

**Lake Ripley Management District
Meeting Minutes
November 16, 2013**

I. Call to Order and Roll Call

The Lake Ripley Management District Board met at the Oakland Town Hall on November 16, 2013. Molinaro called the meeting to order at 9:00 a.m. Board members present: Mike Sabella, Dennis McCarthy, Jane Jacobsen-Brown, Gene Kapsner, Walt Christensen, Georgia Gomez-Ibanez and John Molinaro. Also in attendance: Paul Dearlove (LRMD Lake Manager), Kent Brown, and Leah Garrison of Cambridge Cable TV 98.

II. Public Comment

There were no public comments concerning issues not already on the agenda.

III. Approve Minutes of Last Meeting

Draft minutes from the last meeting were reviewed. *Sabella moved to approve the 10-19-13 meeting minutes without additions or corrections. Motion seconded by Gomez-Ibanez. Motion carried 7-0.*

IV. Treasurer's Report

Sabella distributed and reviewed the treasurer's report for the one-month period ending October 31, 2013. Receipts of \$1,751.23 consisted of \$62.48 in interest earned, a \$20.00 refund from Agrecol, a \$150.00 restricted donation for the Preserve, and a \$1,518.75 final grant payment for Clean Boats-Clean Waters. Disbursements of \$8,684.43 consisted primarily of staff payroll and harvesting-related expenses. A transaction listing was provided describing the nature of each disbursement. *Gomez-Ibanez moved to accept the treasurer's report and enter it into the record. Motion seconded by Christensen. Motion carried 7-0.*

V. Lake Manager's Report

Dearlove reported on his activities since the October board meeting:

- A new woodland trail at the Preserve was completed during the 11/9 Volunteer Action Day. Nearly 20 volunteers participated and were thanked for their contributions. In addition, a new kiosk sign was developed and sent to the printer. Plans are to install one more educational kiosk in the woodland area by spring of 2014.
- The landowner incentives committee held two meetings to develop pilot-implementation recommendations. A summary sheet was distributed for discussion under Old Business.
- Stream-monitoring plans were reviewed for the 2014 season. This is to include applying for a \$3,000 DNR Lake Planning Grant to allow for an expanded scope of work in partnership with Underwater Habitat Investigations, LLC.
- Engineering designs were completed for the Willerup shoreline project. These will be used to apply for final permits and to solicit contractor bids.
- Work has started on developing content for the next Ripples newsletter. The goal is to have it distributed by early December.
- Tentative plans are being discussed to use Lake Ripley as a case study and possible training site for a UW-Extension lakeshore-restoration certification program.

VI. Old Business

• **Discussion and possible action on Landowner Incentives Committee recommendations**

Committee members consisted of Christensen, Dearlove, Kent Brown and Jay Settersten. Meetings were held on 10/21 and 10/31 to resolve issues of how the pilot program will be implemented. A summary sheet outlining 11 specific actions and related implementation guidance was presented (see attached). It included a proposed timeline, budget, pledge form, and example prize voucher. Christensen and Dearlove summarized the recommendations and responded to questions from the Board.

Discussion mostly related to the treatment of donations. Specifically, there was debate on whether new donations should be used to: 1) increase allowable spending beyond the \$25,000 in taxpayer funds already approved, 2) offset the funding levels already approved, or 3) finance pilot-related efforts that might extend beyond 2014. *Sabella*

moved that appropriately-designated donations received after 12/31/13 be used to expand upon (rather than offset) the \$25,000 Lake District commitment that was approved at the Annual Meeting. Motion seconded by Christensen. As a point of discussion, Christensen clarified that many donations were likely to be in the form of in-kind partner contributions. Sabella requested a roll call vote on the motion. Motion carried 4-3 (Sabella, Jacobsen-Brown, Christensen and Gomez-Ibanez voting in favor; Kapsner, Molinaro and McCarthy voting in opposition).

There was consensus that the Committee would bring any proposed demonstration projects back to the Board for final approval. At that time, consideration could be given to using the \$4,000 donation that was received prior to approval of the pilot budget to help cover related project costs. As additional conditions to accepting the proposed implementation plan, the Board requested the following changes or clarifications to the summary document:

- Dearlove will assist Sabella in tracking restricted donations and in-kind contributions related to the pilot.
- The Board will be informed whenever partner commitments are secured. These commitments will be documented in writing, and will be advertised as part of any promotional efforts.
- Use of the term “Ripley Club” is not currently included in the recommendations.
- The amount to be spent on pilot promotion and event hosting will not exceed \$5,000.
- A certain number of early pledge signers will be guaranteed to win a prize voucher or some level of assistance.

VII. New Business

A. Discussion and possible action on use of electronic media at public meetings

The Board reviewed and debated various options for using digital media in lieu of meeting packets. This included posting materials on the website, using personal laptops or tablets, and electronically displaying information at the meetings. Molinaro said it was his intention to allow board members to choose what works best for their individual situations. This included continuing to make hard copies of materials for those who request them. Dearlove said he would plan to make the multi-media projector available at every meeting to display handout materials. In addition, hard copies will continue to be made available upon individual request.

B. Schedule 2014 Board meetings

The Board agreed that no meetings would be scheduled for December or February. The following meeting dates were then set: 1/18, 3/15, 4/26, 5/17 and 6/21. All meetings will be held at the Oakland Town Hall starting at 9:00 a.m. Meetings for the last half of the year will be scheduled at a future date.

VIII. Correspondence/Announcements

A letter and resume were received from Lisa Griffin who was applying for the 2014 internship position. Dearlove said that Lisa had volunteered as an assistant stream monitor this past summer, and is a recent graduate of UW-Whitewater with a degree in aquatic toxicology. All other correspondence had been covered during the course of the meeting.

IX. Adjournment

Christensen moved for adjournment at 10:27 a.m. Motion seconded by McCarthy. Motion carried 7-0.

Next meeting: January 18, 2014 (9:00 a.m. at Oakland Town Hall).

Respectfully Submitted,

Jane Jacobsen-Brown, Secretary

Date

Recorder: PDD

Recommendations to the Board
Landowner Incentives Committee
November 16, 2013

The following is a recommended framework for implementing the 2014 Landowner Incentive Pilot that was approved at the 2013 Annual Meeting.

ACTIONS

1. Set up system for accepting and tracking donations for this pilot in the Lake Ripley Protection Fund.
2. Identify potential partners.
[Suppliers and contractors, marketing consultants, donors, volunteers, and a demonstration project provider.]
3. Secure partner commitments.
[Explain participation benefits and negotiate practice-specific commitment levels. Determine a cost breakdown per individual practice that would establish a set value for each prize voucher.]
4. Select one or two demonstration projects.
[Select based on location, public accessibility, project merit/impact, and strength of relationship commitment. One or two projects are to be recommended by the committee, approved by the board, and funded through donations on hand (currently \$4,000). If feasible, the demonstration site may also serve as the location of an award ceremony and partner recognition event to be held mid-summer.]
5. Conduct outreach campaign to introduce and promote the limited-time opportunity.
[Acknowledge partners, solicit additional support, advertise award ceremony and recognition event, market targeted practices, and encourage pledge signing.]
6. Mail promotional flyers, pledge forms, and award-ceremony event details.
[Reserve up to \$5,000 of approved budget for promotion and event-hosting expenses.]
7. Use submitted pledge forms to guide preparation of vouchers for prize drawings.
[Reserve up to \$20,000 of approved budget to cover voucher costs after deducting partner contributions.]
8. Identify recipients of stewardship awards to honor at the prize-drawing and award-ceremony event.
[Send personalized event invitations to partners, pledge signers, and those selected to receive stewardship awards in recognition of past contributions. Target event date: Saturday, July 5th.]
9. Host award ceremony and partner-recognition event.
[Celebrate partnerships, offer food and fun educational activities, present stewardship awards, and hand out vouchers to prize-drawing winners.]
10. Complete projects as voucher recipients redeem their coupons.
[See page 3 for a description of how the voucher process works.]
11. Send survey to participants to evaluate program effectiveness and status of pledged actions.

TIMELINE

| TASK | 2013 | | | | 2014 | | | | | | | | | | | | |
|---|------|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|--|
| | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | |
| Approve pilot concept/funding at Annual Meeting | | | | | | | | | | | | | | | | | |
| Develop implementation plan | | | | | | | | | | | | | | | | | |
| Board approval of plan; donation-tracking system | | | | | | | | | | | | | | | | | |
| Identify potential partners to approach | | | | | | | | | | | | | | | | | |
| Secure partner commitments | | | | | | | | | | | | | | | | | |
| Establish pricing per practice | | | | | | | | | | | | | | | | | |
| Find/approve demonstration project | | | | | | | | | | | | | | | | | |
| Conduct outreach to promote program | | | | | | | | | | | | | | | | | |
| Mail flyers, pledge forms, event details | | | | | | | | | | | | | | | | | |
| Obtain pledges with practice commitments | | | | | | | | | | | | | | | | | |
| Identify individuals to honor with stewardship awards | | | | | | | | | | | | | | | | | |
| Mail award ceremony event invitations | | | | | | | | | | | | | | | | | |
| Prepare vouchers based on pledges | | | | | | | | | | | | | | | | | |
| Host award ceremony and prize-drawing event | | | | | | | | | | | | | | | | | |
| Complete projects and redeem vouchers | | | | | | | | | | | | | | | | | |
| Survey participants to evaluate effectiveness | | | | | | | | | | | | | | | | | |

CURRENT BUDGET

| | |
|---------------------------------------|------------------------|
| Promotion and event hosting | \$ 5,000 (max.) |
| <u>Project vouchers</u> | <u>\$20,000 (min.)</u> |
| Total Lake District commitment | \$25,000 |

| | |
|--------------------------------|--|
| Current donations | \$ 4,000 (proposed for demonstration projects) |
| Value of partner contributions | TBD |

QUESTIONS & ANSWERS

Who is eligible, and what are the conditions of participation?

Any owner of property within the Lake District or watershed is eligible to participate, including past cost-share recipients. Participants check off boxes and sign a pledge to commit to taking specific actions. The pledge form includes participation rules and details about the prize-drawing event, and must be returned prior to the stated deadline. Conditions of participation can include: a consultation, a site visit to verify project completion, agreement to participate in a follow-up survey, and allowing the project to be featured in future promotional efforts.

What is the purpose of the demonstration project and how is it selected?

The demonstration project is meant to serve as a high-visibility, public showcase that features one or more targeted practices. The committee proposes to select one or two projects (pending board approval) based on: location, public accessibility, project merit/impact, and strength of relationship commitment. If feasible, the demonstration site could serve as the location for the award ceremony and recognition event.

How does the voucher process work?

Vouchers are coupons that entitle the recipient to a free, lake-improvement practice (no strings attached) if redeemed by the specified date. Each has a set value and is good for a predetermined size/scope of service or product. The quantity and type of vouchers are determined by the pledges received and the funds/partner contributions secured. All contractor relationships and donated-service agreements will be established prior to determining voucher needs.

Vouchers are then awarded through a prize drawing at a special award ceremony. No more than one voucher will be awarded to any single individual. An exception may be made if excess funds allow for more vouchers than there are pledge signers. Prize vouchers will remain valid until September 30th for planting-related projects, or by December 31st for all other practices. Listed on each voucher will be the lead contractor who is to schedule and coordinate the work. When the project is completed, the voucher is presented to the lead contractor who signs and then returns it to the Lake District. Upon completion verification, the Lake District issues a check to the contractor for any remaining balance associated with that particular project voucher.

What is to prevent projects from disappearing or failing to be maintained once completed?

Legally, there will be nothing to stop this from happening since there are no formal contracts. It is believed this would be the exception rather than the rule, particularly since project winners will have signed pledges demonstrating their interest in the practices and a commitment to maintain them. The removal of current participation barriers and the ability to build community excitement around the targeted practices is considered paramount to the success of this pilot.

Have any potential demo sites, partners, or stewardship award recipients been identified?

Possible demonstration sites: Ripley Park Beach (rain garden, lakeshore buffer), Hoard-Curtis Scout Camp (treefalls), Willerup Bible Camp (rain garden, lakeshore buffer, treefalls), Alpine Village Condos (rain garden, hard surface removal), Town of Oakland shoreline (treefall)

Interested/potential service partners: Agrecol, Awesome Landscaping, Formecology, LJ Reas Environmental Consulting, Midwest Prairies, McKay Nursery, Dutch Designs, Village of Cambridge (Cambridge Tree Project, Cambridge Economic Development Committee), RainReserve, Fiskars

Stewardship award candidates: Past volunteers (individuals and groups), larger donors, big project implementers



EXAMPLE PLEDGE FORM

By filling out and signing this pledge form, I agree to the conditions of participation and will complete my pledged actions by 12/31/14. I understand that my commitment to one or more of the listed actions automatically enters my name into prize drawings associated with each action. Pledges must be received by **XXXX** to be eligible. The drawing will be held at **XXXX** on **XXXX, 2014**, where coupons for FREE products and services will be awarded. You do not need to be present to win.

I accept all of the following conditions of participation:

- I own property on Lake Ripley, in the Lake Ripley Management District, or within the Lake Ripley Watershed.
- I agree to complete the pledged actions on this property on or before 12/31/14.
- I agree to a free consultation to obtain guidance related to my pledged actions.
- I agree to maintain, to the best of my ability, any pledged projects that I complete.
- I agree to allow the Lake District to publicly recognize my commitment to action.
- I agree to encourage my friends and neighbors to consider taking similar actions.
- I agree to participate in a follow-up survey that will be used for program-evaluation purposes.

I agree to complete the following lake-improvement actions with guidance from the Lake District, and without the promise of receiving financial assistance [*check all that apply*]:

- Create or expand a rain garden – minimum 100-ft²
- Create or expand a lakeshore garden – minimum 500-ft² (*waterfront landowners*)
- Create a natural fish reef – pending permit acceptance (*waterfront landowners*)
- Plant a native tree – minimum 1-inch caliper diameter
- Install a rain barrel
- Redirect roof downspouts to water-permeable area of yard
- Remove hard surfaces (patios, paved drives, etc.) – minimum 100- ft²

Signature

Printed Name

Date

Property Address

Phone Number

E-mail

Return to: Lake Ripley Management District, N4450 County Road A, Cambridge, WI 53523
Questions: (608) 423-4537 • ripley@oaklandtown.com • www.lakeripley.org

EXAMPLE VOUCHER

#012014

**Free Rain Garden Voucher
(\$400 value)**

This voucher entitles _____ to a free, 100-sq-ft. rain garden. Package includes site preparation, 100 plants, mulch, installation, and a one-year maintenance check.

Terms and Conditions:

- Voucher cannot be transferred or exchanged for cash
- Redeemable through 9/30/14
- Must be presented to the contact person listed below

Lead Contractor Name
Contact Info