

**TAINTER/MENOMIN LAKE IMPROVEMENT ASSOCIATION GOALS - 2017**

<b>Goals and Action Plans</b>	<b>Responsible Party</b>	<b>Target Completion Date</b>	<b>Actual Completion Date</b>	<b>Status/Results</b>
<b>1. Represent TMLIA on the Red Cedar TMDL Partnership Implementation Team (RCWQP) at bi-monthly meetings</b>	Liz Usborne Ron Verdon Amber G. Nels Paulson	12/31/17		Lindsay, Nels, Ben, and Ron were all present at the June 14 <sup>th</sup> meeting in Barron. Liz attended Oct. 4 <sup>th</sup> meeting and Oct. 17 <sup>th</sup> conference call regarding grant opportunities.
<b>Action Plan:</b> <ul style="list-style-type: none"> <li>• TMLIA representative attends RCWQP meetings</li> <li>• Represent TMLIA and its members concerns</li> <li>• Submit progress reports at TMLIA monthly meetings and collect input to take back to RCWQP Partnership Implementation Team</li> </ul>				<ul style="list-style-type: none"> <li>• Nels brought LAKES REU staff and students</li> <li>• Ben represents the point source regulation</li> <li>• Ron reported on Livestock Study Group, Lakeside Park Rain Garden project, and UW-EC field day</li> <li>• Lindsay reported Dunn County cover crop stats</li> </ul>
<b>2. Increase membership to 200 and funding reserve to \$7,000. Build meaningful and engaged relationships with members/sponsors including students, faculty, community organizations, businesses and citizens.</b>	Liz Usborne Mike Tomasek Ben H. Ron Verdon Kate Edenborg	10/14/17 (by annual meeting)		As of 11/7/2017 we have 98 members with gross dues at \$11,483
<b>Action Plan:</b> <ul style="list-style-type: none"> <li>• Have 15 business sponsors at \$100 level average</li> <li>• Institute youth membership with My Lakeshore Journal</li> <li>• Apply for grants, as appropriate, to support special projects, programs, training and events.</li> <li>• Have guest speaker series at monthly meetings to draw more diverse attendance</li> </ul>				<ul style="list-style-type: none"> <li>• 14 business sponsorships at \$628.07 level average</li> <li>• Have started selling My Lakeshore Journals at events</li> <li>• Awarded \$2,500 3M grant for Lakeside Park Rain garden educational signage (Ron)</li> <li>• Held 3 guest speakers at Feb., Apr., &amp; Jun. monthly meetings</li> <li>• Implement book club (Kate, Annemarie, Liz)</li> </ul>
<b>3. Expand visibility in the community/marketing</b>	Liz Usborne, Kate Edenborg Amber G Ron Verdon	12/31/17		TMLIA has been present at, at least one community event each month
<b>Action Plan:</b> <ul style="list-style-type: none"> <li>• Have stop on St. Valentine's Day Hustle bike race route</li> <li>• Involvement with Red Cedar Presentation Series at Menomonie Library</li> <li>• After Ice Fishing Lake Clean Up volunteer event</li> <li>• Have education booth at Clear Lake Earth Day Fair</li> <li>• Have education booth at Music over Menomin</li> <li>• Have education booth at Farmers Market</li> <li>• Give periodic presentations (i.e. 3M, Rotary, Learning in Retirement, Lake Leaders, professional conferences etc.)</li> </ul>				<ul style="list-style-type: none"> <li>• St Valentine's Day bike race 50 riders, 3 new memberships (Nels, Amber, Ben, Liz)</li> <li>• Had booth at Floating through History series at Library, 20 people (Kate, Ben, Liz)</li> <li>• Spoke on panel at Menomonie Library's Community Conversations Red Cedar Conference topic (Ron, Ben, Liz, Cathy, Dick)</li> <li>• Booth at 3M Employee Earth Day event (Ron, Ben)</li> <li>• Volunteered at Sharing Our Resources on the Water disabled fishing event (Gus Myran, Cathy,</li> </ul>

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				<p>Liz, Mike K.)</p> <ul style="list-style-type: none"> <li>• Informational booth at Music Over Menomin at Menomonie Public Library (Kate, Liz, Cathy, Ben)</li> <li>• Informational booth at Clear Lake Earth Day (Liz)</li> <li>• Informational booth at Water Forum in Menomonie at Judicial Center (Liz, Ben)</li> <li>• Gave out free hot dogs on July 4<sup>th</sup> at Lambs Creek boat landing on Tainter Lake (Amber, Nels, Matt W., Ben, Liz, Cathy, Ron, Dick)</li> <li>• Informational booth at Menomonie Farmer's Market with LAKES REU students (Amber, Nels)</li> <li>• Win "Best Theme" Winter Daze Parade Float (Sarah, Amber, Liz, Kate, Lindsay, Nels, Ben)</li> </ul>
<b>4. Lead, assist with funding and plans for a successful 2018 Red Cedar: Land, Water and People Conference.</b>	Dick Lamers Rod Olson Cathy Usborne	03/8/18		
<p><b>Action Plan:</b></p> <ul style="list-style-type: none"> <li>• Maintain a balanced, informed and productive Conference Planning Committee.</li> <li>• Maintain around 400 participants</li> <li>• Utilize TMLIA in-kind (log TMLIA donated hours) to support TMLIA funding contributions of \$2,000.</li> <li>• Promote funding contributions from stakeholders, tourism, counties, townships, cities and businesses to deliver the best conference possible while keeping registration fees as reasonable as possible.</li> </ul>				<ul style="list-style-type: none"> <li>• Over 448 people attend the 2017 Red Cedar Watershed Conference held 3/9/2017</li> <li>• TMLIA is recognized as a gold sponsor for the conferenced and is listed as the host of the event</li> </ul>
<b>5. Evaluate Board makeup, recruit Board members and outline new policy for TMLIA selection of officers</b>	Liz Usborne Everybody	12/31/17		Board Profile Chart went around at the Jan. meeting to be updated
<b>6. Fundraise</b>	Everybody	12/31/17		
<p><b>Action Plan:</b></p> <ul style="list-style-type: none"> <li>• Necklace and Key Chain sales</li> <li>• Create Online Store</li> <li>• Don't Farm Naked T-Shirts sold on consignment at local implement dealers</li> <li>• LONG TERM: participate in nutrient credit trading, Lake Star Business Certification, Race Around the Lake event</li> </ul>				<ul style="list-style-type: none"> <li>• TMLIA member and Conagra employee wins Conagra Sustainability competition and chooses TMLIA to award \$5,000 (Maria Wahl)</li> <li>• Successfully solicited donations from Kwik Trip and Walmart to provide supplies for events, eliminating cost to TMLIA (Liz)</li> <li>• Reduced insurance cost while improving coverage policy (Mike T.)</li> <li>• Still enrolled in Menomonie Market food co-op "Hill 'O Beans" program--\$70 (Liz)</li> </ul>

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				<ul style="list-style-type: none"> <li>• \$48 so far from Amazon Smile account (Dick Rueckl)</li> <li>• Continue necklace and key chain sales (Cindy Hatella)</li> <li>• “Don’t Farm Naked, Plant Cover Crops” T-shirts printed (Liz)</li> <li>• TMLIA calendars (Sarah)</li> </ul>
<p><b>7. Evaluate the TMLIA Strategic Plan to form realistic goals and outcomes for next 5 years.</b></p> <ul style="list-style-type: none"> <li>• Present last year’s work to Board for review and approval</li> </ul>	Amber Georgakopoulos Chris Gaetzke	9/30/17		
<p><b>8. Continue TMLIA legislative efforts with other associations, agencies and citizens to monitor and respond to water quality policies and legislation in Wisconsin.</b></p>	Dick Lamers Liz Osborne Kate Edenborg Ron Verdon	12/31/17		
<p><b>Action Plan:</b></p> <ul style="list-style-type: none"> <li>• Solicit member concerns to present at public hearings and submit statements for feedback prior to representing TMLIA</li> <li>• Submit reports from public hearings to be used in TMLIA newsletters and other outreach efforts</li> <li>• Attend Citizen’s Water Lobby Day, State Assembly Representative Listening Session, Conservation Lobby Day, and other such public events as a representative of TMLIA and its membership</li> <li>• Submit letters, emails, phone calls, or meetings with elected officials to voice water quality concerns on behalf of TMLIA and its membership</li> <li>• Sit on Dunn County CAFO Study Group, Alliance of Dunn County Conservation and Sports Clubs, Joint Sustainable Working Group, Wilson Annis Creek Watershed Partnership, and Red Cedar Assessment for Water Quality Improvement.</li> <li>• Keep membership informed about current events and ways to be involved</li> </ul>				<ul style="list-style-type: none"> <li>• Voiced concerns at State Assembly Representative listening session, requested follow-up, and reported out to membership (Liz)</li> <li>• Represent water quality issues at the State Senator Listening Session and reported out to membership (Liz, Ben, Dick)</li> <li>• Represent water quality issues at the Joint Finance Listening Session (Dick)</li> <li>• Attend Citizens’ Water Lobby Day (Dick)</li> <li>• TMLIA included as a signer on the letter to the Congressional delegation and State Legislature expressing opposition to the proposed relaxation of phosphorus limits for point sources</li> <li>• Ron and Mike K. continue to attend Livestock Study Group meetings; Liz attends Dunn County Alliance meetings and submits reports to the Joint Sustainable Working Group; Lindsay, Chris, and Liz attend the Wilson Annis Creek Watershed Partnership meetings</li> <li>• Informed members of Tainter No Wake concerns and proper channels to take action (Ben, Liz), CAFO Expansion public Hearing (Lorene Vedder, Cathy, Liz), and opportunity to hear the Storm Water Annual Report Presentation at the Menomonie City Council meeting (Rylan, Liz, Dick)</li> <li>• Shared announcement of EPA granted Multi-Discharge Variance and provided contact</li> </ul>

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				<p>information to direct questions (Ben, Liz)</p> <ul style="list-style-type: none"> <li>• Provided members with reputable resources and factual information on groundwater and high capacity well policy issues, DNR restructuring, dredging general permits, and County Land and Water staff funding concerns (Dick, Liz)</li> <li>• Give public comment at Menomonie City Board meeting regarding bid for Jarrett Creek dredging project (Liz)</li> <li>• Co-Chair Surface Water Committee for WI Land + Water's "Land, Water, &amp; Food" report (Dick)</li> <li>• Speak on water issues to Friends of the Red Cedar State Trail/Hoffman Hills-League of Woman Voters of the Greater Chippewa Valley (Nels)</li> </ul>
<p><b>9. Support the Red Cedar Watershed Working Group efforts for joint funding of interdisciplinary efforts regarding water quality improvements.</b></p> <ul style="list-style-type: none"> <li>• Provide, through the Red Cedar Conference, in-kind support over a three year period as matching funding.</li> <li>• Support the interdisciplinary efforts of this project.</li> <li>• Educate and promote goals and efforts to the public and stakeholders.</li> </ul>	<p>Nels Paulson Lindsay Olson Ron Verdon</p>	<p>12/31/20</p>		
<p><b>10. Support and ensure progress continues on resolving erosion, nutrient loading and habitat improvements on Tainter Lake, Lake Menomin, the Red Cedar River, Hay River, Jarrett Creek, Wilson Creek and Annis Creek.</b></p> <ul style="list-style-type: none"> <li>• Continue work with the Village of Colfax and Dunn County Highway Dept. on Red Cedar erosion sites.</li> <li>• TMLIA representative attends the Dunn County Fishers and Farmers and NRCS National Water Quality Initiative grant meetings to address erosion, habitat and nutrient loading on Wilson and Annis Creek.</li> <li>• Support the work by the City of Menomonie to resolve erosion and nutrient loading on Jarrett Creek.</li> </ul>	<p>Lindsay Olson Chris Gaetzke Ron Verdon Liz Osborne Ben H.</p>	<p>12/31/17</p>		<ul style="list-style-type: none"> <li>• TMLIA pledges \$1,500 in matching funds to Fishers and Farmers grant, thanks to participation in Wilson Annis Creek Water Quality Partnership meetings (Liz, Chris, Lindsay)</li> <li>• TMLIA contributes \$300 to support hiring of Dunn County Conservation Intern</li> </ul>
<p><b>11. Expand participation with K-12 schools in Dunn County and develop an active working relationship with students and teachers regarding water quality in the Red Cedar Watershed.</b></p> <ul style="list-style-type: none"> <li>• Identify and develop a working relationship with teachers who may have an active interest in sustainable water quality programs</li> <li>• Identify activities in place within school systems related to water quality and conservation efforts</li> </ul>	<p>Amber Georgakopoulos Sarah Freeman Kate Edenborg</p>	<p>12/31/17</p>		<ul style="list-style-type: none"> <li>• Facilitated Water Resources 3rd Grade Field Trip for 82 Wakanda students (Amber, Chris, Nels, Liz)</li> <li>• Presented TMLIA initiatives to 300 Menomonie 8<sup>th</sup> graders (Liz)</li> </ul>

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<ul style="list-style-type: none"> <li>• Invite a K-12 teacher(s)/students to present at a TMLIA function or completion (i.e. speech, poster, envirothon, etc.)</li> <li>• Identify/create student-centered activities in collaboration with teachers to support water quality programs</li> </ul>				
<p><b><u>UW-Stout Goals</u></b>  <b>12. Implement outdoor museum at Lakeside Park</b></p>	Ron Verdon Nels Paulson Amber G. Liz Usborne Lindsay Olson			
<p><b>Action Plan:</b></p> <ul style="list-style-type: none"> <li>• Install interpretive signage at Rain Garden, preferably with our logo included</li> <li>• Build and Install Leopold bench dedicated to Ron</li> </ul>				<ul style="list-style-type: none"> <li>• Awarded 3M, Rotary Club, and Rain to Rivers grants in order to fund installation of UW- Stout “Signage and Exhibition” course student designed signs (Nels, Ron, Blue Devil Lake Alliance)</li> <li>• Leopold bench built by Chris G and purchased by TMLIA. Yet to be dedicated and installed (Liz, Amber)</li> </ul>
<p><b>13. Expand activities of the Blue Devil Lake Alliance and educate UW-Stout students regarding stewardship of our water resources.</b></p>	Kate Edenborg Nels Paulson Amber G.			
<p><b>Action Plan:</b></p> <ul style="list-style-type: none"> <li>• Increase student members in TMLIA by having articles and advertising in Stoutonia</li> <li>• Support and assist the new Blue Devil Lake Alliance by having booth at student fairs, homecoming parade floats, provide volunteering opportunities</li> <li>• Host Welcome for students of the National Science Foundaiton LAKES: REU project at UW-Stout, advertise their research efforts, and attend their events</li> <li>• Promote student participation 2016 Red Cedar Conference</li> </ul>				<ul style="list-style-type: none"> <li>• Attended Communications Connection (COMMconn) as part of Advisement Day at Stout (Kate)</li> <li>• 13 members in the Blue Devil Lake Alliance (Amber)</li> </ul>

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