

**LAKE MINNETONKA CONSERVATION DISTRICT
BOARD OF DIRECTORS**

5:30 P.M., Wednesday, August 12, 2015
Wayzata City Hall

CALL TO ORDER

Baasen called the meeting to order at 5:35 p.m.

ROLL CALL

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

Member absent: Sue Shuff, Minnetonka

Baasen opened the meeting and announced that Green had recently resigned as Vice Chair for the 2015 LMCD Board Officers, adding that nominations would be considered for this position on August 26th. 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. Overview of the June 10th and July 8th Sessions;
 - a) Mission, Vision, and Values
 - b) Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis
 - c) Strategic Challenges (Priorities)
 2. Strategic Priorities (establish Outcomes, Indicators, and Targets)
- **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. Rapp suggested it might be appropriate to define the "Lake Minnetonka experience " sometime later in this process.
- **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. The top six values included:
 - a) Accountability
 - b) Collaboration
 - c) Integrity
 - d) Leadership
 - e) Quality Results
 - f) Stewardship of the lake

- **SWOT Analysis**

Strengths:

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

- 4) Regulations

Weaknesses:

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

Strengths/Opportunities:

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

Strategic Challenges:

- 1) Strategy/Plan- Vision and Mission (effective execution)
- 2) Communications
- 3) Governance
- 4) Partnerships
- 5) Safety
- 6) Stakeholder Responsiveness (needs and expectations)
- 7) Staff Capacity
- 8) Disaster response

Strategic Priorities:

- 1) Strategic Plan Execution
- 2) Communications
- 3) Governance
- 4) Partnerships
- 5) Safety
- 6) Stakeholder Responsiveness

Opportunities:

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

Threats:

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

Weaknesses/Threats:

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

- **Establish Outcomes, Indicators, and Targets**

Rapp stated that the purpose for tonight's meeting is to create Outcomes for these six Strategic Priorities. The first step in this process is to define the meaning of each priority, with a summary of the Board feedback that was brainstormed as follows:

- 1) Strategic Plan Execution- time based, measurable, who executes (specific), accountability, consequences, value created (meaningful), assessment, visible, and fresh (current)
- 2) Communications- clear, total, timely, pertinent, comprehensive (internal and external), unfiltered, evolve, tailored, and innovative
- 3) Governance- transparency, consistent, documented, integrity, fact-based, best practice (effective, decisive, and results oriented), proactive, team oriented/aligned, respectful, and process (standards)
- 4) Partnerships- supportive, inclusive, open, collegial/cooperative, friendly, results oriented, leverage resources/relationships, synergistic, to achieve neutral objectives, and win-win
- 5) Safety- accident prevention, effective, preserve, proactive, LMCD = safety (public awareness), creating and managing expectations, enforcement, reactive, education, and partnerships
- 6) Stakeholder Responsiveness- honesty, consistency, timeliness, comprehensive, all stakeholders, measurable, stakeholder understanding/education, and setting/managing expectations

Rapp provided an overview of the following terms relating to this:

- Desired Outcomes (Outcome)- what outcomes are you seeking to achieve in each Priority area, including what does success look like (two to three outcomes is typical for each Priority).
- Key Outcome Indicator (KOI)- what would be an indicator of the success you desire, including what can/do you monitor, count and report to the outcome desired (one is typical).
- Target- the measurable end state that determines achievement of the desired outcome and KOI (need to consider what is a realistic target and might be a stretch, but achievable).

Rapp established small working groups for each of the six Strategic Priorities. Each group was assigned a Strategic Priority and was asked to report back to the full Board with two to three Desired Outcomes (including a KOI and Target for each Desired Outcome). A summary of the small working group reports is outlined on the attached spreadsheet.

- **What's Next**

Rapp summarized progress made at this session. He stated that he would prepare a report for the LMCD (based on the Board consensus at the three sessions). The next step is to identify Strategic Initiatives, which is typically staff driven, for each Strategic Priority, Desired Outcomes, KOIs, and Targets.

Baasen thanked Rapp for his professional assistance on this vital LMCD project. Rapp has offered two additional sessions, which he believed should be discussed by the Board at an upcoming meeting.

ADJOURNMENT

There being no further discussion, the meeting was adjourned at 9:45 p.m.

Dan Baasen Chair

Gregg Thomas, Secretary