

LMCD Strategic Plan 2019-2020 Dashboard: 2019 4th Quarter Update



Updated quarterly, this dashboard provides a snapshot of LMCD's operating performance in relation to key strategic priorities. These initiatives help us focus resources to more effectively address the needs of Lake Minnetonka and the Lake community.

Approved: Strategic Plan and Business Plan 08/14/2019 **Quarterly Updates:** April, July, October, January.

| Strategic Priority | Target | Strategic Initiatives | 2019 Progress (% completed for year, color rating for Quarterly progress) | | | | ACHIEVED | Notes | |
|------------------------------|--|--|--|--------------|--------------|--------------|----------|--|--|
| | | | R=<25%, O=25-49%, Y=50-75%, G=76-99% | | | | | | |
| | | | 1st Q Apr | 2nd Q Jul | 3rd Q Oct | 4th Q Jan | | | |
| I. OPERATIONAL EFFECTIVENESS | i. 80% of annual core functions accomplished | a) Update prioritized annual calendar/work plan | | | | | X | 2019 An annual operations calendar used to track basic operations and accomplishments. A new column was added to reflect completion of items. | |
| | ii. 80% of annual priorities accomplished | b) Maintain an effective reporting system | | | | | | 2019 Information is distributed through an email ListServ, website and social media. Direct communication with board members was also conducted for projects throughout the year as part of the 10-day notification and through board updates. Focus is also given to strategic plan initiatives, integrating competing demands such as legal and operational deadlines. | |
| | iii. Fund reserves of 30 to 50% of annual expenditures for all funds (General, AIS, STL Funds) | c) Continue to assess staffing/capacity needs e.g. harvesting, complaints, data requests, etc. | | | | | | X | 2019 Updates Additional hours added to the part-time administrative assistant to help address the work demands including applications, legal processes, data practices, and customer inquiries and complaints. |
| | | d) Explore investment fund options | | | | | | | 2019 Updates An increase was noted in interest rates, other options were not reviewed. Financial policy limits the risk of any investments. |

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| | | e) Finalize and maintain a Capital Equipment Plan | | | | | | <p>2019</p> <p>The two watercraft, runabout and pontoon, were sold due to age and high costs of repairs. Both watercraft were posted for sale. The pontoon was sold in early September and the Mako Runabout sold 4th Qtr. Minimum maintenance is being completed on harvesting equipment until three year review is completed or upon board approval. Acquisition of functional watercraft anticipated in 2020.</p> | |
| | | f) Update strategy to capitalize on Save the Lake | | | | | | <p>2019</p> <p>Acquired new promotional items items and promoted with Save the Lake Campaign in Summer indicating success with the throwable and burgee gifts based on contribution amount. Fall contribution flyer developed and delivered to past members and promoted on website and social media.</p> <p>Board members participated in city special events including Jame J Hill Days and Excelsior Apple Day.A Special Event To-Go box continues to be used for consistent, effective public education and convenience. Continued promotion of new promotional items such as hand towel and reef safe lip balm elevating recognition of LMCD and critical role in managing Lake Minnetonka.</p> | |
| | | g) Create new funding sources analysis | | | | | | <p>2019.</p> <p>New funding sources need to be reviewed and determined by the board in 2020.</p> | |

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| II. CLEAR & TIMELY COMMUNICATIONS | i. 100% communication compliance by Board and staff | a) Acquire professional communications consultant to assist with awareness, communications and public engagement. | | | | | X | <p>2019</p> <p>A RFP for a communications and public relations consultant was made on 06/20/2019 for a one-year agreement. The Communications Committee selected GOFF Public to aid in public and legislative relations. The selection was adopted by the Board 08/14/2019. A communication plan was developed, along with an organization flyer, organizational cards, and updates to messaging on the website. Legislative information was provided to better engage and protect Lake Minnetonka and represent all stakeholders.</p> | |
| | ii. 80% stakeholders find value in relationship | b) Continue and refine feedback mechanism for stakeholder and partner initiatives | | | | | | <p>2019</p> <p>Continued updates performed to website, social media, Listserv and public meeting updates, and other communication mechanism. Other significant feedback mechanisms were developed and implemented as part of AIS Vegetation and Master Planning process. These included, but were not limited to dedicated webpage, interactive vegetation map, survey, public meeting, board meeting updates, advisory group meetings, individual meetings and agency meetings, in person meetings, updates to cities and stakeholders, etc.</p> <p>A listening session was held for multiple dock licensees.</p> | |
| | iii. 80% or greater of stakeholders understand purpose, rules and regulations | c) Review new technologies and ways to update public information and materials for website, newsletters, etc. | | | | | | <p>2019</p> <p>Initiated review with communications consultant and further review planned for 2020. Several new lake safety and conservation webpages created for public information.</p> | |

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| III. EFFECTIVE GOVERNANCE | i. Meetings rated greater than 7 on a 1-10 scale by Board | a) Develop Emergency Management and Communications Plan | | | | | | <p>2019</p> <p>Internal review conducted of high water declaration process. The process was discussed with HCSO Water Patrol and information sent to Listserv to solicit feedback.</p> <p>A multi-agency meeting (MDH, Hennepin County Environmental Services, HCSO Water Patrol, City of Orono, LMCD) was held to address ways to reduce the risk of illness outbreaks at mass gatherings such as the illness outbreak at Big Island 07/04/2019. Several public education materials were developed such as lake amenities webpage was created to indicate toilet facilities, beach closures, and transient docking.</p> <p>Comprehensive Emergency Management Plan for review in 2020.</p> | |
| | ii. < 50 Board & Committee meetings annually | b) Update and review options for annual LMCD Board & Committee meeting schedule | | | | | X | <p>2019</p> <p>Board meeting calendar updated on ongoing basis as needed .</p> | |
| | iii. 75% of Board meetings < 3 hrs | c) Update Board Member Handbook | | | | | X | <p>2019</p> <p>The Board Member Handbook was updated and provided to new and existing board members.</p> | |

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| | iv. 90% of Committee/Workshop meetings < 2 hrs | d) Develop training plan for Board regarding standards, process, etc. | | | | | | 2019 Initiated topic updates at Worksessions. Provide presentations based on Board member handbook and current topics. | |
| | v. 80% decisions made within 60 days | e) Continue annual Board self evaluation process | | | | | X | 2019 Board self-evaluation was conducted in 2019 using similar format of 2018. | |
| | vi. 100% Board & staff member completion of training | f) Review opportunities for continued officer and board member engagement in LMCD initiatives and committees | | | | | | 2019 Discussion initiated regarding board officer meetings, committee and workgroup formats, and other ways to involve board members in ways each member wishes to be involved in process. | |

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| IV. LAKE PROTECTION AND REGULATORY COMPLIANCE | i. 4 underage drinking saturations | a) Proceed with lake-wide vegetation & AIS master plan and consider recommendation for 2020 and beyond | | | | | | <p>2019</p> <p>An RFP for scientific studies of Lake Minnetonka and development of a vegetation and AIS master plan was posted on 03/03/2019. The Board accepted the proposal of Emmons & Oliver Resources, Inc. The comprehensive master planning process was initiated and an initial plan drafted.</p> | |
| | ii. 2 Public service announcements | b) Initiate the process to develop a lake-wide health and public safety master plan | | | | | | <p>2019</p> <p>Meetings held with MDH, Hennepin County Environmental Health, HCSO, and city of Orono to review public health and safety options for Big Island to address illness outbreak during 4th of July 2019. Options to be considered for 2020 such as public education for LMCD website, Hennepin County map, and public facilities.</p> <p>Ordinance amendments adopted to prevent the intentional or accidental release of wastewater into the lake. Worked with many stakeholders in its development. New lake safety pages created to promote safe boating and lake use such as beach closures, carbon monoxide, fire prevention, ice safety, lake facilities and amenities, electric shock drowning.</p> | |
| | iii. 10% reduction in staff time processing licenses | c) Update wake, high water, and Quiet Water Area policies for Lake Minnetonka | | | | | | <p>2019 Updates.</p> <p>An internal review of high water process was conducted along with discussion with HCSO and stakeholders. GIS maps were updated for future discussion in 2020 for high water and no wake areas.</p> | |
| | iv. All rules & regulations are up to date | d) Analyze competing lake uses, impacts, and lake management options. Ex. Watercraft types, density, etc. | | | | | | <p>2019 Updates.</p> <p>Initiated recording and gathering information for future discussions regarding competing lake uses. This is anticipated to continue to 2020 or beyond.</p> <p>LMCD received favorable ruling from Hennepin County Court System where one party wanted to change another party's variance without that party's consent or being a co-applicant.</p> | |

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| | | e) Continue to create and update instruction sheets for new applications (website, handouts, etc.) | | | | | | 2019 Additional license information added to website and internal instructional sheets created. Several AIS and vegetation pages drafted and some posted to website such as aquatic animals, a new videos page, lake safety pages including boater safety, carbon monoxide, electric shock, fire prevention, ice safety, top ten summer offenses. | |
| | v. Facilitator of AIS initiatives Protection/Management | f) Finalize recodification of the LMCD Code Book | | | | | X | 2019 Updates The majority of the board review and public input of the recodification was completed. The adoption of the recodification is anticipated in 2020. | |
| | | g) Implement secure license portals for renewal applications depending on staff time and budget | | | | | | 2019 Deferred at this time. | |