

## **Arcadia-Pierport Watershed Plan**

### **Minutes from the Leadership Team meeting of May 14, 2014**

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

**Attendees:** Sharon Goble and Sam Catanese (Co-chairs), John Iacoangeli (B&R), Don Oswell, Chris Sullivan (GTRLC), Mary Reed, Jim Drazo, Kirsten Sheffield (Manistee County Planning Office), Greg Goudy (MDEQ), Mark Tonello (DNR-Fisheries).

**Agenda:** 1) Inland Lakes Conference update.  
2) Fieldwork plans for summer-update from GTRLC and LRBOI  
3) Watershed kiosk project at library in PVCC  
4) Collecting Support Signatures  
5) Community Education Strategies and Fund-raising  
6) Community Visioning Session discussion

#### **Discussion:**

- 1) Mary reported that over 400 people attended the conference, in part due to the decision to consolidate with DNR and DEQ programming. There were many excellent presentations including funding and grant programs for aquatic invasive species, "Water Words That Work", and a presentation on Onekama's assessment process to fund invasive species work.
- 2) Regarding fieldwork plans, invasive species treatments have been conducted on Arcadia Marsh by GTRLC (invasives of concern include Phragmites, Reed Canary Grass, Canada and Bull Thistle). Buckthorn is being removed manually. GTRLC is hoping to receive a federal grant soon to conduct a watershed study. LRBOI plans to allocate staff time to assess chemical, physical and biological parameters to evaluate the marsh restoration project conducted last year. Road crossing issues were briefly discussed, and Mark mentioned that often when road crossings are replaced, they are up sized.
- 3) Jim Drazo (whose wife, Deanna is the librarian at the library in the PVCC) discussed the library kiosk pilot project: it will provide place-based learning projects and local interpretative activities and pamphlets. Money was received through the Selma Johnson Foundation to purchase a piece of furniture for the library that will hold the pamphlets, books, reports and other materials relevant to the watershed. The Arcadia library location will be the first pilot location for this, with the rest of the Manistee County libraries to follow. The library is looking for donations of materials for this project to help keep costs down. Maps and a placemat way-finding were discussed. John can provide a large map of the watershed and discussed working with Chris to develop a way-finding placemat to connect with recreational assets. The DEQ offered to print materials and forward them to the library. The Manistee County Planning Commission is in support of this project. The hope is that it will be up and running by the end of the fiscal year.
- 4) The Watershed Partnership Agreement was handed out and attendees were asked to begin/continue collecting signatures of support for the watershed plan. The upcoming Gravel and Grit bike race commencing at the PVCC was mentioned as a possible venue to collect signatures.

- 5) Community education and fund-raising strategies were discussed. Jim Drazé shared his experience attending the annual watershed meeting in Cadillac, sponsored by Ducks Unlimited. The tips he discussed include Persistence, Messaging, and Good Graphics. Buzzwords included Preservation, Protection and Promotion. He indicated that the Bear Lake Watershed Alliance moved away from holding meetings to try to engage the public, to a drop-in concept that in addition to coffee and donuts, had good graphics depicting watershed information. The other strategy pursued included taking the message to the people by attending various events such as the Lions Club breakfasts and neighborhood coffees. Other venues included churches and the Transfer Station. Jim stressed that it's important to keep the watershed messaging constantly in front of the people. John will work with Chris to help develop materials.
- 6) There was some discussion about the visioning sessions. In general, it was felt that the communities may be weary of visioning sessions after the recently completed master-planning process which might result in low or no attendance. There was discussion about a newsletter piece to be sent to property owners in the watershed, and the development of a survey. Greg Goudy suggested holding a summary session, perhaps at the August meeting to collect additional comments, and to have LRBOI present current work.