

MEETING DATE: May 7, 2015

TITLE: Authorization to Execute Agreement with KC Consulting to Plan and Implement 2015 Minnehaha Creek Cleanup

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 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 an agreement with KC Consulting to plan and implement the 2015 Minnehaha Creek Cleanup, which is scheduled for Sunday, July 26.

PROJECT/PROGRAM LOCATION:

Lake Hiawatha Park in Minneapolis, Knollwood Super Target parking lot in St. Louis Park, St. David's Center in Minnetonka

PROJECT TIMELINE:

Ongoing: Plan the event
July 26, 2015: Implement the event

PROJECT/PROGRAM COST:

Fund name and number: Communications 2303
Current budget: \$20,000
Expenditures to date: \$0
Requested amount of funding: \$10,000
Is a budget amendment requested? No
Is additional staff requested? No

PAST BOARD ACTIONS:

March 2007 – MCWD Board of Managers approved a resolution authorizing a series of events including the Minnehaha Creek Cleanup to mark the District's 40th anniversary.

2008-2014: MCWD Board of Managers approved the annual Education/Communications work plan which included funding for the Minnehaha Creek Cleanup.

December 19, 2013 – MCWD Board of Managers approved 2014-2015 Strategic Communications Plan which included the Minnehaha Creek Cleanup as an effective outreach tool that builds partnerships, raises awareness about the District and water resources issues and engages people in clean water activities.

SUMMARY:

The Minnehaha Creek Cleanup is the District's largest citizen engagement event. It was first held in 2007 as part of a series of events marking the 40th anniversary of the founding of the District. Based on the success of the initial event and its alignment with the goals in the 2007 Comprehensive Water Resources Management Plan (Comp Plan), the Minnehaha Creek Cleanup has become an annual event.

According to the 2007 Comp Plan, the District will “enhance public participation and knowledge regarding District activities and provide informational and educational material to municipalities, community groups, businesses, schools, developers, contractors and individuals.” To accomplish this goal, the Comp Plan further states that the education and communications efforts will “target groups in which education can change behavior and positively affect the habits and activities of individuals in the watershed community.”

Engage/Educate

By organizing an event where District residents and other stakeholders can take action to clean up the water, it's hoped they'll also be inspired to act in other ways to protect our water resources. The family-friendly focus of the Minnehaha Creek Cleanup inspires environmental stewardship among adults and children alike.

Since its inception, the cleanup has offered prizes to people who collect the most candy wrappers. This unique activity incentivizes the collection of small pieces of paper that might otherwise be overlooked and is fun for children.

In 2013, an education area was added to the event. Exhibitors included the MN DNR Stop Aquatic Hitchhikers, Hennepin County Master Composters and Master Gardeners, Minnesota Master Naturalists, Master Water Stewards and Metro Blooms. This area will be significantly expanded in 2015 to include a broader range of exhibitors with engagement activities.

Turnout/Results

Attendance at the Minnehaha Creek Cleanup has grown from fewer than 100 people in 2007 to a record high of 1,600 people in 2013. Even more people (1,800) were registered for the cleanup in 2014, but that number dropped after high water caused the event to be postponed twice. 1,000 people turned out when the event was finally held on September 7, 2014. As the popularity of the cleanup grows and more partners come on board who publicize it to their networks, we anticipate these attendance numbers will continue to rise.

The Minnehaha Creek Cleanup has had a significant impact on the environment. Prior to 2010, the cleanup collected fewer than 1,000 pounds of trash each year from the banks of Minnehaha Creek and area lakes. Since 2010, that number has steadily grown to 6,000 pounds that were collected in 2013 and again in 2014.

In 2013, volunteers also helped collect brush and downed tree limbs following a severe storm that struck prior to the event. In 2014, volunteers collected debris that washed ashore during the high water earlier that spring and summer.

Approximately 90 percent of respondents to a survey of cleanup participants in 2014 rated the event as either very good or excellent, thought it was organized and would recommend the event to others.

Partners

The Jacob Leinenkugel Brewing Company has been a title sponsor of the Minnehaha Creek Cleanup since its inception. It funds advertising of the cleanup on KS95 Radio and at locations where Leinenkugel's beer is sold, provides a free barbecue lunch to all of the volunteers, provides free beer to volunteers 21 and over with a valid ID (limit of 2 per person) and donates a large number of prizes including a full-size canoe which is given away in a game of chance (heads or tails) at the end of the cleanup. The cleanup is the largest activity funded by its "Canoes for a Cause" campaign. 2015 Sponsorship Level: \$25,000

REI also has been with the cleanup since its beginning in 2007. It provides a bike technician who does complimentary bike safety checks and several prizes each year. 2015 Sponsorship Level: \$2,500

Target joined as a sponsor in 2014 when the cleanup expanded to a satellite location in St. Louis Park. It provides a number of supplies including gloves, water and granola bars, helps defray lunch costs and donates prizes. 2015 Sponsorship Level: \$15,000

Metro Blooms and Freshwater Society are the cleanup's non-profit partners. They provide promotional assistance and staff help in staging the event. 2015 Sponsorship Level: In-kind support

Recognition

U.S. Senator Amy Klobuchar has made three consecutive appearances at the Minnehaha Creek Cleanup in 2011, 2012 and 2013 as the self-proclaimed "Grand Marshal of Trash." Other elected officials who have appeared at the event include Hennepin County Commissioner Peter McLaughlin and Minneapolis City Councilman Andrew Johnson.

On February 18, 2014, Minnesota Governor Mark Dayton and Minnesota DNR Commissioner Tom Landwehr issued a certificate of recognition to the Minnehaha Creek Watershed District for its participation in the DNR's Adopt-a-River Program, a principal element of which is the cleanup event.

In 2014, the Minnehaha Creek Cleanup was highlighted in more than 60 local print and broadcast news articles, reaching at least 3.3 million people.

Logistics

In support of the District's work to restore the most degraded section of Minnehaha Creek, a satellite location was added at the Knollwood Super Target Store in St. Louis Park in 2014. That location will once again be offered in 2015 along with an additional cleanup site in Minnetonka for the communities served by the St. David's Center and St. David's Episcopal Church.

Volunteers receive a free breakfast, t-shirt and water bottle in addition to work gloves and bags for trash and recycled items. They can either clean the shoreline at the registration site or are transported by bus to cleanup locations along Minnehaha Creek and Lake Nokomis. After they're done collecting trash, they're bused back to Lake Hiawatha for the celebration which includes a free lunch, interactive educational activities and prizes.

The Minnehaha Creek Cleanup is organized by District staff with the assistance of KC Consulting, the event planner that's been with the cleanup since its inception in 2007. Founder Kelly Cochrane handles all of the event logistics including the schedule, vendors, bus transportation and security; coordinates with District staff on event promotion; ensures the musical entertainment and emcee are provided; manages staff and volunteers; and ensures the development and implementation of an efficient on-site registration system.

Cochrane's fee had remained at \$5,000 every year since 2007, but she needs additional compensation in 2015 to cover the rising costs and complexities of the event.

RESOLUTION

RESOLUTION NUMBER: 15-XXX

TITLE: **Authorization to Execute Agreement with KC Consulting to Plan and Implement 2015 Minnehaha Creek Cleanup**

WHEREAS, The Minnehaha Creek Cleanup, the District’s largest citizen engagement event, was first held in 2007 as part of a series of events marking the 40th anniversary of the founding of the District; and

WHEREAS, The 2007 Comprehensive Water Resources Management Plan (Comp Plan) states that the District’s education and communication’s efforts will target groups in which education can change behavior and positively affect the habits and activities of individuals in the watershed community; and

WHEREAS, Based on the success of the initial event in 2007 and its alignment with the goals in the Comp Plan, the Minnehaha Creek Cleanup has become an annual event; and

WHEREAS, Minnesota Governor Mark Dayton and DNR Commissioner Tom Landwehr have recognized the Minnehaha Creek Cleanup’s participation in the DNR’s Adopt-a-River program; and

WHEREAS, The MCWD Board of Managers approved the 2015 Communications workplan which includes funding for the Minnehaha Creek Cleanup; and

WHEREAS, As attendance and the amount of trash collected at the cleanup continues to grow, the event has become more complex and costs have grown; and

WHEREAS, To ensure a successful cleanup, District staff needs the assistance of KC Consulting which hasn’t raised its fee since 2007; and

WHEREAS, KC Consulting needs additional compensation to cover the rising costs and complexities of the event.

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 2015 Minnehaha Creek Cleanup for an amount not to exceed \$10,000.

Resolution Number 15-0XX was moved by Manager _____, seconded by Manager _____. Motion to adopt the resolution ___ ayes, ___ nays, ___ abstentions. **Date:** _____.

Secretary Date: _____