

# Lake Minnewashta Preservation Association

2012 Annual Meeting

April 24, 2012

Steve Gunther  
President, LMPA

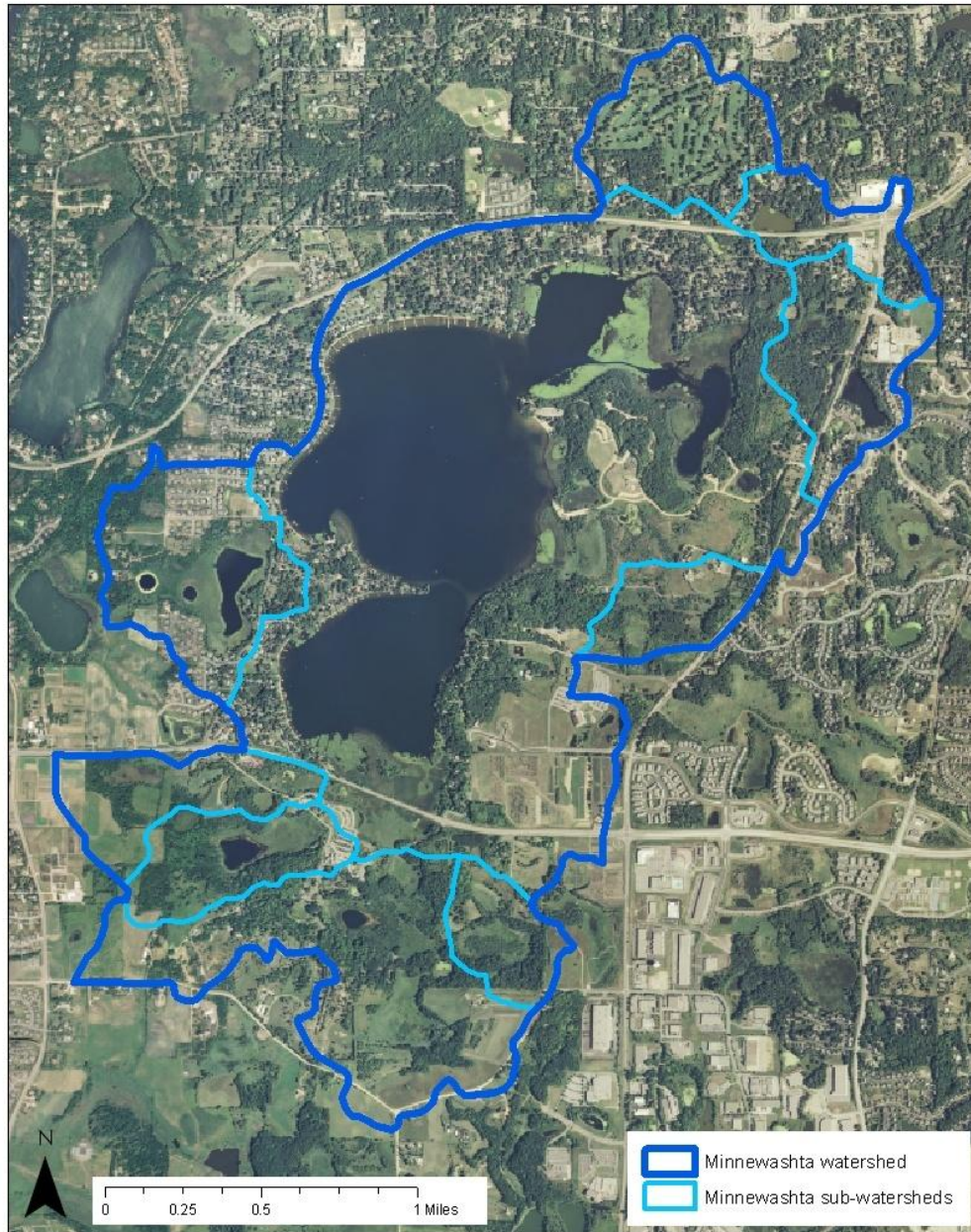
# LMPA Annual Meeting - Agenda

- Welcome
- 2011 in Review
- Aquatic Invasive Species Updates from the DNR
- 2012 Focus Items
- Questions and Answers

# Lake Minnewashta Preservation Association Annual Meeting

- This meeting is intended to
  - Inform stakeholders
    - Lake shore residents and owners
    - Lake users
    - Watershed neighbors
  - Invite your involvement
  - Secure your input.

# Lake Minnewashta Watershed



# Our Thoughts

## **We want:**

A cohesive group that is representative of the whole lake community.

## **Our Mission:**

To organize and focus the efforts of our residents to develop an ongoing, long term community spirit, with planning and action to keep Lake Minnewashta beautiful and to preserve its water quality.

# Our Objectives

1. **Lake Stewardship**
2. **Communication**
3. **Social connections within the community**
4. **Education**
5. **Legislative contacts**
6. **Securing Financial Resources**

# Our Objectives

## Lake Stewardship

- A commitment to the entire lake ecosystem
- Including water quality monitoring and aquatic invasive species control
- Using the best practices developed by the experts

## Communication

- Among residents, associations from other lakes, nonprofit and government entities
- Website to allow easy access to important information of common interest
- Newsletter and emails to inform and educate

# Our Objectives

## Social connections within the community

- Organize and integrate events
- Including events like National Night Out, boat parades, clean up days, garage sales, fireworks, etc.

## Education

- For residents and surrounding neighbors within the watershed
- Including lake quality preservation, best practices, lawn maintenance, shoreline erosion, safety, etc
- Including uncovering & maintaining the history of the lake



# Our Objectives

## Legislative contacts

- Representing our interests to our government representatives at all levels
- Leveraging our association with that from other lakes.

## Securing Financial Resources

- From residents, watershed neighbors, lake users, the city, county, state and federal agencies,
- To be used in a fashion where the benefits outweigh the costs.

# The Lake Minnewashta Preservation Association

2011 in Review

Steve Gunther

April 24<sup>th</sup>, 2012

# 2011 in Review

- **Implemented AIS inspections for watercraft inspection at LM Regional Park**
  - On the high traffic days
  - With money provided by the MCWD and LMPA and matched by the DNR
  - No Zebra Mussels have been identified in Lake Minnewashta to date
  - Including public awareness campaign via the “Clean, Dry, Drain “ program from the MCWD

# 2011 in Review

- **Reached agreement on our 2012 Zebra Mussel Prevention Plan**
  - 100% watercraft inspection at LM Regional Park from May 15 through September 15
  - with the help of Carver County, the DNR, the MCWD and sister lake associations
  - Carver County and the Minnehaha Creek Watershed District agreed to share the cost
  - **ALL RESIDENTS' WATERCRAFT ARE REQUIRED TO BE LAUNCHED AT THE PARK**

# 2011 in Review

- **Special thanks to:**
  - Tom Workman – Carver County Commissioner
  - Commissioners Randy Maluchnik and Gayle Degler
  - Eric Evenson and the MCWD Board
  - Joe Shneider (Christmas Lake) and Steve Jenks (Lotus Lake)
  - Our Carver Parks commissioners
  - Marty Walsh - Carver County Parks Director
  - The DNR

# 2011 in Review

- **Began the development of a comprehensive Lake Management Plan**
  - with help from Alex Gehrig from Minnesota Waters
  - Citizen Stakeholder meeting in September 2011
  - Primary Issues identified for action plan development
    - Zebra mussel prevention
    - Aquatic weed management
    - Water clarity and quality management
  - Driving to complete the LMP in 2012

# 2011 in Review

- **Improved communication within the LMPA**
  - Expanded the use of Neighborhood Captains
    - Broke down the surrounding area into neighborhoods
    - Identified leaders to serve as Captains to enhance communication
  - Expanded the use of Constant Contact, Facebook, Twitter and our website to flow information
  - Held our Annual Meeting and Fall Pot Luck Picnic

# LMPA Income and Spending

- Income
  - Donations from residents
  - LMPA Dues
  - Grants from government sources
- Spending
  - Invasive Aquatic Species mitigation
  - Communications
  - Annual Meeting and Fall Picnic



# 2011 in Review

- **LMPA Income**

- LMPA Member donations

- 67 Households donated nearly \$10,000

- Grants

- Minnehaha Creek Watershed District \$5500

- Zebra Mussel Inspections/Education \*

(\*Cynthia Kreig Watershed Stewardship Fund)

# 2011 in Review

- **2011 Invasive Weed Treatment Not Performed**
  - Preparation for a potential DNR shutdown slowed the approval process
  - DNR shutdown prevented approval of permits in time to treat
  - Weed levels were acceptable in 2011
    - Heavy winter snow cover
    - Late Ice Out
    - Lake water levels were high

# 2011 in Review

- **LMPA Expenditures**

– AIS Watercraft inspections	\$4600
– Signage	\$300
– Postage/office/newsletter	\$300
– Weed treatment	\$0

- **Current Balance** **\$16,000**

# **Aquatic Invasive Species Prevention Efforts**

Heidi Wolf

Department of Natural Resources

April 24<sup>th</sup>, 2012

# The Lake Minnewashta Preservation Association

## 2012 Strategies and Plans

Steve Gunther

April 24<sup>th</sup>, 2012

# 2012 Focus Items

- **Invasive Weed Treatment**

- With little snow cover and early ice-out, we expect the weeds to be very bad this season.
- The DNR has approved one of our largest treatment areas ever (64 acres)
- We will schedule a treatment of frequently used common areas as soon as possible
  - Permit is currently with the DNR for approval
- With sufficient funds a second round of treatment may be possible.
- We have secured a grant from the DNR for \$6000

# 2012 Focus Items

- **Zebra Mussel Prevention Plans**

- LONG TERM PLAN

- Secure resources for watercraft inspection beyond 2012
- Help drive action at the County and State level

- PUBLIC AWARENESS:

- Develop and deploy a broad education and awareness campaign for Invasive Species in the community
- Primary Audience – Lake residents and current lake users
- Secondary – Media, future users/young adults, lake service professionals
- Tertiary – Key local decision makers and elected officials.

# **Aquatic Invasive Species – LMPA Public Awareness Projects**

Scot Lacek

April 24, 2012



# LMPA Key Messages

- Our quality of recreational activities will decrease if no action is taken against AIS
- We CAN reduce negative impact if we act NOW.
  - Float a Clean Boat, Drain & Dry
- LMPA is a trusted partner
  - Committed to lake quality & life
  - Trusted & reliable source for communicating information
  - Careful stewards of your donated time and contributions

# Aquatic Invasive Species – LMPA Public Awareness Projects

- Educate community via multi-channel marketing effort.
  - Traditional/online media
  - Drive individual & collective involvement by self-interest
  - Collaborate with other lake associations (Lotus, Christmas lake, Tanadoona camps)
  - DNR Communication & collaboration
  - Utilize professional marketing consultant, 2 University of Minnesota Marketing interns
  - Specific metrics to measure success – Facebook fans, surveys, volunteer network, partnerships, mailings

# Aquatic Invasive Species – LMPA Public Awareness Projects

- DNR has agreed to a 1:1 Match in cash and/or volunteer time up to \$7000
- We will co-develop it and share it with other lake associations
- The DNR community partnership model works!

# LMPA Strategies and Tactics

1. High Impact Signage – point of purchase
2. High Impact Brochure – “Float a Clean Boat”
3. Use LMPA events to spread the message
4. Bi-monthly Newsletter
5. Bi-monthly e-card blast

# LMPA Strategies and Tactics

6. Form AIS Communication Advisory Group
7. Traditional Media Outreach
8. Electronic Presentation
9. Upgrades to Current LMPA Website
10. Social Media Campaign

# Summary

- Projects underway, but YOUR ideas and/or time always needed:
  - We have ‘feet on the street’
  - More effective communication
  - Optimize effort
  - Marketing, community experience
  - YOUR college student for paid/volunteer opportunity
- Win/Win for our community
- Contacts:
  - LPMA website
  - Scotlacek@hotmail.com

# **Aquatic Invasive Species – LMPA Public Awareness Projects**

Scot Lacek

April 24, 2012

# 2012 Focus Items

- **Complete our Lake Management Plan**
  - Identifies those issues that are of most importance to lake users and residents
  - Completing the LMP may allow us more freedom of action for future weed treatment
  - Requires a lake vegetation survey
  - Requires completion of the document



# 2012 Focus Items

- **Assist in the creation of an MCWD COLA**
  - COLA = Coalition of Lake Associations
  - Identify common issues that are of most importance to lake users and residents
  - Share best practices (e.g. Lake management plans)
  - Collaborate for a louder voice to policy makers

# 2012 LMPA Event Calendar

- March 10<sup>th</sup> Ice out!
- April 24<sup>th</sup> Annual LMPA Meeting
- **May 5<sup>th</sup>** **Earth Day Clean Up at Lake Minnewashta Regional Park**
- May/June Lake-wide Garage Sale (volunteers?)
- June/July Common Area Weed Treatments
- July 4<sup>th</sup> Water Ski Show, Boat Parade, Fireworks
- August 7<sup>th</sup> National Night Out
- October Fall Pot Luck Picnic

**Earth Day Park Clean-up**  
**Saturday May 5<sup>th</sup>**  
**Lake Minnewashta Regional Park**  
**On TH 41 between TH 5 and TH 7**  
**10 a.m. - 12 p.m.**

Volunteers are needed to staff the Earth Day Park Clean-up planned at the Lake Minnewashta Regional Park on May 5th from 10AM to noon. Spend a few hours working on special projects helping to rejuvenate Lake Minnewashta Regional Park

Meet between 9:30 a.m. and 10 a.m. at the Large Picnic Pavilion (shelter #5). And stay for a free lunch from 11:30 to noon. For additional information or to register for the event please contact the Parks office at 952-466-5250.

# 2012 Summary

- The LMPA board is proud of the progress made in the past 12 months
- We're making great connections within the region's lake associations, technical and political arenas
- We're well staged to take on the future challenges
- Our focus for 2012 will be on
  - A comprehensive Lake Management Plan
  - Our Zebra Mussel Prevention Plan
- We need your help to further broaden the support of the Lake Minnewashta Watershed Residents

# Lake Minnewashta Preservation Association

2012 Annual Meeting

April 24, 2012

Steve Gunther  
President, LMPA

# Lake Minnewashta Preservation Association

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# What we'd like from you

- Do your part to help us meet our mission
- Register your email address on our website  
<http://lakeminnewashta.org>
- Volunteer for a committee or join the LMPA board
- Make a tax-deductible donation tonight and get a free Lake Guidebook!
- PREVENT THE SPREAD OF INVASIVE SPECIES

# Acknowledgements

- Reverend Bill Monday and Faith Lutheran Church
- Heidi Wolf and the Department of Natural Resources
- LMPA Board of Directors

Steve Gunther

Helen Gunther

Keith Paap

Judy Berland

Pete Plucinak

Steve Aldritt

Dave Peterjohn

Dave Larson

Paul Quarberg

Scot Lacek

Jim Ross



# Questions?

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