

Barr Lake/Milton Reservoir Watershed Association

2006 I/E Committee Meeting Minutes

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Barr Lake/Milton Reservoir Watershed
-Meeting Summary-
Information/Education Committee Meeting
May 22, 2006
9:00 – 11:00
City of Aurora Offices

In Attendance:

Jo Scarbeary – City of Aurora
Jill Piatt Kemper – City of Aurora
Christine Hethcock – Pelican Lake Ranch
Shonnie Cline – Brighton
Steve Lundt – Metro

Consultants/Guests:

Alice Wood – Integral Consulting

Meeting Objectives

- To approve Committee ground rules for operation
- To discuss the rules and purpose of the Committee
- To go over the working Watershed Plan outline and recruit volunteers to complete sections
- To develop a timeline and meeting schedule for the Committee

OPENING

- Brief introductions around the table. Jill provided a brief overview of the agenda.
- Shonnie provided an update of the website framework that she is developing. Shonnie is currently stretched thin with other commitments, but will work with Alice in the near future to post meeting minutes, agendas, etc. to the BMW Association interim website.

I/E OBJECTIVES OVERVIEW

- Jo Scarbeary highlighted the helpfulness of the EPA *Getting in Step* outreach materials. (Available online at <http://www.epa.gov/owow/watershed/outreach/documents/>)
- The meeting participants went through the BMW 319 grant Project Implementation Plan (PIP) to identify which objectives and tasks listed in the PIP directly involved I/E activities:
 - Objective 1 – Watershed Plan
 - I/E section of watershed plan (currently needs to be written)
 - Development of a user-friendly brief summary of the Plan
 - Consider “Euglena”, a basic water chemistry cartoon, as an outreach tool (see Shonnie for more Euglena details).
 - Objective 2 – Organizational Stability and Continued Watershed Planning
 - Task 2 – stakeholder meetings with presentations (*It was noted that these meetings are a good opportunity to have a “catch” to encourage more stakeholder involvement.*)
 - Task 3 – Watershed Plan implementation: annually develop an I/E “to-do” list to include in the Watershed Plan.

- Task 4 – Information and education communications: Develop (1) summary brochures, (2) newsletters, (3) computer presentation, (4) data summaries, (5) watershed tours, and (6) a website.
 - Objective 4 – pH TMDL development
 - Task 6 – Public meetings and communications
- It was noted that there is a milestone table in the PIP which provides some timing guidelines for completion of the objectives and tasks listed above. The current milestone table is not updated; updates may occur with the September 2006 319 progress report.
- Jo also pointed out the I/E objective of involvement with other watershed groups, events, and forums such as the Colorado Watershed Assembly, the Non-point Source Forum, the South Platte forum, and the events listed in the I/E Committee meeting agenda.

TARGET AUDIENCES

A general discussion and brainstorming session produced the following list of target audiences that the BMW Association will consider when preparing I/E materials and programs. It was noted that a map of land uses would be a useful tool for identifying target audiences.

- General public/community (within and/or interested in the watershed region)
 - Residents
 - Non-residents
- Watershed organizations (“In-reach” – organizations to network with; e.g. DRCOG, SP CURE, Colorado Watershed Assembly)
- Special interest groups
 - Businesses
 - Agriculture
 - Construction
 - Developers
 - Others....
- Municipalities
- Property owners
 - Land
 - Water rights
- Recreational users
 - Biking
 - Hiking
 - Boating (motorized and non-motorized)
 - Equestrian
 - Birding
 - Hunting
- Environmentalists
 - Sierra Club
 - League of Women Voters
 - Friends of Barr Lake
 - Rocky Mt. Bird Observatory
 - State Park

- BMW Association active participants
 - Board of Directors
 - Active members
- Regulatory Agencies
 - USGS
 - CDPHE
 - EPA
 - State Parks

CREATING A MESSAGE

- Jo pointed out that each audience may need a specific message that is tailored to their needs. For instance, stakeholders and Board members may need a different message than individuals who have never heard of the watershed.
- It was suggested that stakeholder meetings could be targeted to specific audiences
 - Prior to each stakeholder meeting, the I/E Committee will help prepare/schedule/plan materials and/or presentations that target one particular audience.
 - Development of the annual I/E Committee “to-do list” or activity plan will help to plan these stakeholder meeting focuses in advance.
 - The Ground Rules were approved with no changes. Alice will add the date of the meeting and the roster as of that date to make the Ground Rules final.
- Message Idea Notes:
 - Maintain an info box with brochures at trailheads at Barr Lake and Milton Reservoir
 - Get on the agenda of the meetings of Weld and Adams County Commissioners as an “informational item” to inform these groups of the BMW Association and encourage their participation.
 - Develop awards such as “Contractor of the Year” or to recognize active participation in the BMW
 - Stakeholder meeting presentation ideas: CAFOs, Morning Fresh Farms, Pelican Lake Development

OUTREACH MATERIALS

- Logo – meeting participants universally agreed that they like the eagle outline logo that Shonnie developed for the BMW website. Shonnie requested ideas of images to set into the eagle outline.
 - Shonnie will send out a jpeg image of the current eagle logo to the group.
- Website – Shonnie can take care of the website for the next several months. The timing of the website can be discussed at the annual meeting.
 - The website development questionnaire sent to Alice by Brian Gardel of ADV Digital Consulting will be reviewed at the next I/E Committee meeting to help frame the website development process. A subset of these questions may be selected for stakeholder review.
- Brochures and displays
 - Who is BMW? brochure (can develop following mission statement finalization)

- Watershed Plan summary brochure (develop later)
- Tabletop presentation – Jo will work on a presentation for the South Platte Forum.
 - Giveaway ideas: magnets, fortune cookies with watershed messages, temporary watershed tatoos

NEXT STEPS

- Next I/E Committee meeting: Thursday July 6, 2006 from 1:30 – 3:30 at the City of Aurora Offices (Aspen Conference Room if available)
 - Topics:
 - a. Develop Annual I/E Action List
 - b. Develop I/E component of Annual Stakeholders Meeting
 - c. Review website questionnaire
 - d. Develop I/E meeting schedule

Barr Lake/Milton Reservoir Watershed
-Meeting Summary-
Information/Education Committee Meeting
July 6, 2006
1:30 – 3:30
City of Aurora Offices

In Attendance:

Jo Scarbeary – City of Aurora
Jill Piatt Kemper – City of Aurora
Steve Lundt – Metro

Consultants/Guests:

Alice Wood – Integral Consulting

Meeting Objectives

- Develop I/E Committee “Action List”
- Develop I/E Committee meeting schedule
- Plan I/E component of Annual Stakeholder meeting
- Review website questionnaire

OPENING

- Approved May 22, 2006 meeting minutes with no changes.
- Reviewed the proposed draft mission and vision statements
 - *Mission A: The BMW Association aspires for the water quality protection, restoration, and enjoyment of Barr Lake and Milton Reservoir through the fostering of stewardship, communication, leadership, and action in the watershed.*
 - *Mission B: The mission of the Barr Milton Reservoir Watershed Association is to foster outreach and stewardship with all interested parties in a collaborative effort to protect water quality, achieve environmental standards, and maintain all beneficial uses of Barr and Milton Reservoirs.*
 - *Vision: When the BMW Association has fulfilled its mission with excellence, educated stakeholders will fully utilize a restored Barr Lake/Milton Reservoir system and will conduct this utilization through thoughtful and economically sustainable watershed planning and management.*
- It was noted that the I/E Committee needs to recruit more active participants. Will try to do some recruiting at the annual stakeholder meeting in August.

I/E MATERIALS

- Brochure: Alice passed out a brochure mock-up. Mission, vision, and goals should be finalized before the brochure is finalized. Steve will work on putting together a brochure that is final in all ways except for mission/vision/goals. Will bring this draft brochure to the annual stakeholder meeting.

- Newsletter: Alice passed out newsletter article ideas. The I/E Committee will try to recruit a newsletter editor. Denver Water may be a good source for in-kind printing of a newsletter. The group discussed printing about 500 newsletter hardcopies to distribute through libraries, rec centers, parks, stores, etc.
 - Will target November for release of first newsletter. Release quarterly (February, May, August, November)
 - Consider advertisements to offset costs? E.g. Sakata farms.
 - Try to coordinate with utilities, cities, local newspapers to get articles in their newsletters.
 - Team with other watershed groups to create a South Platte newsletter?
 - Possible editors: Darren Mollendor? Kipp Scott? DIA? Chris Piper? Dennis Stowe?

I/E ACTION LIST

The group discussed the Action List brainstorm list from the last meeting, and identified action items and dates for the upcoming year (see attachment to these notes).

BMW ANNUAL MEETING

The group discussed ideas for the upcoming annual stakeholder meeting.

- Jill will give the I/E Committee updates at the meeting
- Awards/recognition (see Action List)
- Display tabletop presentation if ready
- Display brochure draft if ready
- Giveaways – Alice is working on collecting donations
- Brief slideshow – Alice will pull together with photos from the tour, meetings, etc.

NEXT MEETING

- August 24, City of Aurora Offices, 1:30 – 3:30
- Focus will be on website questionnaire

I/E Committee Action List

Events

- South Platte Forum (Oct 25-26, 2006)
 - Set up a tabletop presentation for 2006. Resources include Dawn Kennedy (Denver Water) for a tabletop, Rich Vidmar (City of Aurora person on planning committee). To set up space, contact Jennifer Brown (Creative Solutions Event Planning, 402-426-0362. BMW would need somebody to set up the poster at the start of the day and man it during the poster session. Jo will be point person for **now, but we will need to find someone to see this to fruition (maternity leave). Steve and Jo will work to make a file of useful photos, sustaining member logos, and map of watershed**
- National Water Quality Awareness Week (Oct 18)
 - Come up with ideas for activities to participate in this in 2007
- Colorado Watershed Assembly (Oct 4-6)
 - Alice is working on getting permission to set up a table top presentation.
- County fairs, farmer's markets
 - Will take too much time to pursue now. Consider in future years.
- Water festivals
 - All water festivals are geared towards 5th graders. BMW Association may participate in water festivals in 2007.
 - Aurora in May
 - Northglenn/Thornton in May
 - Denver in September
- Lake Appreciation Month (July)
 - Next year, coordinate annual watershed tour to coincide with Lake Appreciation Month.
 - Use CLERMA as example. Try to focus on Barr Lake next year?
- Colorado Cares Day (July 29)
- Secchi Dip-In
 - Steve will submit the mean secchi depth reading from the 2006 watershed tour as the official BMW Association Secchi Dip-in number.

Products

- Newsletter
 - **Will release first newsletter in November, 2006.**
- Watershed tours
 - Continue to host annually
- Website

- Will continue working towards a permanent website
- Brochures
 - Intro to the BMW Association – top priority. Release as soon as mission and vision are finalized.
 - Nutrients, algae, and you – later priority
 - Watershed plans and TMDLs – later priority
- Poster/booth display
 - Under development. Possible first display at 2006 CWA conference.
- Other Ideas
 - Children's watershed art contest
 - Self-guided boat tour of Barr Lake pamphlet
 - Bumper stickers
 - Magnets
 - Temporary tattoos
 - Waterbottles.
- Stuff/giveaways
 - Awards/recognition
 - Honor "Super Stakeholders" (those who have attended 5 or more meetings in 2006) at annual meeting
 - Also provide full list on back of agenda to thank anyone who has participated over the past year.
 - Other ideas: Developer of the Year; Farmer of the Year
 - "Golden Eagle" award to honor one extraordinary participant each year.
 - Board member plaque as thank you gift.

Potential Donors

- Whole Foods (food)
- Wild Oats? (food)
- Coors? (beer)
- Fat Tire? (beer)
- REI? (merchandise)
- Barnes and Noble
- Patagonia
- Qdoba
- AMC Movies
- Outdoor World/Bass Pro
- Home Depot
- Peaberry
- Starbucks
- Krispy Kream
- Chipotle
- Sakata Farms
- Other???
- Door prize sources
- Food/beverages for events

**BMW Information/Education Committee
Thursday, August 17, 2006**

-Meeting Summary-

City of Aurora Municipal Center
Rocky Mountain Conference Room (Utilities Dept., 3rd Floor)
15151 E. Alameda Pkwy, Aurora, CO
1:30 p.m. – 3:30 p.m.

In Attendance:

Jill Piatt Kemper – City of Aurora
Christine Hethcock – Beebe Draw Metropolitan District
Shonnie Cline – Brighton
Steve Lundt – Metro

Consultants/Guests:

Alice Wood – Integral Consulting

I. Opening

- Meeting minutes from the July 6, 2006 I/E Committee meeting were approved without changes.

II. Mission Statement Update

- The group briefly reviewed the most recent version of the BMW Association Mission, Vision, Values, and Goals.

III. Logo

- The group passed around and discussed potential logos. Two basic types of logos were discussed: (1) a BMW/secchi disk logo, and (2) an eagle outline with photo inset logo. Meeting participants like both types of logos. Concerns were raised as to whether the BMW/secchi disk logo may pose a copyright risk, since it looks similar to the BMW car logo. Steve Lundt will contact Steven Janssen to discuss this. Steve and Shonnie work together to develop a few examples of each type of logo to present at the upcoming annual stakeholder meeting.

IV. Action List Activities

- The group reviewed the I/E Action List developed at the last meeting. Updates related to the list include:
 - Tabletop presentation – will present a poster at the South Platte Forum (October 25 – 26, 2006). Jo Scarbeary, who was working on this, is now out on maternity leave. Alice will put together text and some figures, and will give this to Shonnie to arrange graphically. Shonnie has access to a plotter for printing of the poster.
 - Staffing the South Platte Forum – the I/E Committee members will look among their staff to recruit individuals who are already planning on attending the Forum to staff the poster during the poster session and

workshop breaks. Would like to have a poster developed in time for the CWA conference, which begins on October 4.

- National Water Quality Awareness Week/World Water Quality Monitoring Day – Alice mentioned that Dennis Stowe (Littleton/Englewood) had contacted her regarding participation in WWQMD. Alice asked Steve if this could be paired with his regularly scheduled water sampling in Barr and Milton for September. Steve thinks that this is possible, and suggested getting in touch with the volunteers at Barr Lake State Park to see if they would like to participate. Alice will look into this.
- Newsletter – Sharon Davis and Dennis Stowe have volunteered to be co-editors. The group discussed the newsletter distribution strategy. Will use resources such as libraries, rec centers, and businesses to distribute the newsletter. Will also consider targeted mailings to send newsletters to local leaders and/or particular zip code areas that may have an interest in the newsletter topics. Some suggestions: CO Municipal League, county commissioners, NFRWQPA. November is the target date for the first newsletter.
- Draft brochure – Steve will be able to work on this following finalization of the logo and Mission. Would like to have the brochure in time for the CWA conference, which begins on October 4.

V. Website

- Shonnie gave a general overview of the new web host and website, and discussed a few changes that she would like to make. Shonnie will train Alice to take over the updates to the site.
- The group reviewed the website development questionnaire from Advanced Digital Consulting, using the questionnaire as a tool to check that the new site covers all of the aspects that are important to the group. Overall, the site is already meeting the needs of the BMW Association. A few comments and ideas which came from the review of the website questionnaire follow:
 - Website objectives:
 - Primary website business objectives: outreach, received membership contributions, share internal schedules and files, answer data requests
 - Primary website call to action for site visitors: learning
 - Brainstormed adjectives to describe how the I/E Committee would like visitors to perceive the site: friendly, fun, “uncheap”, professional, up-to-date, green
 - Suggestions:

- Add a “hit counter” to the site to measure how many visits it receives
- Add a box that requests questions, comments, and suggestions (this will link to the Coordinator’s email)
- Consider adding a “who are you” button to learn more about the demographics of site users
- **Functionality:**
 - Desired special functions: ftp
 - Who is responsible for content approval? BMW Association Coordinator, who will consult with the Board if needed.
 - Content notes: the site should not have draft documents for public viewing. Also, the group must be careful with any data interpretations posted on the site.
 - How often will content be updated? As much as needed/possible
 - Who will update content? Coordinator

VI. Annual Stakeholder Meeting

- The group discussed plans for the upcoming annual stakeholder meeting. Jill will provide the committee update at the meeting, and Shonnie will show the website and logos in a computer presentation.
- Awards/recognition – Alice has put together service recognition awards for the Board, and has organized some donations for door prizes.
- Meeting announcement – Alice passed around a list of the media outlets that she contacted to put out announcements of the meeting. Christine will also send an email out to her Pelican Lake Ranch contacts to inform them of the meeting.
- Draft brochure – will not be presented at this meeting (need logo and mission first)

VII. Next Steps

- Next I/E Committee meeting? The group did not discuss a date for the next meeting. Alice will organize the meeting date via email.

**BMW Information/Education Committee
Thursday, December 7, 2006**

-Meeting Summary-

City of Aurora Municipal Center
Rocky Mountain Conference Room (Utilities Dept., 3rd Floor)
15151 E. Alameda Pkwy, Aurora, CO
1:30 p.m. – 3:30 p.m.

In Attendance:

Jill Piatt Kemper – City of Aurora
Christine Hethcock – Beebe Draw Metropolitan District
Jo Scarbeary – City of Aurora
Scott Roush – Barr Lake State Park
Kipp Scott – East Cherry Creek Valley

Consultants/Guests:

Alice Wood – Integral Consulting

I. Opening

- Alice gave a brief overview of the agenda. Jill and Alice noted that the October 19, 2006 I/E Committee meeting was held over the telephone due to expected low attendance (only Jill and Alice attended). This call was used as a planning opportunity, and no minutes were generated.

II. Action List Review

- The group reviewed the Action List developed in past meetings, and discussed which Action Items to focus on for the 2007 year. Alice passed around copies of the Action List table that was developed for the *2006 Barr Lake and Milton Reservoir Watershed Management Plan* (Table 7-4 of the Plan). The group used this table to guide their discussions. A modified version of this table, with event dates and 2007 I/E priorities for each action item is included with these notes. The decisions summarized in this table will guide the I/E activities for the coming year.

III. Watershed Plan Executive Summary

- They discussed comments on the Watershed Plan and Executive Summary, and Alice provided comment approach updates from the Watershed Plan Committee meeting from earlier on the same day. I/E meeting comments included:
 - What is our watershed (vs. datashed)? Alice will make an effort to incorporate text from full document to clarify.

IV. Watershed Plan Release event

- The group discussed plans for release events to promote the *2006 Barr Lake and Milton Reservoir Watershed Management Plan*. Events/items being planned include:
 - Watershed Plan promotion packets:
 - Presentation – Steve Lundt will develop a “stock” PowerPoint presentation to distribute among Board members and stakeholders.
 - Brochures – Already developed. Will need several hundred copies printed (Metro?)
 - Newsletters – Will use most recent newsletter
 - Commitment Form – Alice/Darcie will develop
 - Press release
 - Alice will develop draft for review by Watershed Plan and I/E committees. The group discussed ways to improve on the past media promotion effort (press release associated with eagle banding on Barr Lake).
 - Scott mentioned that he has a contact – Mark Hubert- who writes for the Brighton local media. Alice will contact Scott for Mark’s contact information.
 - Jill and others mentioned Your Hub, an online venue for promoting local events. Alice has used Your Hub to promote the 2006 Annual Stakeholder meeting. Jill pointed out that photos posted on Your Hub draw increased attention.
- The group also discussed target audiences for Watershed Plan release events. County Commissioners (Denver, Arapaho, Adams, Weld, Douglas, Jefferson) and Town/City Councils were identified as key audiences.

V. Updates/Other?

- It was mentioned that the photos posted on the website would benefit from labels. Alice and Darcie will look into this.
- I/E meeting schedule: The group decided to hold I/E meetings bi-monthly, with more meetings if necessary. The first 2007 meeting will be held February 8th from 1:30 – 3:30 at the City of Aurora and will focus on 2007 I/E goals.