

**LAKE MINNETONKA CONSERVATION DISTRICT
BOARD OF DIRECTORS**

7:00 P.M., September 27, 2017
Wayzata City Hall

1. CALL TO ORDER

Green called the meeting to order at 7:35 p.m.

2. PLEDGE OF ALLEGIANCE

3. ROLL CALL

Members present: Jay Green, Mound; Ann Hoelscher, Victoria; Dan Baasen, Wayzata; Gary Hughes, Spring Park; Dennis Klohs, Minnetonka Beach; Mike Molitor, Minnetrista; Gregg Prest, Excelsior; and, Sue Shuff, Minnetonka. Also present: Vickie Schleuning, Executive Director; Matthew Cook, Environmental Administrative Technician, and Troy Gilchrist, LMCD Legal Counsel. (Baasen arrived at 7:30 p.m. providing a quorum).

Members absent: Bill Cook, Greenwood; Chris Jewett, Deephaven; Mark Kroll, Orono; Gregg Thomas, Tonka Bay; Fred Meyer, Woodland; and, Deborah Zorn, Shorewood.

4. APPROVAL OF AGENDA

MOTION: Hughes moved, Shuff seconded to approve the agenda.

VOTE: Motion carried unanimously.

5. CHAIR ANNOUNCEMENTS

Green welcomed new LMCD staff member Matthew Cook.

6. APPROVAL OF MINUTES- 8/23/17 LMCD Regular Board Meeting

MOTION: Prest moved, Shuff seconded to approve the 8/23/17 LMCD Regular Board Meeting minutes.

VOTE: Ayes (7), Abstained (1, Klohs); motion carried.

7. APPROVAL OF CONSENT AGENDA

MOTION: Shuff moved, Prest seconded to approve the consent agenda as submitted. Items so approved included: **7A**) Audit of Vouchers (09/16/2017-10/01/2017).

VOTE: Motion carried unanimously.

8. PUBLIC COMMENTS- Persons in attendance, subjects not on the agenda (limited to 5 minutes)

There were no public comments.

9. PUBLIC HEARING

None.

10. OTHER BUSINESS

None.

11. UPDATE FROM STANDING LMCD COMMITTEES

Aquatic Invasive Species Committee/Taskforce: Green requested an AIS Task Force meeting be scheduled in October.

Budget Workgroup: Schleuning stated a meeting will be scheduled for the Budget Workgroup in October to review the current status compared to the remainder of the year.

Recodification Workgroup: Gilchrist reported with so many edits and the amount of text being moved around, the Board will not see a red line copy of the draft code showing the changes. He encouraged the Board to look at the sections they are most familiar with to make sure the changes make sense. The Workgroup also suggested they discuss the changes made to the code at a Work Session with the entire Board.

Save the Lake Committee: Baasen reported they have been working on the fall solicitation letter and the most recent draft is included in the meeting packet. They hope to mail it out by November 1 to allow enough time for people to respond. The next Committee meeting will be October 10 at the Minnetonka Community Center, and he invited Board members to attend.

Strategic Plan Subcommittee: Schleuning advised this will be discussed under Old Business.

12. EXECUTIVE DIRECTOR UPDATE

- Staff Recruitment Status

Schleuning welcomed Matthew Cook to the LMCD team.

13. OLD BUSINESS

A) Strategic Plan Q3 2017 Dashboard Update

Schleuning referred to the Strategic Plan Q3 2017 Update provided on page 15 of the meeting packet. She pointed out that this is the format decided on from the previous review. There are different ratings based on percentages of tasks completed indicated with color codes. With the person hired for the vacant full-time position, they anticipate being able to make more progress in the next quarter. Further, additional progress completed on a task has been included in the Notes section of the Dashboard. In the future, this information may be included in a different color to

show it is new information. Schleuning stated some progress is hard to define, but this chart helps to define estimated time to complete a task. She highlighted the considerations provided in the memo dated September 27, 2017 on page 14 of the meeting packet. She has also heard from the Board that this document should be reviewed more globally on an annual basis so that other items and timeframes can be incorporated in the future.

Prest asked if a progressive color scheme could be used since it would be easier to understand than using a quarterly color scheme. It could start as red and move to green when it is completed, or something similar to that. Klohs stated the dashboard is a great tool to make sure the strategic plan remains visible as well as indicating progress of the initiatives. Schleuning stated she would discuss this with the Strategic Plan Committee Chair Zorn.

Green inquired if they should have a formal end of the year review on how things should be handled differently and what has been accomplished. Schleuning agreed and suggested they provide examples of processes and systems that have been set up. They agreed to do this at the first Work Session in January.

B) Save the Lake Contribution Flyer Draft

Shuff reported after review of the draft, the consensus was to include a different photograph in the letter, but the overall content was good.

Green stated the greeting will also be changed to, "Dear Friend of Lake Minnetonka."

Shuff commented they may also include the sticker with the letter, and they plan to send the letter with the thank you note, and provide to participants of the boater safety class.

Baasen stated it is important that the Board embrace the letter and do some personal distribution to potential contributors. They are trying to expand and rebuild the mailing list, which includes about 350-400 people. They would also like to have it mailed out in October. The picture for the letter has yet to be decided, but it can be emailed out to the Board once it has been decided.

MOTION: Green moved, Hughes seconded to approve the fall LMCD Save the Lake Contribution solicitation letter in the flyer format, with the photo to be decided at the discretion of LMCD staff.

VOTE: Motion carried unanimously.

C) AIS Stakeholder Survey Draft

Schleuning referred to the memo dated September 27, 2017 on page 25 of the meeting packet. She reported they discussed having an AIS stakeholder survey at a previous meeting, and based on the feedback have scaled it down. This would allow time for a more in-depth survey in the future if desired, yet provide timely feedback for consideration. She referred to a draft survey on page 26 of the meeting packet and described how the survey would work. The goals of the survey would be to provide information to the public on the programs offered by the LMCD, learn the public's perspectives, and gain feedback. Staff heard concerns from people who had damage to their watercraft due to weeds or stalled in channels due to weeds creating safety concerns along with the nuisances. This survey works well on a mobile application and a direct link can be provided in the newsletter. She requested

feedback from the Board.

Green referred to question No. 2 on the survey, and inquired if commercial business should also be identified as not lake related. Schleuning agreed.

Hoelscher commented she likes the survey and it is a good way to get some beginning information. They may learn a lot from the results and it may help them moving forward.

Green commented question No. 9 is important since funding has been cut for inspections unless additional resources can be found.

Hoelscher commented they need to be mindful that the results they receive are not scientific and they need to be careful on how the results are used.

Shuff commented she likes that the survey provides an opportunity to rate things as opposed to giving them a yes or no answer. She inquired if anyone has actually taken the survey to confirm if it actually takes 15 minutes. She would be more inclined to take it if it only took 10 minutes.

Schleuning responded based on the number of questions, someone should be able to complete the survey easily within 15 minutes. However, she will send it to the Board as a test audience to determine how long it takes and to see what they think of it.

Green referred to question No. 8 and inquired if starry stonewort should be included in the list.

Baasen responded it may be premature to include it.

Green stated the question asks them to rank them in order of concern, people may see it as a major concern and it makes people aware that it is out there.

Baasen commented they need to determine what they are trying to accomplish with the survey and to make sure it increases the LMCD image with the public. It would be best to have it short and directed to what they need to know.

Green stated it is unscientific, but it will show what people's hot buttons are when it comes to AIS in Lake Minnetonka.

Klohs referred to question No. 2, and inquired about including a line for non-riparian owners. It should include a resident that is issued a slip by the municipality.

After discussion, Schleuning stated she will include something relating to non-riparian residents. She also stated question No. 8 was not intended to refer specifically to Lake Minnetonka, but could address people's fears in general. That will be clarified.

Klohs referred to question No. 2, and commented the "use of public ramps, parks, or lakeshore for Lake access" is a duplicate of the first item listed.

Schleuning responded it is for people who use public access ramps to put their boats in or enjoy the Lake through the parks. It is for the general public who enjoy the Lake, but do not necessarily boat on it, live on it, or have a dock on it. She stated question No. 2 is part of the question logic and will direct people to a different section of questions based on how they are affiliated with the Lake. She will see if they can allow for multiple answers to it and determine if an additional category should be added.

Klohs commented there are a lot of people who rent paddle boards at the business by the water patrol.

Molitor inquired if future surveys will have their own theme, similar to how this one is focused on AIS. It keeps them short and focused, and they are not asking the same set of questions every time. It also allows them to educate people on their core competencies.

Green inquired when this survey should be completed.

Schleuning responded they plan to include the information in the late October newsletter to get better exposure to lakeshore owners and to those before they leave for the winter. Schleuning thanked the Board for their comments.

14. NEW BUSINESS

There was no new business.

15. ADJOURNMENT

There being no further business, the meeting was adjourned at 8:10 p.m.

James Jay Green, Chair

Ann Hoelscher, Secretary