



Title: 2025 Citizens Advisory Committee Recruitment

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Purpose:

At the November 7, 2024 Operations and Programs Committee (OPC), staff will provide a summary of the recent Citizens Advisory Committee (CAC) recruitment process, an initial analysis of applicants, and recommendations for discussion by the Committee. Feedback and discussion by the Committee will be used to frame a recommendation for the appointment of the 2025 CAC by the Board of Managers at the December 3, 2024, Board meeting.

Background:

According to MN Statute [§103D.331](#), the Minnehaha Creek Watershed District (MCWD or District) Board of Managers must annually appoint a CAC. On June 10, 2021, the Board approved [Resolution 21-042](#) adopting operational recommendations to align the CAC with the strategic direction of the District and advance its Balanced Urban Ecology policy. CAC recruitment and appointment processes have been structured according to these operational recommendations.

Staggered CAC Terms:

The changes adopted in Resolution 21-042 included moving to two-year, staggered terms and setting the size of the CAC at fourteen members (twice the size of the Board of Managers). This was done to maintain continuity and a fresh flow of perspectives year after year. Staggered terms were established during the 2022 appointment process. While the entire CAC is appointed annually according to MN statute [§103D.331](#), staggered terms create two alternating appointment cohorts of seven members each cycle.

Committee Makeup:

Resolution 21-042 also established goals for diversity within the CAC, because the committee's core value comes from its variety of perspectives. Appointment recommendations consider how applicants contribute to the diversity of the committee along the following key dimensions:

- **Geographic:** The committee plays a key role in using local, on-the-ground knowledge to provide unique perspectives on MCWD's work. Thus, committee members should be dispersed throughout the watershed.
- **Demographic:** MCWD covers a large and culturally varied area within the Twin Cities, and its work serves many different types of people. Thus, committee members should be varied across ethnicity, gender, and age.
- **Professional:** Committee members draw heavily on their unique professional background to provide fresh ways of thinking about MCWD's work. Thus, committee members should come from a variety of professional backgrounds.

2025 CAC Application and Recruitment Process:

Based on the staggered term structure and the CAC's size, there are eight vacancies for the 2025 CAC Recruitment and Appointment Process. Eight current CAC members' terms will expire in 2025, and the remaining six seats are filled by CAC members continuing their 2024-2025 term.

Current members have been encouraged to apply for reappointment, and new applicants have been solicited to participate in a competitive application process to determine CAC appointments at the discretion of the Board of Managers.

To solicit competitive applications, staff revised the [CAC Position Description](#) used to summarize the duties and expectations of CAC members. Staff created an online application form for easy electronic submission and included an optional demographic questionnaire to track promotional reach and diversity among CAC applicants.

While appointments are not made based on individual demographics alone, aggregate data allows for analysis of the diversity of both the CAC applicant pool and the CAC itself. This data gathering and analysis supports MCWD's goals of ensuring a diversity of geographic, demographic, and professional backgrounds among CAC members.

Recruitment Methods:

Recruitment for new CAC members began September 9, 2024, and ended October 21, 2024. Recruitment of members was supported through a variety of promotional strategies in September and October.

The Position Description and Application Form were posted to MCWD's website. Staff posted application details to MCWD's social media channels. MCWD staff, Board members, and current CAC members were encouraged to distribute the call for applications through their networks and recruit specific individuals to apply.

MCWD notified partners and relevant non-profits to include the call for applications in their existing communications (newsletter, social media, etc.). Outreach staff also reached out to past CAC applicants and other residents who had expressed interest to encourage them to distribute the call for applicants or apply.

Application Review:

The Board has set the CAC size at fourteen members. Six CAC members are continuing their two-year terms in 2025, leaving eight seats available for a 2025-2026 term. MCWD received eleven applications for these eight open seats. Four current CAC members with expiring terms applied for reappointment and seven applications were received from District residents interested in joining the CAC.

November 7, 2024, OPC Meeting:

At the November 7, 2024, OPC meeting, MCWD staff will provide an overview of the applications received, synthesize available information, and facilitate discussion to develop appointment recommendations. Based on the November 7, 2024, OPC discussion, at the December 3, 2024, Board meeting, the Board of Managers will appoint the 2025 CAC.