) at the Board level rather than through sub-committees and 2) future workshops could be conducted on the 2nd and 4th Wednesdays of each month (either at 5:30 p.m. prior to a scheduled Board meeting or in place of a scheduled Board meeting).

Adjournment

There being no further business, the workshop was adjourned at 7:08 p.m.

Dan Baasen Chair

Gregg Thomas, Secretary