



## **Meeting Minutes**

Meeting date: Wednesday, August 21, 2013

The third 2013 meeting of the Polk County Association of Lakes and Rivers (PCALR) was held Wednesday, August 21, 2013 at the Polk County Justice Center in Balsam Lake. John Haack, University of Wisconsin Extension was the guest speaker on the topic of citizen marketing (behavior change) to encourage natural shorelines.

## **Attending**

Tim Ritten, LwRD; Gordon Kill, Big Round; Jim Maxwell, Big Blake, William Johnson, Polk County Board of Supervisors; Carl Holmgren, Balsam; Dick Hollar, Pipe & North Pipe; Larry Bresina, Pipe & North Pipe; Ken Peterson, Butternut; John Haack, UW Extension; Ray Schmidt, Wild Goose Lake; Cheryl Miller, Lotus; Karen Engelbretson, Bone.

## **Welcome and Introductions**

## **Treasurer's Report**

Current balance is \$1,460.06. There is one outstanding check for \$323.46 from 2012. The issuer's bank has paid but the check has not been processed by RCU.

## **Membership**

We now have 14 individual memberships and 9 organizational memberships. We need two more to meet our goal of 25 memberships.

## **2014 Governor's Fishing Opener**

William Johnson, county board chair, presented about the 2014 governor's fishing opener to be held on Balsam Lake. PCALR was invited to participate by donating items for the Saturday evening banquet auction, or for the 150 goody bags for participants. It is a closed event and not open to the public. The purpose of the opener is for the advancement of tourism in the area and it is not a political event. PCALR could participate by promoting our message of water quality

protection and aquatic invasive species prevention. The group was asked to consider options for inclusion in the goody bags for discussion at the next meeting on September 18, 2013. The board of supervisors is working with Sue at the Polk County Information Center. She can be reached at 715-483-1410.

### **County Board Report by Carl Holmgren**

LWRD services for the Lotus Lake planning grant was voted on at the August 20, 2013 county board meeting. Many supervisors voted against LWRD providing services (check the county board meeting minutes). Carl stated that some on the board look at LWRD as a burden to the county budget even though lake shore property owners provide the majority of the county's budget through tax revenue while 80% do not live in the county, can't vote and don't use county public services. Carl stressed raising awareness of the importance of lakes to the county. Strategies will be discussed at 9/18/13 meeting.

A resolution on interpretation of the Shoreland Protection Ordinance by the Board of Adjustment was defeated.

Next year the county board goes from 23 supervisors to 15.

### **Who's Who Brochure**

The Who's Who Brochure has been updated for reprints. It has been reviewed by LWRD, Zoning, Aaron Cole, DNR Fisheries and DNR lake coordinator, Alex Smith. Print costs were discussed and a decision was made to print up to 3000 copies with PCALR's budget. Lake districts could purchase quantities at an equal unit cost. Member organizations would receive 50 copies at no cost. 1050 copies have been requested already by these districts: Big Butternut: 50; LWRD 250; Big Round 250; Balsam: 250; Big Blake: 250. A message will go out to lake districts to place orders.

Prices include shrink wrap in 50s

Quantity	Price	Unit price
2000	\$755	\$.38 each
2500	\$805	\$.32 each
3000	\$830	\$.28 each

### **Website class for lake organizations**

Two individuals have registered. After September 2nd, PCALR will make the registration form publically available. Our plan is to keep registration open until November 1st or until we reach 10 registrants, whichever comes first. If we do not reach 5 registrants by

November 1st, we will regroup on how to approach the training. Information and registration is available here: <http://pcalr.org/website-class-registration/>

### **Guest speaker, John Haack, UW Extension**

John presented the practice of social marketing for behavior change, including offering benefits, persuading individuals and finding barriers to change. He has been working with residents of Long Lake and Des Moines Lakes in Burnett County for the past five years. Eight-three percent of property owners there are non-residents. Most have property with highly disturbed shorelines. Property owners were surveyed in focus groups, phone interviews, and mailed surveys. Focus groups were held in Siren and in Edina where most property owners live.

A brand/logo and theme were developed, Share your Shore, with consistent graphics over a variety of materials. Native plants and shrubs were promoted for shorelines with brochures, and coupons for free plants. (FREE had a better response than \$5 off.) Other campaign products included a field journal addressing the family legacy emotion, a map and a trivia game.

Some findings include: personal needs and family come first; property owners with natural shores were interested in talking about issues, those with disturbed shores were not. There was a documented self-assessment bias: people think their property is more natural than it is, as evaluated by field biologists. Score your Shore, tool for self-evaluation was used.

Over 5 year there was a shift toward a preference for natural shore – property owners were more likely to say their neighbors would not object to them having a natural shore. Some barriers were reduced – obstructed view, undesirable animals, diminished recreational opportunities. The attitude did shift to natural shores.

Keys to success are: build relationships, find willing partners, work with local leadership.

Thank you to John Haack for spending the evening with us.

Discussion following Haack's presentation included ways to reach property owners, especially new property owners, those building on previously undeveloped property, or minimally developed property (teardowns). Immediate notice and rapid response are necessary before too much development threatens water quality. Strategies need to be developed to reach realtors, landscapers, builders and developers to change perceptions of development on lake property; a clause on purchase agreements was also mentioned. The Polk County Shoreland Protection Ordinance protects 75 feet from the ordinary high water mark on Class I lakes, but beyond that "you can cut all the trees you want."

Next meeting: Wednesday September 18, 7-9, Strategies for 2014

**Adjourn**

Minutes submitted by  
Karen Engelbretson, President  
Polk County Association of Lakes and Rivers  
June 2013