



**MINUTES
DEVILS LAKE WATER IMPROVEMENT DISTRICT
GOAL-SETTING WORKSHOP**

**DLWID OFFICE
January 9, 2010
11:00 P.M.**

PRESENT: Jack Strayer
Brian Green
David Skirvin
Randy Weldon

ABSENT: Joe Barnes (Excused)

Facilitator: George Dunkel, Facilitator from insurance company

AUDIENCE: Kerry and Mark Richards, Bill Pigott, Mitchell Moore, Tom Moore,
Raylene Erickson, Donna Elsasser

STAFF: Paul Robertson

Robertson brought the goal setting workshop to order at 11:00 AM and walked through the printed agenda.

Brainstorming:

Dunkel: Let's list the items of importance that will include a mission, goals and a work plan for 2010-11 fiscal year, July through June. [Robertson was volunteered to document the goals on the white board as the group called them out.]

Skirvin: Try to identify the *E. coli* sources on Thompson Creek.

Mark Richards: More education on alternative fertilizers (phosphates vs. organic). How much is coming from the casino golf course.

Tom Moore: Would like to see a list of the Board's previous years' prior commitments, including a newsletter and development of a plan for weed eradication.

Green: Do some research on safety record and accidents on SolarBees on recreational lakes.

Erickson: Work with Oregon State University on storm water collection, discussing how it works. Also, water wash station to ensure that the mud snails do not enter the lake.

Strayer: Make maximum use of the Tetra Tech plan and implementation of it.

Green: Study the effect of the return of invasive species on the native vegetation when the fish die out.

Weldon: Research the possibility of obtaining permit for grass carp again in the event the weeds return.

M Moore: Identify species of plants that are growing near Sand Point once the fish die out. (There are large areas of green plants in the bottom of the lake there.)

K Richards: Continue communication on all of these initiatives.

Elsasser: Loss of shoreline—erosion issues.

Tom Moore: Look into eliminating invasive species not eaten by grass carp.

Pigott: Somehow support, in conjunction with the City, a cost-effective implementation for expanding sewerage incrementally in a cost-effective manner for residents.

K Richards: Look at storm water runoff solutions.

Green: Look at formation of a sewer/LID in my neighborhood with 30 or so homes that could be used as a model for the rest of the lake, using two-inch lines. The chances are better now than they were previously. (Near Regatta Grounds).

Audience (?) Look at sewerage the campground.

Strayer: Look at the cost for sewerage the entire lake.

Green: Statute indicates the District can designate waterworks for irrigation. It can promote recreation and protect the water bodies. Research OR 552 for sewer.

Dunkel: Water districts can also provide fire protection.

M Moore: Complete Devils Lake Plan and adopt it in its existing format. Go back through it and indicate what has been completed and what isn't completed. Then adopt it. I would like to see the District's mission and reiterate why the District was formed.

Strayer: Give the District a letter grade on the completion of its mission.

Green: A vision statement should also be developed.

Erickson: Complete the Boat house/Boat dock ordinance.

Green: The City has reached out to the District on the septic system issues. Mr. Hawker has decided to pull the recommendation and not move forward with the inspection ordinance that he previously proposed because the District does not propose to include the water shut-off issue outside the city. Hawker felt he needed the District's support. DLWID needs to consider the ramifications of this decision on previous goals and on continued use of collaborative resources.

Erickson: Wetland protection issues.

M Moore: Attempt to resurrect the ordinance with the city without the water shutoff based on assessing a fee (monthly over a period of two to five years) for the city to inspect. Hawker had an idea to have the inspections paid for by residents and the city would perform the inspections.

Green: Hawker will have to act on their agenda at the Monday city council meeting. The idea was to obtain some information from the Board so that he could provide information to the City Council.

M Moore: I will be at the meeting.

Strayer: Identify nutrient sources and action steps on how to address them. There are public lands around the lake that might be used for potential rain gardens. Make sure these areas, such as trails, are added to our list. Identify other public lands and create an opportunity list.

Green: For action items, we should indicate a time line to accomplish the action steps so that we do not continue on without making decisions.

K Richards: Are you referring to the green areas and open spaces?

Green: Park lands or trails. Yes, we should know who owns them and where they are.

Erickson: Identify open spaces in the watershed. Part of the urban growth boundary is on the east side [of the lake].

Elsasser: Combine maps—significant wetland maps.

Strayer: Park plans.

Pigott: Overlays of park plans. State, city and county have overlays.

Strayer: Documentation of what DLWID has accomplished. The Grass carp were installed 20 years ago. Let's accomplish more rather than just continuing to study.

K Richards: Positive public relations campaign—make issues visible to homeowners.

Pigott: Promote the shoreline project. Show what can be done rather than what you cannot do. Create another brochure promoting positive issues.

Dunkel: Can the District own land? If so, an area could be created to indicate, "Here is how we would like the lakeshore to look."

Robertson: The District can own property and it doesn't have to be on the lake.

Erickson: [How about] a lake center where we could have a demo and share information. Utilizing resources from OSU, SeaGrant and Dr. Chan.

M Moore: Prioritize a plan of what the Board intends to do—expected outcome, support by the public and the cost.

Dunkel: Encourages the Board to look at goals, objectives and tasks. Especially tasks. What appears to be an attainable goal may take several tasks. Some could take longer than one year. Prioritize.

Robertson then showed a PowerPoint show that he spent a great deal of time preparing and walked the group through the entire document.

PowerPoint presentation available on the web.

Robertson suggested it might be feasible to maintain additional staff past August (when Lenaert's 1700 hours will expire and he will depart) to work on issues other than those Lenaert has been focusing on. This person could be paid out of the improvement fund.

The group took a 20-minute break and resumed at 12:15 P.M.

Communications Committee Report

M Moore presented the Communications Plan.

The committee met five times for several hours. Lenaerts participated twice and Robertson once.

New products are in progress: the first is a city water bill insertion that will introduce the District to homeowners in the District.

M Moore walked the group through the plan.

Pages 1 through 12: Attempt to define what the district is about and its objectives. Most of the information was obtained from Board Minutes and other documents.

Overall strategies.

District's purpose and goals.

Objectives.

District activities: E-coli cyanobacteria testing, native vegetation, etc. Includes what is the objective to shape communication of that area. General environmental issues: invasive species, education, getting the lead out, communicating lake-friendly activities.

Wetland protection. Financial objectives of the District, calendar. Community-interest items.

One new issue could be philanthropic objectives: Could there be a benefit to the District's involvement in the high school or Boy Scouts?

Consideration of inbound communication: The stakeholders communicating to the Board via e-mail, telephone or attending Board meetings.

Media: Lincoln City has a rich array of opportunities for the District to take advantage of: newsletters, direct mail pieces, website, blogs, e-mail, etc.

Page 16: Identifies stakeholders. Those who live in the water district and pay taxes.

Page 17: Re-establish a periodic (quarterly?) newsletter highlighting current objectives of the plan. It would be a seasonally-appropriate shell for the district to implement, review and modify—great opportunity for the committee to communicate.

Page 19. Timeline on communications campaigns. General information to introduce the issues. The listed campaigns are color-coded based on priority.

Possible campaign for first quarter: General info with a direct-mail piece included in city water bills. A water article on the website; listserv with an e-mail and some signage; Invasive species.

Second quarter: Budget; down by the lakeside, etc.

Page 25: Includes a high-priorities campaign: septic tank revitalization, native vegetation with a test block.

The District needs to be more visible on the lake, [such as] taking a run around the lake, greeting people.

And a "Save Our Shoreline Campaign" and lake safeguarding techniques.

Summary: After completing the campaign, it should be analyzed. What was the cost? Did it accomplish the goals? Perform a simple survey via website, blog, phone calls and e-mail.

Adjust the plan and determine what works. Eliminate venues. Analyze cost vs. benefit.

The Board should be included in all communications so that they will be aware of what is being communicated.

M Moore said people have never paid attention as they are currently. It is now a great time to spend funds to try some new projects. The business plan could include up to 10% of the budget for marketing/public relations. The District could be spending \$10,000 on this.

Mitchell says the water bill should cost about \$900 for a two-sided color piece for everyone in the district.

M Moore will send these files to Robertson by Monday; then Moore will get some budget items together.

Green: What is the next step?

Moore: This looks like a lot; however, it is already 99% in progress.

Green: It feels like a work plan rather than a communications plan.

Moore: It's a communication plan for the public. It's not a work plan for the items you are doing. It's to inform the public. People are not going to look at the Minutes for the most part.

Green: Some of the projects seem to be described different from the Board's perspective. One of the goals is to adopt a work plan. Are you suggesting we adopt this work plan also?

Moore: Devils Lake Plan should be adopted by the Board. This communications plan is just a tool for internal use and it should be presented to the Board. Moore said that his company "projects" every upcoming sale in his company. This is a just an outline. Do not get hung up on the descriptions. The structure and most of the verbiage may need to be altered.

Robertson says he would add and delete some items.

Green: I would suggest referring to the Lake Plan so that there will be no conflicts.

Moore: You need to make the two align. Sit down each year, then adjust and send it out so that it supports your goals. Make the communications plan match the goal-setting decisions.

It will cost the district, but my recommendation is not to get excited about spending \$10,000.

Green: With the idea of combining the issues between the communication plan and the Lake plan, I think it's great.

K. Richard: All 9,000 in the district would receive a double-sided communication. She had agreed to draft something and presented a draft to the group. In a water bill insert, you can grab a person's attention with issues that are pertinent. This communication will be for people who are not very computer oriented. There will also be a link to the DLWID website.

Green: Who will have the final authorship?

Richards: Robertson

M Moore: 80% of the people who get the inserts in a water bill read them. It's valuable that the City Water Department will allow DLWID to do this. You don't want to do more than four per year, and maybe just two.

Green: The city will allow this?

Strayer: Seth is working on their approval.

Robertson: There is a limited number of times and very few entities that the city will allow to do this.

M Moore: I would reserve this for something that is extremely important. It is one of the more valuable tools and will be read by the right people.

Skirvin: What does it take to do a prepaid postage?

K Richards: You need to obtain a permit. It would cost about 11 cents.

Robertson: We mailed the boat house issue through PADL. It was a card that you could fold and staple. We got back 25% of the returns. If there is an 11-cent paper that would be good.

Moore: Hopefully, we can get more people to sign up online.

Dunkel: Was 1:00 PM supposed to be the cutoff time? I would be glad to help Robertson format a draft and the Board could have a public hearing on it. Let this group comment on it and prioritize it or you could spend another hour here on it. There are some key areas that most of the communications report fits into.

Robertson: There is a lot of energy that goes into putting something like this together. Let's look at the plan and start moving forward. If these are the items that are going to jump ahead, then make them jump ahead. We've got a lot of work done on some of those items. The objectives have already been prioritized from the previous plans. Let's not lose focus because there are some other good ideas. And, maybe we need to meet with some "open-space" people.

Green: In terms of process, it is more efficient to have Robertson integrate this into our existing work plan on a draft and place it on the website. You seem to be suggesting some new and improved work plan that includes past ideas. The next step should be to incorporate the most recent ideas into it. Then combine the work plan and this communications plan to give us an idea where we're going and then start communicating.

Moore: Look at restructuring the lake plan into a five-year plan. The things you can't complete now, just put out further and you won't lose track of them.

Dunkel: You develop this plan based on what you can do this year.

Robertson: We are going to have another meeting. Do you want to do it in sections? Do you want me to send this out within this circle?

Pigott: You could put these items into a package. The five-year plan is so that we don't lose track of things. The same priorities need to be maintained. Every year maybe they should be modified. I suggest to the Board that Paul and the Board pull these items into categories that look like objectives that the Board can modify and prioritize. Once the items are prioritized

into the Devils Lake plan, you have a very clear plan for the coming year; then each year they would be modified.

Dunkel: Tasks might change, but the goals and objectives will not. The only thing I would add is that once the draft is developed, open it up to this group before it is finalized and given to the Board.

Green: So, look at the work plan, maybe have a hearing. The priorities sort of emerge and establish themselves. We can pull the components together to develop a work plan.

Skirvin: Could we prioritize a plan by our April meeting? Review it in February and March, developing a plan by April?

Moore: You would want to do it before you establish the budget.

Dunkel: If the public hearing is in March, you might approve it in March.

Robertson: April 30 is when the budget is released. We have DEQ requirements and the audit in the next month. We can prioritize, get feedback from the Board and have a draft work plan for February and have a hearing in March. If there is too much more after that, we will not have the budget completed. It's 20 Excel sheets.

Moore: Don't rewrite a work plan. Your Devils Lake Plan is your work plan. You are operating from it right now. Get over the fact that it isn't done. Put a note in unfinished items "to be developed." Update items, put time frames on others. Some of this stuff cannot be completed this budget year. You can add a couple of new things this year. Indicate "Year 4 or 5" if you cannot complete it. But you need to have items in a 5-year plan for budgeting purposes. Don't worry about it being a perfect plan. It is your plan already, whether you have adopted it or not.

Robertson: Projects are there. If it is in the plan it is under ABCDE. We strive to make that very clear.

Green: I'm thinking the process might be to pull these things together in categories and take the old work plan and do an update, red-line kind of draft, so we can see the changes.

Robertson: So update the existing plan with the new items, incorporate some, update some.

Green: Pull it together for the February meeting when we will talk about it. We will talk about the draft at that meeting; in March, we will instruct you to do the final for the April meeting. Paul can write a mission statement that we will agree on.

Strayer: I was thinking if we don't know where we want to end up how are we doing to get there? I would think this group would want to be involved.

Robertson: You want a vision statement by the February meeting?

Skirvin: Vision falls more into place as we get the plan together. In April, the vision statement comes together. We will also clean up the five-year plan.

Moore: I think the prime concern [originally] was navigation of the lake. There are a lot of things that are still in support of the lake and a lot that are not.

Robertson: Water quality is number one. What are the projects that have fallen by the wayside that need to be resurrected? I would like to turn Tom Moore into the historian of the lake.

Green: So, pull this together for February. Categorize. The Board can then look at priorities. I would look at the current ongoing and projected goals and place those in there and let the Board look at prioritization in February. That will include the list from the previous work plan. Look at the top priorities and we can develop a work plan. We can create a budget based on the work plan.

Robertson: For February, identify priorities of items so that we can build a budget.

Moore: Create an outline for a 2010 Lake Plan. The budget will be drafted and then you can work on the next priorities.

Robertson: Priorities by February and from that I can begin to generate the budget process. The specific work plans are going to have to be drafted up by me. We have action plans drafted already for septic tank revitalization.

Richards: If we can get this direct-mail piece finalized, I can bring the draft to the next board meeting so that we can it printed.

Robertson: There is some funding in the budget, under which we are operating until June. All the items in the communications plan are not in this budget.

Dunkel: If you have not budgeted the \$1,200 [for the direct-mail piece] it will a Board decision.

Robertson: It would be a Board decision; I have authority for \$100. You would need to have the information to me a week before I have to get it to the Board. I was hoping that we would have four or five goals that we would be able to place on the mailer. In my thinking, the document should be: “here we are, here’s how to get hold of us and include some pressing issues.”

The workshop adjourned at 1:30 p.m.