

Arcadia-Pierport Watershed Plan

Minutes from the Leadership Team meeting of April 6, 2015

Location: Pleasant Valley Community Center in Arcadia, 11am to 1pm

Attendees: Sharon Goble (Co-chair), Don Oswell, Mary Reed, Dick Landback, Doug Carter, Tim Ervin, Susan Spencer, Mark Bolthouse

Agenda:

- 1) Welcome and introductions
- 2) Discuss changing the monthly meeting time to late afternoon to accommodate schedules of those working full time
- 3) Watershed Kiosk event
- 4) Coastal Zone Management Program grant update
- 5) Update on Community Outreach activities
- 6) Fundraising discussion
- 7) Upcoming events

Discussion Items:

- 1) Welcome and introductions
- 2) Discussed moving the monthly meeting to a later time to better accommodate schedules for those who work full time and cannot make the 11am to 1pm meeting schedule. Moving the meeting to the second Thursday of the month from 4-6pm would coincide with the library hours when the PVCC doors would be unlocked.
- 3) Announced the upcoming dedication of the Watershed Kiosk at the Arcadia Library on Thursday, May 14th at 4 pm. Our May monthly meeting will be changed to that date and time so that our Leadership Team members can attend. The Director of the Manistee County Library will be there and possibly media as well.
- 4) Coastal Zone Management (CZM) grant update:
 - a) Grant has been extended to August 31, 2015.
 - b) The budget was adjusted to account for more volunteer time (added another \$10,400 in volunteer time to count towards the match for the grant).
 - c) Changed the language in the tasks section of the grant from 2 community visioning sessions to 2 community presentations that present the plan progress and seek community input on the plan to date. The first three tasks of the CZM grant (through designated and desired uses) are expected to be completed in June and presented for community review and input, and if the remaining required funding can be secured, the final plan will be completed and presented to the community for review and input in August.
 - d) Anticipate \$6,000 contribution from one of the Townships.
 - e) Still need to raise \$20,000 to complete the plan.

5) Community Outreach activities to date:

- a)** Presentations were made to Arcadia, Onekama, Joyfield and Blaine Townships to inform them of the watershed planning efforts and ask for Letters of Support for future funding. Pleasanton Township has been supportive in the past (Sharon made a presentation to them about watershed planning efforts in early 2014). Sharon will plan to update them.
- b)** An Exhibit table was staffed by Sharon and Don at the Manistee Spring and All Music festival at the Ramsdell Theatre on March 21st. Approximately 55 signatures of support were gathered.
- c)** An Exhibit table was staffed by Sharon on April 4th at the PVCC for the Easter pancake breakfast and Easter egg hunt. About 25 signatures of support were obtained.
- d)** Last year Sharon attended the Gravel and Grit event in May of 2014 and collected about 65 signatures of support for the watershed plan.

6) Mary Reed shared a valuable and insightful power point presentation on fundraising that was developed by Northsky Nonprofit Network, entitled, "Fund Development A-Z." Some of the highlights include:

- * Create a "culture of philanthropy," build strong relationships
- * Create a Mission= Reason Organization exists.
- * Create a Vision= Long Term change resulting from organization's work
- * Conduct Organization Asset Inventory and identify the values associated with the Organization
- * Develop a document that lists all the reasons that the Organization deserves support, now and in the future.
- * What are the core competencies (skills and abilities) that enable the organization to succeed?
- * How to measure effectiveness? Statistics, Letters of Appreciation, etc.
- * Identify Institutions that support the work.

Tim Ervin discussed a few potential funding sources, but explained that grant money for watershed work has been difficult to find. Money seems to be more focused on sewer investigations and sewer infrastructure.

7) Upcoming events.

- * On May 9th Don Oswell plans to attend the Arbor Day celebration with a watershed exhibit table.
- * On May 11th AES plans to host of meeting of the Manistee Conservation District Board members and Manistee County watershed representatives to facilitate discussion of the role that the Manistee Conservation District could play in supporting county watershed work, to help inform the MCD Board members as they work to develop a strategic plan.

The meeting was adjourned at approximately 12:30pm.

Next meeting will be Thursday, May 14th from 4pm to 6pm at the PVCC.