

# LMCD Strategic Plan 2019-2020 Dashboard: 2020 2nd Quarter Update (July 2020)



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	2020 Progress (% completed for year, color rating for Quarterly progress)				ACHIEVED	Notes
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			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					<p><b>2020</b></p> <p><b>1st Qtr Updates</b> An annual operations calendar is used to track basic operations and accomplishments. The annual calendar was updated to include new requirements such as the documentation of a required monthly IT and cybersecurity check. It is updated as needed.</p> <p><b>2019</b></p> <p>An annual operations calendar used to track basic operations and accomplishments. A new column was added to reflect completion of items.</p>	

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	ii. 80% of annual priorities accomplished	b) Maintain an effective reporting system						<p><b>2020</b></p> <p><b>1st Qtr Updates</b> Some systems were created or enhanced to monitor workload such as applications, complaints, inquiries, and data requests. Information was 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.</p> <p><b>2nd Qtr Updates</b> Additional focus to track many items for systems listed above was implemented. Due to busy season and time to track, not all activities can be tracked with current resources. Information was 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.</p> <p><b>2019</b> 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.</p>	
	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	<p><b>2019 Updates</b> 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.</p>	
		d) Explore investment fund options						<p><b>2019 Updates</b> An increase was noted in interest rates, other options were not reviewed. Financial policy limits the risk of any investments.</p>	

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		e) Finalize and maintain a Capital Equipment Plan						<p><b>2020</b></p> <p>Options were explored to provide sufficient access to lake such as replacing watercraft, rentals, etc. With the increased lake use and boat sales this season, options were limited. Board members provided transport at times.</p> <p><b>2019</b></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><b>2020</b></p> <p><b>1st Qtr.</b></p> <p>The committee discussed options for STL activities and materials to reflect the current times. Additional review for broadening contributor base should be considered.</p> <p><b>2nd Qtr.</b></p> <p>The solicitation materials were updated to reflect current times, along with the promotional items including hand sanitizer. Discussion occurred about additional STL funding for the HCSO Water Patrol for patrol and emergency response to address the increased lake traffic on Lake Minnetonka due to COVID-19.</p> <p><b>2019</b></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><b>2019.</b></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><b>2020</b></p> <p><b>2nd Qtr Update</b> The consultant relayed information about lake management and boating options and how they could address state COVID-19 guidance. Assisted with promotion of wastewater discharge amendment and communication inquiries as needed.</p> <p><b>2019</b> 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					X	<p><b>2020</b></p> <p><b>1st Qtr Update</b> Continued to provide updates performed to website, social media, Listserv and public meeting updates, and other communication mechanism. Additional request to be placed on Listserv were received.</p> <p><b>2nd Qtr Update</b> A Project Outline template was developed to provide for a format for a workgroup or project to outline the purpose, facilitate organization of the activity, consider all stakeholders, and provide clarity and transparency for organizational projects and initiatives. activities. Project outlines are available on the website for High Water Declaration Review, Deicing Operations Review, Legislative Relations.</p> <p><b>2019</b> 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>	

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	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><b>2020</b></p> <p>Initiated review with communications consultant and further review planned for 2020. Several new lake safety and conservation webpages created for public information. Added calendar to website to show special events on Lake Minnetonka.</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><b>2020</b></p> <p><b>1st Qtr Update</b> High water declaration procedures document drafted. A waste water discharge ordinances was amended to prevent the intentional or accidental release of sewage in the lake.</p> <p><b>2nd Qtr Updates</b> A Marine Toilets and Sewage Discharge Ordinance handout was created and posted to website. A new handout template was created.</p> <p><b>2019</b></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><b>2020</b></p> <p><b>1st Qtr Update</b> Board meeting calendar updated on ongoing basis as needed.</p> <p><b>2nd Qtr Update</b> Discussion underway regarding modifying committee and workgroups for efficiency and consistency.</p> <p><b>2019</b></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><b>2020</b></p> <p><b>1st Qtr Updates</b> The handbook updated and a new definitions pages created. The handbook was distributed to new board members.</p> <p><b>2019</b> 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.						<p><b>2020</b></p> <p><b>1st Qtr Update</b> Work session topics includes residential permanent dock trends, EAW requirements, de-icing regulations, channel navigation and storage, .</p> <p><b>2019</b></p> <p>Initiated topic updates at Work sessions. Provide presentations based on Board member handbook and current topics.</p>	
	v. 80% decisions made within 60 days	e) Continue annual Board self evaluation process						<p><b>2020</b></p> <p>Board self-evaluation process typically conducted at end of year.</p> <p><b>2019</b></p> <p>Board self-evaluation was conducted in 2019 using similar format of 2018.</p>	
	vi. 100% Board & staff member completion of training	f) Review opportunities for continued officer and board member engagement in LMCD initiatives and committees						<p><b>2020</b></p> <p><b>2nd Qtr Updates</b> 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.</p> <p><b>2019</b></p> <p>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.</p>	

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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><b>2020</b></p> <p><b>1st &amp; 2nd Qtr Updates</b> The final plan was drafted for board review. As a result of public feedback and planning process, new webpages were created to promote AIS prevention and identification. New public education information was provided regarding native and AIS species on the webpage.</p> <p><b>2019</b></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 &amp; 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><b>2020</b></p> <p>Significant review and public information materials created. Some lake safety webpages were created such as boating and Outdoor recreation during COVID-19, Own your Wake, top winter violations, low water, personal health practices, staying healthy on the lake, and See and Be Seen. Additional pages were added to the 2020 Summer Rules brochure to address feedback from agencies and the public.</p> <p><b>2019</b></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>	



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	iii. 10% reduction in staff time processing licenses	c) Update wake, high water, and Quiet Water Area policies for Lake Minnetonka						<p><b>2020</b></p> <p><b>1st and 2nd Qtrs.</b> High water declaration procedures reviewed and updated based on feedback from HCSO Water Patrol, licensees, and public.</p> <p><b>2019 Updates.</b> 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>	
		d) Analyze competing lake uses, impacts, and lake management options. Ex. Watercraft types, density, etc.						<p><b>2019 Updates.</b> 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>	
	iv. All rules & regulations are up to date	e) Continue to create and update instruction sheets for new applications (website, handouts, etc.)						<p><b>2020</b></p> <p><b>1st Qtr Update</b> Several updates to license applications drafted to be more clear and user-friendly. Some were finalized and posted to website such as special density license,</p> <p><b>2nd Qtr Updates</b> Several application forms were updated and posted to website such as new multiple dock license, multiple dock minor change, reconfiguration of minor change, reconfiguration of nonconforming minor change, permanent nonmultiple dock permit, nonconforming nonmultiple dock, variance application, bridge permit, and residential common multiple dock.</p> <p><b>2019</b> 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.</p>	

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	v. Facilitator of AIS initiatives Protection/Management	f) Finalize recodification of the LMCD Code Book					X	<p><b>2020</b></p> <p><b>1st &amp; 2nd Qtrs</b> The board approved the recodification document. Some recodification clarifications were approved.</p> <p><b>2019 Updates</b> The majority of the board review and public input of the recodification was completed. The adoption of the recodification is anticipated in 2020.</p>	
		g) Implement secure license portals for renewal applications depending on staff time and budget						<p><b>2019</b></p> <p>Deferred at this time.</p>	