



## **Approved Minutes of Meeting Monday, October 17, 2022; 10 – 11:30 a.m. CT**

**Present:** Laurie Westerlund, MLLWVG Chair, Crow Wing Commissioner; Jake Janski, MLLWVG Vice Chair and Mille Lacs SWCD Supervisor; Barb Eller, MLLWVG Secretary; John Pearson, south side Mille Lacs; Pat Murphy, Pres. Aitkin County Lakes and Rivers Association, Long Lake;; Perry Bunting, Dir Environmental Programs, Mille Lacs Band of Ojibwe; Chad Weiss, Water Resources Manager, Mille Lacs Band of Ojibwe; Todd Haas, Pres Camp Lake Association; Janet Smude, Aitkin SWCD; Bob Janzen, Aitkin SWCD Supervisor; Dianne Jacobson, Crow Wing SWCD Supervisor; Sue Lyback, south Mille Lacs, Fjordhaven; Margaret Vos, east Mille Lacs

**1. Meeting called to order by Chair Laurie at 10:04 am. Introductions and welcome.**

**2. Approval of the Agenda** – M. Barb<sup>2<sup>nd</sup></sup> Bob. Approved.

**3. Consent Agenda-** M. Jake <sup>2<sup>nd</sup></sup> John. Approved.

- Aug 20, 2022 Meeting Minutes corrected. Bob Janzen in attendance
- Financial report. Attachment 1.

**4. Activity Updates and Discussion**

- **Mille Lacs Compass Program:** NR
- **Rum River One Watershed One Plan (1W1P):** (Jake) The Joint Powers Board met to review the draft 2023 Work Plan. Under 45 day review for feedback from SWCDs and County Boards. Next JP Board meeting Nov 30 to approve. Substantial part of the budget goes to outreach and administration this year. Best Management Practices project dollars going to Mille Lacs Lake area based on known needs. Asks how we can also inform the use of project dollars. State funding from the Legacy Fund for this 10 year plan. Name is changing to Comprehensive Watershed Plan or similar. Updated info at <https://www.millelacsswcd.org/1w1p/rum-river-one-watershed-one-plan/> John received inquiry from Mille Lacs Messenger Editor, referred to Jake. Good to see new Editor taking interest in conservation and water quality.
- **AIS Grant:** (Janet): Wrapping up. Members get invoices from HLHL to Janet.
- **Get the Lead Out:** (John) Campaign is wrapping up for the season. John still has tackle. He reported 8 pounds we collected to MPCA. Todd handed out nontoxic tackle at Camp Lake Assoc. meeting and needs resupply.
- **Keep It Clean (KIC) campaign** (Ann): Provided email update to John. See attachment 2.
  - Pat noted Ann did really good presentation to 16/20 lake associations at the Aitkin Rivers and Lakes Association meeting. Big Sandy and Hill Lake interested in joining effort.
  - Todd noted he did not see any KIC messaging during the Major League Fishing Bass Tournament like they had planned.
  - Janet notes dedicated KIC website will include e-commerce for KIC materials for interested Lakes/groups Asks if we want to contribute to total cost of \$450/each lake (Red Lake, LOW, MilleLacs). . After discussing our budget: **M. John <sup>2<sup>nd</sup></sup> Margaret. Approved \$100 from our general fund for KIC fund to help with website costs.**

## 5. Outreach and Education

- **Healthy Land, Healthy Lake Expo (HLHL)** (Margaret): McQuoids did excellent job again at hosting. Attendance 15 despite rainy day. Plant I.D. by Jake was beautiful native plant setup. The Round Table discussion generated 2-3 people solidly interested in pursuing shoreland restoration/preservation.
- Had large lead donation to Lead Tackle collection.
- We now have 2 promo flags for HLHL.
- Sue noted HLHL was well done and Jake's presentation on Rum River 1 Watershed 1 Plan very helpful information. Janet notes Round Table discussion was excellent.
- Our goal for this event was outreach to lake residents, permanent and seasonal.
- Margaret notes we stayed within Budget. Thanks to Margaret and all!
- John questions how we can drive attendance up..Laurie notes we need "celebrity" speakers.
- Jake questioned if we continue HLHL in face of "Lunch and Learns" given limited resources( see below). HLHL has been held at least 5 years. Intended audience: Permanent, seasonal residents, business owners. Outreach includes email invites, newspaper ads, press release, flyer. Lynn at Mille Lacs SWCD has email list of 46 Compass Program participants that we invite. Sue notes best outreach strategy is via personal connections, word of mouth, and linking to people's other networks. Thanks to Pat for sharing our information and outreach efforts with ACLARA . Pat notes having Speakers at events helps attendance from lake associations. Alek Lacklund ,professor, UMD, Buffalo Fish topic, is great speaker. ACLARA attendance is up maybe because of this. Barb and Sue noted it is worthwhile to continue annual fall HLHL.
- **2023 Lunch and Learns (Barb):**
  - **Janet notes Mille Lacs Area Community Foundation grant of \$1000 for this outreach/education project was approved. Need committee to proceed with planning. Let Barb know if you can help.**
  - Barb needs our meeting schedule for next year.
  - Draft Plan includes: 3-2 hour meetings, topics with speakers coordinated with our meeting dates at local resorts around the Lake. Note ACLARA meetings are 2<sup>nd</sup> Saturday of the month, April-October.
  - Venues suggested: Red Door, Eddys, Izatys, Appledorns (received several votes), CastAways. Barb will check on venues and cost.
  - Need input from everyone. Brainstorm topics here and next meeting: Dan Asthmus on Wake Board impacts; Jeff Forester on MN lake initiatives; Carl Frederickson, Aitkin SWCD; Charles Scott, CO Grand Rapids DNR office; r.e. what DNR does for monitoring and enforcement; Historical stories, e.g., the Cedar Tree Story. Laurie knows of historian from the cities she will reach out to; history/background of the peoples of the area—Dakota, Ojibwe, the rest of us; KIC effort with good venue at Red Door, Ann Brucciani Lyon; combine with DNR CO enforcement efforts.
  - Todd noted Ducks Unlimited event, Garrison, February. Could have booth in big tent. **Perry is member of Garrison DU and will request booth for us.** Barb notes a combined booth with KIC and MLLWVG.
  - More ideas for agenda at November meeting.
- **Outreach to resorts, lake associations:** Janet plans to do bag of goodies for handouts for the Spring. Laurie volunteered to deliver.

- **Topic of the Month:** John invites all to submit their ideas/topics, rough drafts, and he can help edit. SWCDs are resource. John distributes to local media, posts on website. Include photos. Send ideas to John.
  - **Website:** John is working SEO improvements. Traffic goes up with promotions.
  - **Facebook:** Feed back appreciated. Send ideas to Barb: [barbeller04@gmail.com](mailto:barbeller04@gmail.com) Continue to like/love and share to increase our reach..
- 6. Tracking and Posting Water Quality Data**
- Report on current monitoring activity: (Perry/Chad): Water quality sampling done 3 times. Missed usual 4<sup>th</sup> run. Results will be posted as usual on STORET/its new EPA portal. Data can be retrieved at <https://www.waterqualitydata.us/>
  - Perry notes they are engaged in monitoring surface and ground water levels. Also working on wild rice density monitoring strategy with the DNR and Nature Conservancy. They have a 2 year grant to develop an annual strategy to monitor Wild Rice density. Ogechi and Onamia Lakes were thick with Wild Rice this year. After ricing season, lakes got very low, but lots of Duck rice left.
- 7. Organization**
- **MLACF grant application:** Janet received notice this was approved (see above discussion of 'Lunch and Learns'.
  - **Additional funding:** Check Legacy Funding for the Arts for history/culture speakers. Our fiscal manager, Aitkin SWCD, can accept donations to us. **Barb to do solicitation for donations on Facebook.**
- 8. New Business:**
- Margaret notes youth outreach/elementary environmental curriculums is important. Barb to check with Christina Thurston who was previously interested in pursuing this. Barb notes this is missing piece of education/outreach. Sue agrees plus other networks to include faith communities, Lake Onomia, others. Sue can tap into EcoFaith network for resources.
  - Put youth outreach/curriculum content on November agenda. . Margaret will do research on what curriculums (4<sup>th</sup>-6<sup>th</sup> grade) currently include: Isle, Onamia, Aitkin, Brainerd School Districts (Garrison), and the Home School Network.
- 9. Public Comment :** No further
- 10. Next Meeting November 21, 10-11 pm via Zoom**
- 11. Meeting adjourned 11:30**

Respectfully submitted,  
 Barb Eller, Secretary, 218-839-4489

**Attachment 1. Financial Report**

MLLWMG Financial Report August & September 2022	Budget Balance	Spent Previous Periods	Spent This Period	Current Balance
<b>MLLWMG FUNDS</b>				
All previous combined	\$ 1,004.36	\$ 131.32	0.00	\$ 873.04

Community Stewards Picnic 2022	\$	\$	\$	\$
	115.00	46.39	68.61	-
	\$	\$	\$	\$
<b>Subtotal</b>	<b>1,119.36</b>	<b>177.71</b>	<b>68.61</b>	<b>873.04</b>
 <b>Community of Mille Lacs Stewards Picnic - Mille Lacs Area Community Foundation</b>				
	\$	\$	\$	\$
Space Rental	50.00	60.00	-	(10.00)
	\$	\$		\$
Catering / Meal	750.00	500.00	240.00	10.00
	\$	\$		\$
Speaker Stipend	200.00	200.00	0.00	-
	\$	\$	\$	\$
<b>Subtotal</b>	<b>1,000.00</b>	<b>760.00</b>	<b>240.00</b>	<b>-</b>
 <b>Aquatic Invasive Species Education Funding, Aitkin County</b>				
Activity # 1). Healthy Land, Healthy Lake Expo				
	\$			\$
Advertising - Newspapers, Social Media, Banners	1,000.00		139.16	860.84
	\$			\$
MLLWMG Website Consultant - Promotion & Production	1,000.00			1,000.00
Event Hosting - Mtg Space, Zoom Subscription,	\$			\$
Refreshments	375.00		370.05	4.95
Activity # 2). Website / Facebook / Marketing Expenses				
	\$			\$
Website Hosting & Domain Registration	300.00	296.73	0	3.27
	\$			\$
Keep It Clean Campaign Support	500.00	500.00	0.00	-
	\$			\$
MLLWMG Website / Social Media Consultant	300.00			300.00
	\$	\$		\$
Activity # 3. CD3 Watercraft Cleaning Station Support	1,025.00	1,025.00	-	-
	\$	\$	\$	\$
<b>Subtotal</b>	<b>4,500.00</b>	<b>1,821.73</b>	<b>509.21</b>	<b>2,169.00</b>

**Attachment 2. Keep It Clean Update.**

**Keep It Clean Update**

October 14, 2022

Ann Brucciani-Lyon

**1. Keep It Clean Video** — The video with a voiceover by Ron Schara is nearly complete. The Mille Lacs Area Community Foundation logo will appear on the

credits page with the logos from the other groups in the state that have contributed to this effort. The video will run before each seminar at the St. Paul Ice Fishing and Winter Sports Show in December. It will also be available online for us to promote.

**2. Centralized Keep It Clean Website** — Our regional committee has recognized the need for a professional dedicated Keep It Clean website. It will enable us to do many things, including enable other lakes to easily join Keep It Clean. In addition, we plan to have a Facebook page dedicated to Keep It Clean and a Keep It Clean email address. Goal is to have the site up and running before the end of November.

**3. 2023-2024 DNR Fishing Regulations Handbook** — Depending on space availability, there will be either a 1/2-page or full-page ad for Keep It Clean in next year's handbook. If you aren't already familiar with this piece is the book given out/available to anyone purchasing a fishing license. It is available in print and online. Here is a link to this year's version:  
<https://www.dnr.state.mn.us/regulations/fishing/index.html>

**4. Book Sale Fundraiser** — The National Honor Society Students at Isle High School ran a free will donation book sale Oct. 5-7 to raise money for Keep It Clean. Waiting to hear how much was raised.

**5. DNR Creel Survey + Lead Free Tackle** — Steven Yang at the MPCA will be shipping us 250-300 units of lead-free tackle to be stapled to Keep It Clean info cards that will be handed out by DNR conservation officers conducting Creel Surveys. They usually don't receive large quantities of the ice fishing jigs and are very selective about who they partner with. The DNR conducts roughly 1,100 surveys on Mille Lacs per year. This exceeds the quantity of jigs available to us. But I'm grateful for the partnership and excited to have the lead-free tackle as part of this campaign. Thanks, John, for making the introduction so that this could happen!

**6. Community Partnerships** — We have 25 businesses around the lake that are partnering with us to help spread the word about Keep It Clean by hanging a 3' x 6' Keep It Clean banner on their building or at their access site. The MLACF will provide these banners, which are in the design phase, to these businesses at no cost to them. For those who are interested, the list includes:

Agate Bay  
Bayview Bar & Grill  
Barnacles Resort & Campground  
Beachside Resort  
Castaway's  
Castles Resort  
Garrison Sports Bait & Tackle  
Izaty's Resort (doesn't provide access but hosts group that accesses through Beachside)  
Johnson's Portside  
KJ's Ice Fishing on Mille Lacs

Lyback's Ice Fishing  
Malmo Market  
McQuoid's Inn  
MSA Flagship  
Nitti's Hunters Point  
Randy's Rentals  
Red Door  
Reed's Family Outdoor Outfitters (Onamia)  
Rocky Reef Resort  
Sue's Bait & Tackle  
Terry's Boat Harbor  
Trailside Bait & Tackle  
Tutt's Bait & Tackle  
Twin Pines Resort  
White Cap Inn

**7. Keep It Clean Branded Ice Fishing Lure** — Tom's Tackle, a local tackle manufacturer in Baudette, Minnesota, has designed a Keep It Clean branded jiggling spoon (<https://tomstackleinc.com/giving-back/>). It's currently in production. It will cost \$4.99 and Tom's Tackle will donate 20% of its profits to help fund the Keep It Clean campaign efforts.

**8. MLACF Website Update** — The Mille Lacs Area Community Foundation has updated its website content. Of particular interest are the updates to the Events + Media page (which now includes links from the past 9 months to 10 articles or news clips, many of which are about Keep It Clean) and the Keep It Clean page.

<https://mlacf.org/events-media/>  
<https://mlacf.org/keep-it-clean/>

**9. Aitkin County Lakes and Rivers Association (ACLRA) Meeting** — I spoke at their Oct. 8 meeting about Keep It Clean. Currently, there are 18 lakes and rivers represented in this group. During the question and answer session, a few people made recommendations or asked questions, which have resulted in outstanding outcomes with how we will approach branding and making Keep It Clean items available to lakes that would like to join. If he's in attendance, Pat Murphy can answer any questions you may have on this topic.

**10. Upper Red Lake is preparing to launch their waste management pilot program.** Anglers will be asked to separate their garbage into dumpsters in three categories: Regular garbage, human waste and recyclables. The goal is to keep human waste out of the lake and out of the landfill by capturing and sending it to the proper processing facility.