

Minnesota Watersheds

Events-Education Committees Meeting

March 7, 2023

Via Zoom

Meeting participants: Region 1 Managers Linda Vavra, Bois de Sioux WD and Gene Tiedemann, Red Lake WD; Region 1 Administrator Mori Maher, Middle-Snake-Tamarac Rivers WD; Region 2 Manager Brad Kramer, Shell Rock River WD; Region 2 Administrator Jon Roeschlein, Sauk River WD; Region 3 Manager Rick Sanders; Region 3 Administrator Tina Carstens; and Maddy Bohn and Jan Voit, Minnesota Watersheds

TASK 1. LEGISLATIVE BRIEFING AND RECEPTION

Discussion was held regarding the Legislative Briefing and Reception

- The event went well.
- The location was good.
- There was more participation from legislators than in the past.
- The cost is similar to the other locations at which the event has been held.
- Holding the legislative event during the legislative session makes the most sense for members.

Next steps:

- Determine dates for the 2024 Legislative Briefing and Reception in coordination with Ray Bohn and Rob Sip.
- Book the Radisson Hotel – Capitol Ridge for the event.

TASK 2. SUMMER TOUR

Discussion was held regarding the Summer Tour.

- The sponsorship opportunity was approved by the board at their February meeting. The sponsorship was suggested by Shell Rock River WD staff. The information has been distributed to engineering firms.
- The event will be hosted by the Shell Rock River WD in partnership with Cedar River and Turtle Creek WDs.
- The dates are June 20 – 22.
- The biggest change for this event is holding the education workshop on the first day, rather than at the end of the event. The hope is that there will be a larger attendance for the workshop and the Summer Tour.
- Planning efforts are being done as a team and are working well.
- It would be beneficial to have a long-term schedule for hosting the Summer Tour. It has been a challenge to determine a location and host the last two years. It was suggested that the Summer Tour rotate between regions, with a regional planning team working with Maddy and Jan.

Next steps:

- Maddy and Jan will continue planning efforts with Shell Rock River WD staff.
- Tina will ask Metro Watersheds if they are willing to host the Summer Tour in 2024.

TASK 3. ANNUAL CONFERENCE

Discussion was held regarding the Annual Conference.

- Based on feedback from members and discussion at the joint meeting with the Resolutions Committee in December, Maddy developed a revised schedule for the Annual Conference.
- The event will be held from Tuesday to Friday instead of Wednesday to Saturday.

- Regional caucuses will be held on Tuesday evening. This adds another day that a person would need to take time off, but won't be a problem for everyone. Feedback after the conference will help to determine if this change is successful. If the attendance at the caucuses is low, time could be found in the schedule on Wednesday. This will be considered when reviewing registration information.
- The Trade Show hours are increased. This will be beneficial for our vendors. It is also important for members to network with vendors and watershed board members and staff.
- The Trade Show floor includes spaces for watersheds to have a table to showcase their education efforts. This will be expanded to include projects and programs. Having these booths provides another networking opportunity.
- It was suggested that the number of vendors could be increased by inviting businesses that serve watersheds. Possibilities include leadership coaches, human resources organizations, and graphic designers. A different pricing structure may need to be developed for these types of organizations.
- Invitations could be extended to SWCDs and 1W1P partnerships.
- CEUs were discussed. It is not known if having this option is beneficial.

Next steps:

- Maddy and Jan will continue planning efforts.
- Committee members will share ideas for a keynote speaker with Maddy.
- At the next committee meeting, a communication strategy to promote the Annual Conference and all the changes that are being made to the schedule will be developed.

The meeting concluded at 2:50 p.m.

Meeting notes by Jan Voit