

**14 Mile Joint Rome/TriLakes Watershed Committee**  
**Held remotely as a video conference meeting, open to the public through a Zoom link**  
**Agenda/Minutes for Monday, July 12, 2021 at 2:00 PM**

- 1. Call to order & confirm Zoom setup:** Don Ystad called the meeting to order at 2:05 pm; Rachael set up Zoom link.
- 2. Roll call/confirm quorum:** Members present: Don Ystad, Dave Trudeau, Phil Rockenbach, Jerry Wiessinger, Karen Knotek, Carson Heinecke, and Barb Herreid. Also present: Rachael Whitehair, Anna James, Scott Bordeau, Al Knotek, Paul Pisellini and Scott Provost.
- 3. Review and approve minutes for June 14, 2021:** Motion made by Jerry Wiessinger and seconded by Phil Rockenbach to approve the minutes of the June 14, 2021 meeting; motion approved.
- 4. Announcements:** 1) Don shared a new technology being developed by Northwestern University to reduce phosphorus from waterbodies; a Zoom meeting is set up to learn more about Pearl and 2) a tour of Heartland Farms will be set up for July 20; Don will email details.  
**Scott Provost:** A) the denitrification project has received the required permit from the Army Corps of Engineers and will be moving ahead in the next couple of weeks. Sample cores that Scott took showed a thick organic layer. Dr. McGinley of UW-SP has been apprised of the project and may give some support to it; B) the monitoring results of our water testing programs are being compiled and will be ready for the State of the Lakes; and C) both Scott and Pat Oldenburg have discussed the new Pearl technology with the developer; it's definitely interesting but has yet to be tested on a large scale yet; nitrogen is more of a problem on Tri-Lakes than phosphorus but it's possible the process can be tweaked to address nitrogen; it's definitely a possibility but not a panacea; a Lake Planning Grant could help fund a diagnostic feasibility study to explore further.
- 5. Discuss key points from last meeting with Eric Olson regarding expanding the Alliance – Rachael Whitehair discussion leader:** Rachael guided us through a discussion to help us formulate actions to build a successful organization. The Discussion Guide and Notes from this meeting's discussion are included at the end of these minutes.
- 6. Status – 14 Mile Watershed Alliance – Don:** bypass in the interest of time
- 7. 9 Key Element Plan status – Kason:** Anna James reported that Kason is working on a job description and will soon post for the new position.
- 8. Legacy Foundation update – Bob Benkowski:** Don reported that there will be a meeting on July 19 with Bob and a Legacy board member to discuss further.
- 9. Standing Committees:**
  - a. Publicity and Community outreach – Karen:** Our booth will be present at all the Farmers Markets as well as other community events. In meetings with Nekoosa High School, the focus of their efforts will be on water testing.
  - b. Watershed Research – Phil:**
    - i. upstream testing:** June tests have been completed and results will be posted when received
    - ii. In-lake testing:** Another e coli test on Lake Sherwood was conducted in July and again showed negligible elevated levels
    - iii. Owens Rock denitrification project:** update by Scott Provost earlier in the meeting
  - c. Environmental Quality/Grant development – Dave:**
    - i. Healthy Lakes:** He received 2 contacts after the recent mailing
    - ii. Fertilizer/Clean Water Cooperator:** Our presence at the Farmers Market has led to lots of interest in this program; several property owners have signed pledges and taken the yard signs. Quite a few have also indicated that no fertilizer is used on their property.
    - iii. Catalyst Conservation Landscape grant:** Word on this grant is expected in July.
  - d. Finance – Barb:**

i. Phil reported on the donations received to date and our current fund balance. He has also signed us up for the Amazon Smile program which allows a percentage of designated purchases on Amazon to flow to us as a donation. Purchases must be made using the smile.amazon.com website and choosing 14 Mile Watershed as the charitable organization. State of the Lakes will receive \$1,000 from the Town of Rome and Tri-Lakes Management will be paying for the caterer up to \$1,500.

**e. Partnership Development – Don:**

i. **Speakers:** future speakers were suggested

ii. **Groups:**

**10. Lake reports:** A) an e coli test at Lake Arrowhead showed elevated levels but not enough to close the beach and B) the pontoon parade at Lake Camelot had over 30 boats.

**11. Town, County, Tri-Lakes updates:** none

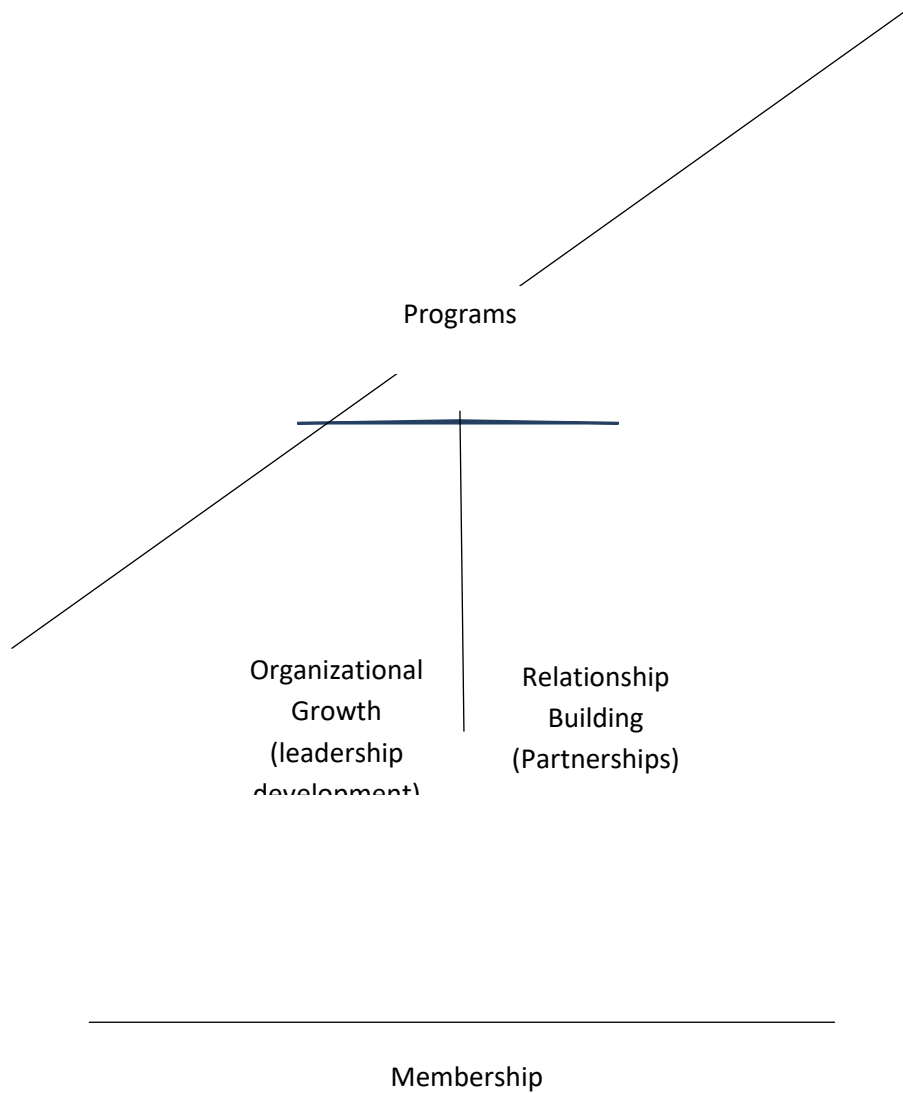
**12. Set next agenda date & place, tentatively August 9, speaker, topics** – the next meeting on August 9 will be held in the board meeting room at the Rome Town Hall and also broadcast via Zoom.

**13. Adjourn:** Motion by Dave Trudeau, seconded by Phil Rockenbach; motion carried. Meeting adjourned at 3:50 pm.

Respectfully submitted,  
Barb Herreid, Secretary

**Follow-Up Discussion Guide: How to Grow the Capacity of the 14 Mile Watershed Alliance, originally presented by Eric Olson, UWSP Extension Lakes**

Estimated time needed (85 min.)



**Introduction (5 minutes):**

There are four essential components that support a successful organization: a strong membership base, ongoing organizational growth, relationship building, and programs. With membership acting as the base of the pyramid, it is a good place to focus efforts. It is important to keep in mind, all of these components can be improved simultaneously using a goal oriented action plan.

When we spoke with Eric Olson, we collectively developed a list of ideas to grow efforts within each of these components. These ideas have been placed into the four respective category bins below. Prompting questions are listed in red. We will plan to spend 20 minutes on each component. This 20 minute period will include brainstorming around the listed items and development of 1-3 goals that relate to either ongoing efforts or new ideas. If time permits, we will then determine action items for each goal and a potential timeline for completion.

Our objectives for today's discussion include:

- Identify 1-3 goals for each category
- Develop action items for each goal
- Begin discussing a timeline for each action item

### To grow MEMBERSHIP (20 minutes):

- Get upstream into the watershed
  - What resources are we willing to give/collect? What might this look like?
  - Do we approach new audiences as individual representatives or as a team?
- Get name brand "out there"
  - Ongoing products, what do we have now, does anything need improvements?
  - Events, like state of our lakes in August
    - Who are we reaching currently? How do we determine that demographic information?
  - Newsletter, 5k, other thoughts for events? What peaks your interest that seems to require low input, where could we create partnerships on events? Is there already a well-attended event that we could assist with, that also shares similar values?
- Address "seasonality" transience
  - Where do these folks tend to spend their time?
  - Behavioral patterns for information gathering?
- Age gaps-younger people
  - Instagram, Look to Green Lake's Association platforms
    - Who would make sense to be in charge of this? Student intern/ volunteer? School clubs?
- Engage people over long distances
  - Virtual option
    - What can we do to improve our virtual presence?

### To grow ORGANIZATIONAL DEVELOPMENT (20 minutes):

- More "board members" on the committee
  - What perspectives are we missing?

- Clarify goals & vision
  - Make strategic plan ACTIVE
    - Do we want to return to the goals and vision and include more actionable language?
    - How often should the goals/vision be revisited? Not necessarily to change, but to ensure alignment with programming and outreach efforts.
- “Flock not clock” by David Cabrera & other leadership development resources
  - Potential group read?
  - Are folks interested in using meeting time to go over professional development topics such as this? How often?

### To grow RELATIONSHIP (partnership) BUILDING (20 minutes):

- Get upstream into the watershed
  - What audiences does this include (in addition to farmers), what are potential methods to reaching them?
- Producer-led group
  - What do we see the relationship being with this group? How involved do we want to be with one another?
- Farm Community
  - Keep in mind, we can’t engage this audience during the season, too busy
  - Farm folks have offered to hold tours/events
    - Show diversity of growers
    - Get out to the farms!!
      - How can we communicate opportunities for engagement? Including field day events and conferences

### To grow PROGRAMS (20 minutes):

- Make the invisible more visible
  - Highlight water quality in events
    - Does this mean data sharing? Educational programming? Signage?
- Don’t let a crisis go ignored
  - Watch water quality closely this year due to heat and dry conditions
- Gauge baseline – who can assist with this?
  - Community awareness to issues and efforts
  - Collect feedback and input from the community
- Engage people over long distances
  - Virtual option
- 9Key Element Plan – 2022-2032 implementation
  - Looking at key objectives of this plan, where can we fill a niche?

# Membership

ACTION	RESPONSIBLE	PRIORITY	STATUS	START	END	NOTES
Goal #1: Develop a mechanism for regular mailings						
Apply to communication grant opportunities (DNR, Catalyst, or Legacy grant)						
Stockpile content						
Seek out a more formal template						
Goal #2: Create an Instagram						
Stockpile content						A good phone camera is needed
Familiarize group with Instagram						Look to Green Lake as an Ex.
Goal #3: Seek out demographic data						
						Groups include growers upstream, local community, transient community (different take on things vs. year long

						folks). Locations transient community frequents: Pritzl's, The Lure, Lake Lodges, The Dirty Oar, Arrowhead Golf Club.

## Organizational Growth

ACTION	RESPONSIBLE	PRIORITY	STATUS	START	END	NOTES
Goal #1: Bring in young business owners						
Consider new meeting times to make more inclusive of young working professionals						Rome business group meetings, potentially attend meetings
Develop a formal ask for volunteers						
Discuss ideas for a social event						
Goal #2: Seek out additional perspectives						

for board members						
"Flush out" board needs						Bring youth to the board
Consider new meeting time						
Goal #3: Plan social events for members						
Develop a list of potential locations as 'regular' meeting spots						

## Relationship Building

ACTION	RESPONSIBLE	PRIORITY	STATUS	START	END	NOTES
Goal #1: Attend wildlife & fisheries meetings						
Develop a list of "who"						Trout stream users/groups, waterfowl groups, Fish habitat committee (contact: John Kalinski)



Invite representatives to meetings						
Develop an appeal						
Goal #2: Make a point to attend local agricultural events						
Develop a calendar of local events- who will upkeep?						
Goal #3:						

## Programs

ACTION	RESPONSIBLE	PRIORITY	STATUS	START	END	NOTES
Goal #1: Build a relationship with local schools						
Assess networking in progress and determine which schools should be						Nekoosa H.S., Plainfield, Adams, Tri-

contacted.						County
Goal #2: Develop family friendly events						
Goal #3:						