

**MEETING DATE:** December 8, 2016

**TITLE:** Authorization to Execute an Agreement with KC Consulting to Plan and Implement 50<sup>th</sup> Anniversary Events Plan

**RESOLUTION NUMBER:** 16-087

**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.

**PURPOSE or ACTION REQUESTED:**

Authorize District Administrator to execute and agreement with KC Consulting to plan and implement a series of events to commemorate MCWD’s 50<sup>th</sup> Anniversary in 2017.

**PROJECT/PROGRAM LOCATION:**

Districtwide

**PROJECT TIMELINE:**

A series of ten events across the watershed from April through November 2017.

**PROJECT/PROGRAM COST:**

Fund name and number: Communications 4303

2017 budget: \$174,914

Requested amount of funding: \$35,000

Is a budget amendment requested? No

Is additional staff requested? No

**PAST BOARD ACTIONS:**

At the November 17, 2016 MCWD Board of Managers meeting, KC Consulting and District Staff presented a proposed slate of activities to mark MCWD’s 50<sup>th</sup> anniversary in 2017. The Board suggested some changes to some of the proposed events and directed staff to come back with a revised proposal which will be presented at the December 8, 2016 Board of Managers meeting.

**SUMMARY:**

The 50<sup>th</sup> anniversary of the Minnehaha Creek Watershed District will occur in 2017, presenting the District with a unique opportunity to showcase its accomplishments over the past 50 years, highlight the Districts mission, vision and goals and preview the work that’s planned in the 2017 Comprehensive Water Resources Management Plan. By commemorating the anniversary of its founding, the District can highlight the many partnerships it has forged over the years, increase awareness of its Balanced Urban Ecology approach to

water resource improvements, outline the work that's left to do and what others can do to help. By capitalizing on the interesting nature of the District's historical timeline, it can broaden the reach of its messaging.

Throughout 2017, District staff plan to use the anniversary as a theme for its digital outreach including website, social media and Splash e-newsletter; print outreach including newsletters, newspaper columns and a 50<sup>th</sup> anniversary publication and engagement work including presentations to civic and community groups.

The centerpiece of the District's 50<sup>th</sup> Anniversary Plan is a series of ten events that will take place in different places across the watershed district throughout the year. By engaging people where they are and leveraging partnerships, their existing networks and events, the District can maximize the impact of these activities in a cost-efficient way.

The proposed slate of activities include the following:

1. Storm Drain Cleaning/Stenciling
2. Kids' Fishing Clinic
3. Birding Outing
4. SUNday FUNday
5. Canoes 4 A Cause
6. St. Louis Park Cleanup
7. Shoreline Garden Tour
8. Seed Collection
9. Leaf Cleanup
10. Watershed Heroes Awards

Currently \$35,000 of the 2017 Communications budget is dedicated for the Creek Cleanup (\$25,000) and Watershed Heroes (\$10,000). Staff is proposing to use these funds for the planning and implementation of 50<sup>th</sup> anniversary events by KC Consulting which is uniquely qualified for this project based on its history of work for the District, including the District's 40<sup>th</sup> anniversary events in 2017 and the annual Minnehaha Creek Cleanup from 2007-2016.

By broadening the scope of its events from two to ten and leveraging partnerships to make that happen, the District can effectively use the 50<sup>th</sup> anniversary to increase awareness, bolster MCWD's reputation and credibility, elevate support for the District and boost understanding of clean water issues and how others can help.

**RESOLUTION**

---

**RESOLUTION NUMBER:**    16-087

**TITLE:**            **Authorization to Execute Agreement with KC Consulting to Plan and Implement 50<sup>th</sup> Anniversary Events Plan**

**WHEREAS,**    The Minnehaha Creek Watershed District is marking the 50<sup>th</sup> anniversary of its founding in 2017; and

**WHEREAS,**    The anniversary provides an opportunity for the District to showcase accomplishments, highlight its mission and partnerships, and preview the work that's planned in the 2017 Comprehensive Water Resources Management Plan; and

**WHEREAS,**    By conveying these messages in a historical theme, the District can accomplish its goals of raising awareness, bolstering the District's reputation and credibility, elevating support for the District and increasing understanding of clean water issues and how others can help; and

**WHEREAS,**    As a result of the success of the District's 40<sup>th</sup> anniversary events in 2007, which launched the annual Minnehaha Creek Cleanup and Watershed Heroes Awards, the District has a reputation for successful events that engage stakeholders and reinforce the District's positive image in the community; and

**WHEREAS,**    The MCWD Board of Managers approved the 2017 Communications workplan which includes funding for the Minnehaha Creek Cleanup and Watershed Heroes; and

**WHEREAS,**    Funds dedicated for those two events in 2017 can be leveraged to create ten smaller events that engages people across the watershed; and

**WHEREAS,**    Staff proposes the planning and implementation of the 50<sup>th</sup> Anniversary Events Plan by KC Consulting, which is uniquely qualified based on its history of work with the District including the 40th anniversary celebration in 2007 and the Minnehaha Creek Cleanup from 2007-2017;

NOW, THEREFORE, BE IT RESOLVED that the Minnehaha Creek Watershed District Board of Managers authorizes the District Administrator to execute, on advice and consent of counsel, an agreement with KC Consulting to plan and implement the 50<sup>th</sup> Anniversary Events Plan for an amount not to exceed \$35,000.

**Resolution Number 16-087 was moved by Manager \_\_\_\_\_, seconded by Manager \_\_\_\_\_.** Motion to adopt the resolution \_\_\_ ayes, \_\_\_ nays, \_\_\_ abstentions. Date:

\_\_\_\_\_.

\_\_\_\_\_ Date: \_\_\_\_\_  
Secretary