

MEETING DATE: March 12, 2015

TITLE: Authorization to Execute Agreement with Terramark to Develop Continuing Education Course for Realtors

RESOLUTION NUMBER: 15-XXX

PREPARED BY: Telly Mamayek, MCWD Director of Communications and Education

E-MAIL: tmamayek@minnehahacreek.org **TELEPHONE:** 952-641-4508

REVIEWED BY: Administrator Counsel Program Mgr. (Name): _____
 Board Committee Engineer Other

WORKSHOP ACTION:

<input checked="" type="checkbox"/> Advance to Board mtg. Consent Agenda.	<input type="checkbox"/> Advance to Board meeting for discussion prior to action.
<input type="checkbox"/> Refer to a future workshop (date): _____	<input type="checkbox"/> Refer to taskforce or committee (date): _____
<input type="checkbox"/> Return to staff for additional work.	<input type="checkbox"/> No further action requested.
<input type="checkbox"/> Other (specify): _____	

PURPOSE or ACTION REQUESTED:

Authorize District Administrator to execute agreement with Terramark to develop a continuing education course for realtors.

PROJECT/PROGRAM LOCATION:

This course would be offered in various locations where the Minneapolis Area Association of Realtors (MAAR) continuing education courses are available.

PROJECT TIMELINE:

- March 2015 – Present proposal to Board of Managers for approval
- April 2015 – Create framework for program development
- May-June 2015 – Hold focus group meetings with stakeholders
- July-August 2015 – Develop program for submission to State Department of Commerce for approval
- March 2016 – Launch program as part of MAAR’s continuing education series

PROJECT/PROGRAM COST:

Fund name and number: 2302, 2303
 Current budget: \$3,000, \$10,000 respectively
 Expenditures to date: \$0
 Requested amount of funding: NA
 Is a budget amendment requested? No
 Is additional staff requested? No

PAST BOARD ACTIONS:

January 2, 2014 MCWD Operations and Programs Committee memo

May 1, 2014 Operations and Programs Committee recommended approval of the 2015 Education and Communications workplans, which included funding for developing the continuing education course for realtors

September 11, 2014 MCWD Board of Managers approved the 2015 Proposed Budget, which included funding for the realtors course in the Education and Communications workplans.

SUMMARY:

To support the District's Balanced Urban Ecology policy framework, which is the foundation for the District's projects and programs, MCWD's Education and Communications programs are proposing a new outreach tool to reach landowners. An accredited continuing education course offered to realtors will give the District an opportunity to educate this audience about the importance of protecting water quality, the role of watershed districts and the resources they can offer property owners.

By engaging with these audiences, it is hoped property owners will develop a heightened awareness of water quality issues, gain a greater understanding of the District and its programs and, as a result, will engage with the District early on as they pursue building and landscaping projects.

A memo outlining this proposal was first presented to the MCWD Operations and Programs Committee on January 2, 2014. Funding for the initiative was included in the 2015 Education and Communications workplans which were recommended for approval by the MCWD Operations and Programs Committee on May 1, 2014, and included in the District's 2015 proposed budget which the MCWD Board of Managers approved on September 11, 2014.

Pending approval by the MCWD Board of Managers, this course would be developed between April and August of 2015 and submitted to the Minnesota Department of Commerce for approval in the fall of 2015. Pending approval by the state, the course would be offered as an accredited continuing education course by the Minneapolis Area Association of Realtors in the spring of 2016.

RESOLUTION

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WHEREAS, to support the District's Balanced Urban Ecology policy framework, which is the foundation for the District's projects and programs, MCWD's Education and Communications programs are proposing a new outreach tool to reach landowners; and

WHEREAS, an accredited continuing education course offered to realtors will give the District an opportunity to educate this audience about the importance of protecting water quality, the role of watershed districts and the resources they can offer property owners; and

WHEREAS, by engaging with these audiences, it is hoped property owners will develop a heightened awareness of water quality issues, gain a greater understanding of the District and its programs and, as a result, will engage with the District early on as they pursue building and landscaping projects; and

WHEREAS, a memo outlining this proposal was first presented to the MCWD Operations and Programs Committee on January 2, 2014; and

WHEREAS, funding for the initiative was included in the 2015 Education and Communications workplans which were recommended for approval by the MCWD Operations and Programs Committee on May 1, 2014, and included in the District's 2015 proposed budget which the MCWD Board of Managers approved on September 11, 2014; and

WHEREAS, pending approval by the MCWD Board of Managers, this course would be developed between April and August of 2015 and submitted to the Minnesota Department of Commerce for approval in the fall of 2015; and

WHEREAS, pending approval by the state, the course would be offered as an accredited continuing education course by the Minneapolis Area Association of Realtors in the spring of 2016; and

NOW, THEREFORE, BE IT RESOLVED that the Minnehaha Creek Watershed District Board of Managers authorizes the District Administrator to execute an agreement with Terramark to develop a continuing education course for realtors for an amount not to exceed \$8,976.

Resolution Number 15-XXX was moved by Manager _____, seconded by Manager _____. Motion to adopt the resolution ___ ayes, ___ nays, ___ abstentions. Date: _____.

Secretary Date: _____