



Board of County Commissioners Agenda Request

3B
Agenda Item #

Requested Meeting Date: February 10, 2015

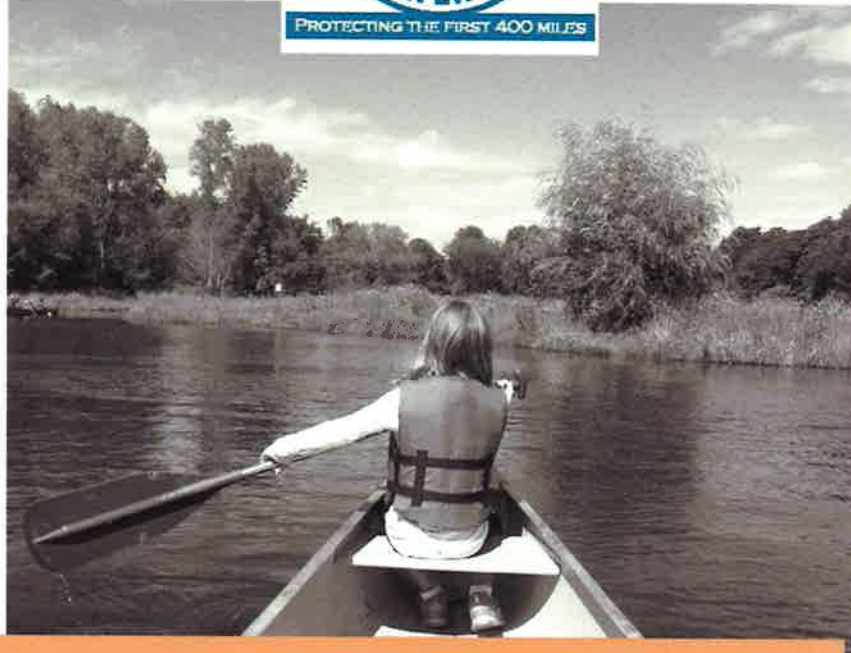
Title of Item: MHB - Moving the Needle Campaign

<input checked="" type="checkbox"/> REGULAR AGENDA <input type="checkbox"/> CONSENT AGENDA <input type="checkbox"/> INFORMATION ONLY	Action Requested: <input type="checkbox"/> Approve/Deny Motion <input type="checkbox"/> Adopt Resolution (attach draft) <i>*provide copy of hearing notice that was published</i>	<input type="checkbox"/> Direction Requested <input checked="" type="checkbox"/> Discussion Item <input type="checkbox"/> Hold Public Hearing*
Submitted by: Nathan Burkett		Department: Administration
Presenter (Name and Title): Tim Terrill, Executive Director Mississippi Headwaters Board		Estimated Time Needed: 15 minutes
Summary of Issue: Tim Terrill, Executive Director Mississippi Headwaters Board will present MHB's Moving the Needle Toward Protection Campaign.		
Alternatives, Options, Effects on Others/Comments:		
Recommended Action/Motion:		
Financial Impact: <i>Is there a cost associated with this request?</i> <input type="checkbox"/> Yes <input type="checkbox"/> No <i>What is the total cost, with tax and shipping? \$</i> <i>Is this budgeted?</i> <input type="checkbox"/> Yes <input type="checkbox"/> No <i>Please Explain:</i>		

Legally binding agreements must have County Attorney approval prior to submission.

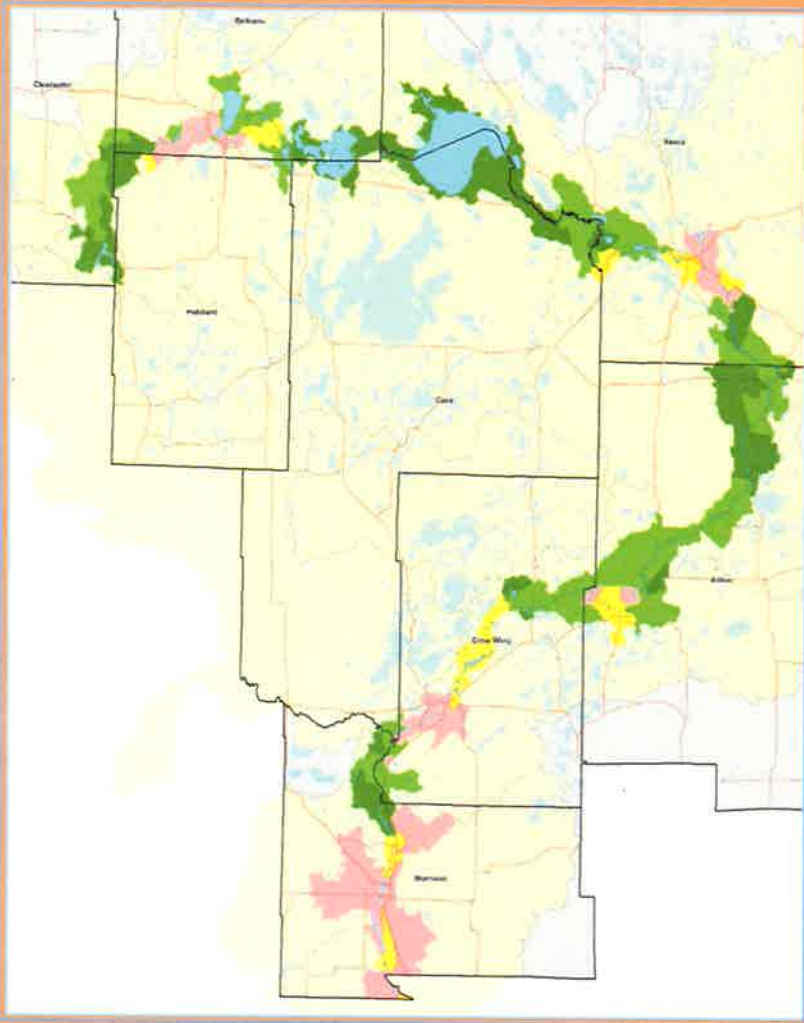


PROTECTING THE FIRST 400 MILES



*Moving the Needle Toward
Protection Campaign*





Risk Classification (by catchment)

	Vigilance	35
	Protection	38
	Enhance / Protection	18
	Enhance	22
		113 total

Our History & Strategy

The Mississippi Headwaters Board (MHB) is a Joint Powers Board established by the legislature to provide local control and protection of the Mississippi River. It is comprised of eight county commissioners from eight different counties (Clearwater, Hubbard, Beltrami, Cass, Itasca, Aitkin, Crow Wing, and Morrison) to protect and preserve the natural, cultural, historical, scientific, and recreational values of the first 400 miles of the Mississippi river. By partnering with organizations, the MHB has the opportunity to protect one of the greatest rivers in the world. We have established a consistent prioritization for identifying parcels within the 113 catchments that adjoin the Mississippi river (insert on this page), and have provided guidance and strategies to implementing conservation organizations. Our strategy for measured success is to prioritize parcels of land in the Mississippi river corridor that will provide access to adjacent public land, and utilize existing programs to develop a protected natural infrastructure that the habitat, water quality, and public will benefit from. (example opposite page).

The Benefit

By implementing the above strategy, multiple benefits will be obtained. One will be an increase in the amount of conservation that protects water quality and natural habitat; another will be an increase in the natural infrastructure for the area which will preserve and protect the Mississippi river; and another will be a resilient economy for the public. The Minnesota tourism industry estimates \$11.9 billion annually in gross sales in which 16% of the visits from tourist are spent on recreational activities. Since our area is dependent on pristine water quality and habitat to maintain the 11,206 jobs in the leisure and hospitality industry; the link between economic resiliency and natural resource protection is clear. This strategy supports the initiative of Explore Minnesota which has a vision to have tourism become a \$20 billion business by 2020, and will help make this area become Minnesota's destination recreation center.

The Vision

The MHB is currently working with the Department of Natural Resources to develop a ranking sheet to **prioritize** parcels of land that lie within the Mississippi river corridor. Together we will apply for an Outdoor Heritage grant and **target** these parcels that are adjacent and allow access to existing public lands to protect the habitat and water quality of the river. We recognize that you can help achieve the goal of protecting the Mississippi River by being a financial contributor to our Moving the Needle campaign. Won't you please be a partner in helping make the Upper Mississippi River Minnesota's protected and pristine river.

Moving the Needle Strategy

Before Acquisition



State Programs Utilized to Advance Protection

% Public Land	11
% Easements	0
% Lakes	8
% Streams	11
% Wetlands (private)	9
% Protected	39
Assigned Risk Level	Enhance / Protection

LaSalle Lake State Recreation Area
Adjacent Land Ownership



After Acquisition



% Public Land	21
% Easements	0
% Lakes	8
% Streams	11
% Wetlands (private)	9
% Protected	49
Assigned Risk Level	Protection

Goal



% Public Land	22
% Easements	9
% Lakes	8
% Streams	11
% Wetlands (private)	9
% Protected	59
Assigned Risk Level	Vigilance

Legend
 LaSalle Lake State Recreation Area boundary
 Private landowners
 LaSalle Lake Scientific and Natural Area within LaSalle Lake State Park

0.25 0.5 1 2 Miles

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Stormwater Planning

Our Strategy

The Mississippi Headwaters Board's strategy is to provide planning opportunities with cities that are in the "Enhance" and "Enhance/Protection" risk categories (opposite page) to develop stormwater protection plans at a community level. The MHB has worked with 3 cities (Little Falls, Grand Rapids, and Bemidji) along the river corridor to provide stormwater planning so that they can be in compliance with newly established rules set by the Environmental Protection Agency.



The Benefit

Cities that proceed through this detailed analysis will be in compliance with the newly established rules. It will identify and develop measurable, attainable goals in which the cities can use to develop a plan for implementation. These plans will enable cities to apply for funding to reduce pollutants from entering the Mississippi River, and benefit the lives of everyone in the community.

The Vision

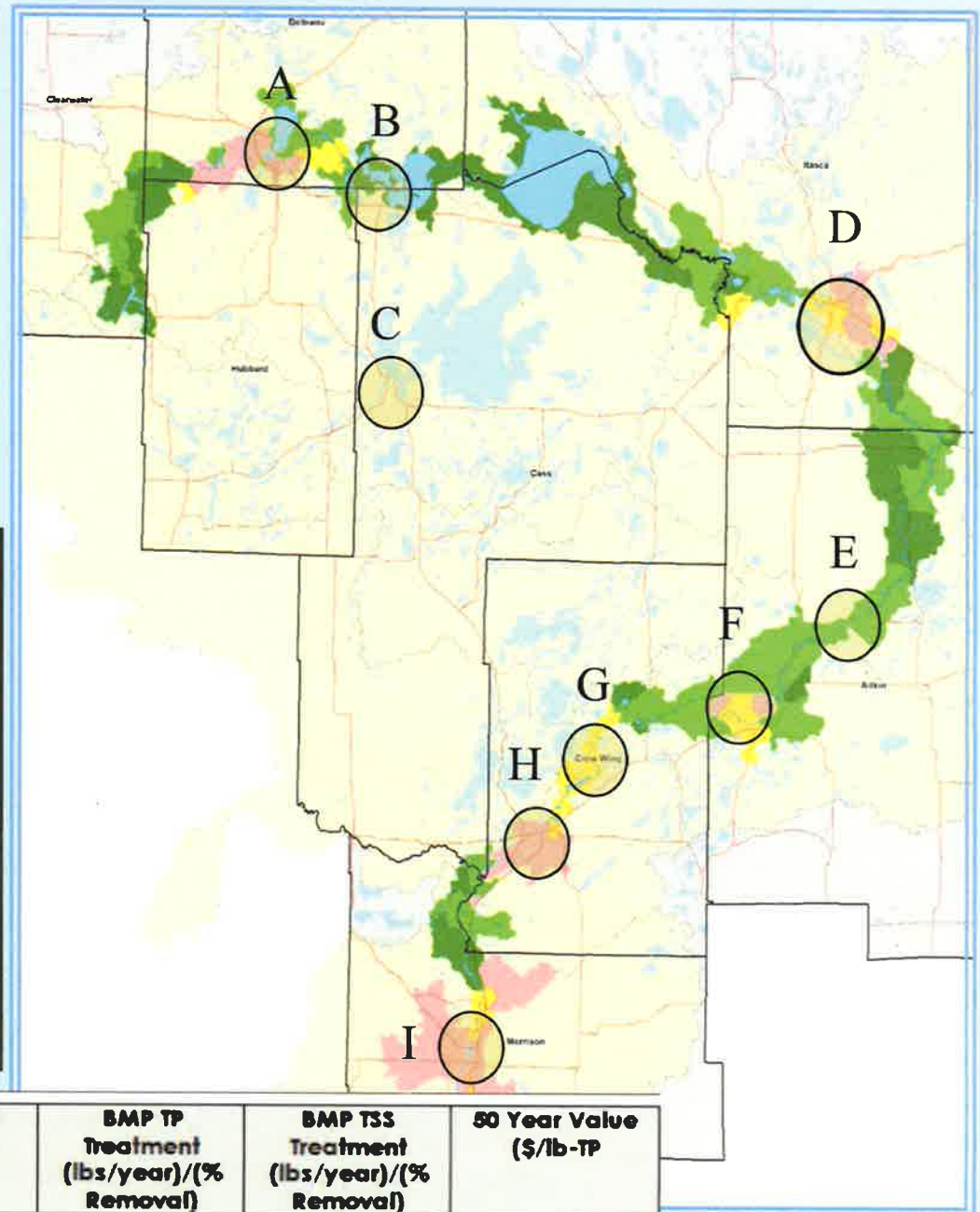
The Mississippi Headwaters Board desires to work with all 12 cities in the corridor and headwaters lakes which total over 35 miles of unprotected water. We applied for a Clean Water Legacy grant in the fall of 2014 to help with stormwater planning for smaller cities, and desire to have planning options developed with the cities in the corridor to treat their stormwater effectively. Healthy water is a reflection of the values of a healthy city.



Stormwater Planning Cities:

- ⇒ A. Bemidji
- ⇒ B. Cass Lake
- ⇒ C. Walker
- ⇒ D. Cohasset, Grand Rapids, LaPrairie
- ⇒ E. Pallisade
- ⇒ F. Aitkin
- ⇒ G. Riverton
- ⇒ H. Brainerd, Baxter
- ⇒ I. Little Falls.

Example of Stormwater Options



Priority Management Area	BMP Option	Annual TP Loading (lbs/yr)	Annual TSS Loading (lbs/yr)	BMP TP Treatment (lbs/year)/(% Removal)	BMP TSS Treatment (lbs/year)/(% Removal)	50 Year Value (\$/lb-TP)
PMA 6 opt 1	Permeable Parking Lot	16.4	5,206	4.4/27%	1,457/28%	\$1078
PMA 6 opt 2	Parking Lot Bioretention	16.4	5,206	4.9/30%	1,699/60%	\$699

Aquatic Invasive Species

Each year, Aquatic Invasive Species (AIS) threatens not just our ecosystem of lakes and rivers, but also our recreational and economic infrastructure that is enjoyed by Minnesotans.

Our Strategy

An important weapon in the fight against AIS is education. That is why the Mississippi Headwaters Board is working with multiple counties in the North Central region of MN to develop a multi-county AIS campaign that utilizes infomercials, videos, and radio and TV Public Service Announcements to create awareness about the spread of aquatic invasive species. By targeting the younger generation of recreational users through a variety of media sources, we can begin to motivate the public in a positive way to change their habits, while conveying a message of enjoyment of our natural resources.

The Benefit

The Mississippi River is an internationally known river, and the North Central region of MN is a playground for recreational and natural resource vacationers. By educating others on the presence and detrimental impacts of aquatic invasive species, we will help others become aware of the social responsibility involved with owning a watercraft, while enjoying the natural world we live in.

The Vision

The Mississippi Headwaters Board wants people to feel like they are part of the solution. The media campaign will provide the message for behavioral change and show the need for stewardship through self inspection and decontamination of recreational watercraft. This will result in a raised consciousness and behavioral change that will affect multiple generations of users. The public will understand that recreational activities and individual protection efforts work synergistically together for the good of all Minnesotans. By coordinating and collaborating with multiple counties across Minnesota, the Mississippi Headwaters Board will efficiently coordinate this campaign

Eurasian Watermilfoil



Silver Carp



Zebra Mussels

History and Authority

The first 400 miles of the Mississippi River were recommended for study for inclusion in the National Wild and Scenic River System in 1975; the study found portions of the river to be eligible for designation. The express

intention of the MHB's organizers was to develop an alternate strategy for protecting the Mississippi River that kept protection at the local government level, managed by locally elected officials. The MHB proposed to protect the Mississippi by regulating use of private

lands in the river corridor and by achieving cooperative management of public lands along the river.

The Governor of Minnesota believes that the Mississippi Headwaters Board is an exemplary model! Please help us in our campaign to protect the Mississippi River.

"Your Joint Powers Board is an exemplary model for comprehensive land use planning, because it allows for decisions to be based upon local expertise and consensus."

-Governor
Dayton



STATE OF MINNESOTA

Office of Governor Mark Dayton

116 Veterans Service Building • 20 West 12th Street • Saint Paul, MN 55155

October 30, 2014

Mr. Neal Gaalswyk
Chairman
Mississippi Headwaters Board
322 Laurel Street
Brainerd, Minnesota 56401

Dear Chairman Gaalswyk:

I write to thank you and the Mississippi Headwaters Board for your important work. Minnesota is home to many priceless natural treasures. One of our crown jewels is the majestic Mississippi River.

Our stewardship includes the daunting responsibility to protect the river, as it flows through our state and on to our southern neighbors. We are fortunate that so many Minnesotans, including riverfront property owners, outdoors enthusiasts, local government and state officials, are involved in this important work.

Your Joint Powers Board is an exemplary model for comprehensive land use planning, because it allows for decisions to be based upon local expertise and consensus.

Last session, I was pleased to include an appropriation in the State Budget that supported your ability to connect Minnesotans to this vital resource. I am most encouraged that you intend to expand your River Watch program to engage more students in water monitoring and water protection activities. It will create for them a deep and lasting appreciation of the river and their outdoor heritage.

I look forward to our continued partnership. If I can be of assistance, please do not hesitate to contact me at 651-201-3499, or my Senior Policy Advisor, Molly Pederson, at 651-201-3424, or via email at molly.pederson@state.mn.us.

My best regards,

Sincerely,

Handwritten signature of Mark Dayton in black ink.

Mark Dayton
Governor

cc: Mr. Tim Terrill, Executive Director,
Mississippi Headwaters Board

Voice: (651) 201-3400 or (800) 657-3717
Website: <http://mn.gov/governor/>

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Protectors of the Mississippi



MHB BOARD

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Front Row (L to R): Jack Frost , Pam Kichler- Admin. Specialist, Tim Terrill- Executive Director, Bob Lessard- DNR Liaison.

