



*Wednesday, May 18, 2022*

**CITIZENS ADVISORY COMMITTEE MEETING  
Virtual Meeting**

[www.minnehahacreek.org](http://www.minnehahacreek.org)

**Board of Managers:**

**Sherry White, President; William Olson, Vice President; Jessica Loftus, Treasurer;  
Eugene Maxwell, Secretary; Richard Miller, Manager; Arun Hejmadi, Manager; Steve Sando, Manager**

***Board Liaison: Manager Olson***

**Citizens Advisory Committee Members In Attendance:**

**Emily Balogh, Dan Flo, Lisa Fowler, Laurie Goldsmith, John Iverson, Shannon Martin, Drew McGovern,  
Rich Nyquist, David Oltmans, Peter Rechelbacher, John Salditt**

**Citizens Advisory Committee Members Absent:**

**Bill Bushnell, Cassy Ordway, Marc Rosenberg**

**MCWD Staff:**

**Helen Schnoes, Alex Steele**

**Guests:**

**Steve Wright, Love Communications**

**6:30 pm**

- 1. Committee Meeting Call to Order and Roll Call 6:35pm**
- 2. Approval of Agenda (Additions/Corrections/Deletions)**  
*Iverson, Rechelbacher All approved*  
2.1 May 18, 2022 Agenda  
Edit: Steele will deliver presentation in place of Schnoes
- 3. Approval of Minutes (Additions/Corrections/Deletions)**  
3.1 March 16, 2022 Minutes *Iverson, Oltmans – All approved*  
3.2 Revision to January 19, 2022 Minutes *Oltmans, Nyquist – All approved*

**6:45pm**

- 4. Discussion Items 6:38pm**  
4.1 Phase II Website Redesign – Design Directions (Schnoes, Love Communications)

Steele presented the work to update the MCWD website. The CAC was last engaged in 2019 and 2020. The presentation previewed the overall project timeline and the site's goals and principles. The final website will go live in October 2022. The new site will have better capacity to use online tools to tell data-driven stories and present interactive data for

public use, including a water quality dashboard. MCWD will also be working with a photographer to collect new images to feature on the site.

Love Communications was introduced as the firm leading MCWD's website update. Two "design directions" were shared with the CAC ahead of the meeting and will be the focus of discussion with the CAC. One final design direction, revised based on CAC feedback, will be brought to the MCWD Board of Managers for approval May 26. Staff feedback has also been gathered as part of this process.

Steve Wright presented the process and approach that Love has taken since beginning work with MCWD in March 2022. They reviewed profiles of site users, their goals for accessing information they value, and how those insights and best practices led to the two designs presented to the CAC. Wright emphasized that design directions are more about "look and feel" of the design, not the specific text, images, etc., which will evolve over the course of the project. Both design style directions meet goals of the user groups that have been identified and include immersive photos and mission-focused messaging. Real time data will be presented in a user friendly way, and quick links will help visitors quickly jump to where they want to go. Once a direction is set, that allows for simultaneous coding/development + final design / content creation over summer.

CAC members provided feedback on both designs. Overall, the group was very pleased with the direction of the new site and agreed both "Feel" like MCWD. Members asked questions about what data is available about site visits and flagged areas of confusion in the current presentation based upon their perspective (a recreationist looking to paddle the creek versus someone looking to get a permit for a project). The group discussed how the site can best serve multiple audiences with one site. As the site is designed to be mobile first and adapt to easy use on a tablet or smartphone, the group provided feedback as to which elements worked best in the various displays. Some members suggested that generally, a user will find where they need to go, even if a site's organization is new to them, and then, as a repeat user, they'll be familiar going forward. The group also talked about management of the site going forward and how it will stay updated and MCWD staff shared that they see the site as an evolving communications tool that they will keep building and enhancing to tell new stories. All functionality, security, and information will be tested prior to launch. The group also discussed how the website fits into broader communications efforts for MCWD.

Manager Olson, as the Board Liaison to the website update project, shared his input on the project, including that previous design versions have already been eliminated from an initial presentation Love made to MCWD's project core team. He said they are looking to CAC to help recommend which design direction to go to the Board.

Salditt welcomed continued CAC engagement in the website update process as it progresses.

**8:10pm**

**5. Informational Items + Updates**

5.1 CAC Member Updates

## 5.2 Board Liaison Updates

Manager Olson provided updates on a number of current projects:

- 325 Blake Road Purchase & Sale Agreement approved by MCWD board

- Minneapolis Council Member Emily Koski will host Town Hall on May 31 to present findings and discuss next steps related to the Lake Nokomis Area Groundwater & Surface Water Evaluation for which MCWD was a lead technical partner

The final paper is available Here's the City of Minneapolis webpage for the issue:

<https://www2.minneapolismn.gov/government/departments/public-works/surface-water-sewers/programs-policy/lake-nokomis/>

- Climate Action Framework adopted by MCWD board and will be finalized in professional design and layout over summer.

The fully drafted Climate Action Framework as approved by the Board of Managers last month is available online:

<https://www.minnehahacreek.org/sites/minnehahacreek.org/files/agendas/11.2%20Authorization%20to%20Contract%20with%20Background%20Stories%20for%20Design%20and%20Layout%20of%20the%20CAF.pdf>

- The MCWD Board will return to meeting in person in June.

## 5.3 Staff Updates

Schnoes provided updates on a number of topics:

- Progress in hiring two new staff for MCWD's Outreach Program continues. Full staffing expected by end of summer.

- June 6 Meet & Greet set for MCWD Board of Managers and CAC members at Arden Park in Edina, where MCWD recently completed a significant restoration and water quality project. This is the third session for new member onboarding.

8:30pm

6. **Adjournment 8:26: Nyquist, Rechelbacher—all approved**

### **Upcoming Meeting**

Wednesday, July 20, 2022 Citizen Advisory Committee (Manager Loftus, Board Liaison)