

**LAKE MINNETONKA CONSERVATION DISTRICT  
BOARD OF DIRECTORS**

5:30 P.M., Wednesday, July 8, 2015  
Wayzata City Hall

**CALL TO ORDER**

Baasen called the meeting to order at 5:37 p.m.

**ROLL CALL**

**Members present:** Dan Baasen, Wayzata; Jay Green, Mound; Gary Hughes, Spring Park; Gregg Thomas, Tonka Bay; Ann Hoelscher, Victoria; Gabriel Jabbour, Orono; Dennis Klohs, Minnetonka Beach; Fred Meyer, Woodland; Jeff Morris, Excelsior; Bret Niccum, Minnetrista; Rob Roy, Greenwood; Sue Shuff, Minnetonka, and Deborah Zorn, Shorewood. Also present: Jennifer Caron, James Doak, Chris Jewett, and Dave Lang; Greg Nybeck, Executive Director; Judd Harper, Administrative Technician; and Emily Herman, Administrative Assistant.

**Member absent:** David Gross, Deephaven

Baasen reminded the Board of the Special LMCD Meeting scheduled for July 9<sup>th</sup> at the Water Patrol office to discuss public safety related issues on Lake Minnetonka (including this past July 4<sup>th</sup> weekend). He turned the meeting over to Craig Rapp from CRAIG RAPP, LLC.

An overview of a PowerPoint presented by Rapp included the following:

- **Agenda**
  1. Brief Review of the June 10<sup>th</sup> Session;
  2. Values- Operating Philosophy;
  4. Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis;
  5. Strategic Challenges; and
  6. Strategic Priorities.
- **The Big Picture**
  1. Organizational Purpose;
  2. Review the Environment;
  3. Identify Strategic Challenges;
  4. 4-6 Strategic Priorities;
  5. 2-3 Key Targeted Outcomes/Priorities; and
  6. 3-5 Strategic Initiatives/Priorities (staff).
- **Strategic Planning- Four-Part Model (Strategic Plan and Business Plan)**
- **Review of June 10<sup>th</sup> Session**
  1. Mission Statement (draft)- The mission of the Lake Minnetonka Conservation District is to preserve and enhance the "Lake Minnetonka experience." This is accomplished by providing leadership in protecting, improving, and managing lake use. The consensus of the Board still supported this draft mission statement; however, Rapp suggested it might be appropriate to define the "Lake Minnetonka experience" sometime later in this process.
  2. Vision Statement (draft)- Lake Minnetonka is a highly valued year-round asset with vibrant aesthetic, recreational, commercial, and natural qualities. These qualities and values will be protected and preserved for present and future generations.

- **Values**

1. Foundation for your Vision and Mission;
2. Vision and Mission must be consistent with your Values;
3. Rapp provided examples of Values of an unnamed Lake Minnetonka community.
4. Two groups were established to identify your top six values (with a list offered as a starter, not the only choices). Each group reported back to the entire group. The consensus top six values included:
  - a) Accountability;
  - b) Collaboration;
  - c) Integrity;
  - d) Leadership;
  - e) Quality Results; and
  - f) Stewardship of the Lake.

- **SWOT Analysis**

1. Rapp stated that he had prepared summary lists for Strengths, Weaknesses, Opportunities, and Threats (based on feedback previously submitted by the group);
2. **SWOT Exercise- Step 1**
  - a) Rapp established one group each for Strengths, Weaknesses, Opportunities, and Threats;
  - b) Each group was asked to combine similar statements, to prioritize frequency of statements, to put on a flipchart, and to present back to the group;
  - c) A summary of the group reports is as follows:

**Strengths**

- 1) Legislative Authority
- 2) Partnerships & working relationships
- 3) Dedicated Board & Knowledgeable Staff
- 4) Regulations

**Opportunities**

- 1) Quality Relationships
- 2) Improved Communication
- 3) Clearly Defined Vision & Mission
- 4) Sub-Messages (leadership organization, "Protect & Preserve", Safety, & Education (internal & external))

**Weaknesses**

- 1) Communications
- 2) Vision/Mission
- 3) Board Function
- 4) Board Make-up
- 5) Funding
- 6) Small Staff
- 7) Policies

**Threats**

- 1) Communication
- 2) Board (14 members)
- 3) Governance (not regulatory)
- 4) Funding/Future State

3. **SWOT Exercise- Step 2**

- a) Rapp combined the four groups into two;
- b) He asked one group to match Strengths with Opportunities (identify strategic issues to maximize);
- c) He asked the second group to match Weaknesses with Threats (identify strategic issues to minimize);

- d) He asked both groups to put their feedback on a flip chart and present back to the group;
- e) A summary of the group reports were as follows:

Strengths/Opportunities

- 1) Vision/Mission (internal clarity)
- 2) Communication Effectiveness
- 3) Quality Partnerships/Relationships
- 4) Safety/Protection

Weaknesses/Threats

- 1) Effective Communication Policy/Plan
- 2) Governance
- 3) Funding (revenue future)
- 4) Vision/Mission
- 5) Special Interests Response

4. SWOT Exercise- Step 3

- a) Rapp asked the full group to review Strengths/Opportunities and Weaknesses/Threats combined;
- b) He asked the full group to identify what crossover they saw;
- c) He asked the full group to identify what Strategic Issues/Challenges emerge; and
- d) A summary of the Strategic Issues (Priorities) identified by the full group were as follows:
  - 1) Strategy/Plan- Vision and Mission (effective execution)
  - 2) Communications
  - 3) Governance
  - 4) Partnerships
  - 5) Safety
  - 6) Stakeholder Responsiveness (needs and expectations)

Rapp summarized progress made at this session. He stated that he would clean these documents up and get them back to the office. The next session is for August 12<sup>th</sup> from 5:30 to 9:30 p.m. at Wayzata City Hall. This session will focus primarily on establishing targeted outcomes around these six Strategic Priorities.

**ADJOURNMENT**

There being no further discussion, the meeting was adjourned at 9:12 p.m.

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Dan Baasen Chair

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Gregg Thomas, Secretary