



Two Rivers Coalition
March 11, 2009 Meeting Minutes

Call to order: 7:10 p.m.
Geneva Township Hall

Attendance: Bob Becker, Sam Ewbank, Tom Howe, Nancy Edwards, Kevin Haight, Kathy Dorr, Jean Ketchum, Chris Bauer, Joe Parman, Joe VanWahlde, Amy Lockhart, Laurence Pice, Erin Fuller, Dave Foerster, Marcy Colclough

Agenda: Dave Foerster motioned to approve, all ayes

Motion: Motion by Sam Ewbank to approve February 11, 2009 minutes, 2nd Nancy Edwards, all ayes.

Treasurer's Report: Matt Meersman absent – Current Balance is \$2,166.72

Discussion: 319 Grant status – Erin Fuller & Chris Bauer, nothing new at this time.

Discussion: Strategic Plan Draft Review, Committee Leaders - **handouts provided**

Discussion added to handouts:

1. Website: Currently under Conservation Districts website and Amy Lockhart is currently updating. Should TRC have their own domain name in the future?
2. Conservation: TRC needs to find out what we can do as a group for conservation. Both the Black and Paw Paw Rivers have conservation ideas and projects written into their watershed Plans.
3. Incorporation: Legal is reviewing the draft application and papers for final approval.
4. Fundraising & Membership: Committees are developing new member forms and fee structure. TRC will need to contact foundations/groups such as Lake Associations, Band of Pokagon, and Suret Nature Center for funding and membership. Future developments: TRC logo items for sale and set-up booths at events such as Earth Day.
5. Media/Communications: TRC will do a news release after final draft is completed for the Strategic Plan.
6. Phosphorus ban: Redesign and print pamphlet for insertion into future tax bills.

Motion: Deb Berkey motioned to accept Strategic Plan with amendments, 2nd by Bob Becker, all ayes. (Strategic Plan as marked during the meeting is attached)



*An Alliance of the Black River
and Paw Paw River Watersheds*

Discussion: Marcy Colclough discussed the fact that the State is looking to give back the Wetland Program to the Feds in order to save money.

Motion: Deb Berkley motioned to have Marcy Colclough to write and send letter of support from TRC in support of the Wetland Program staying with the state, 2nd by Kathy Dorr, all ayes.

Next meeting: April 8, 2009, Geneva Township Hall

Motion to adjourn 9:00

Respectfully submitted by,

Joe Parman
TRC Secretary



TRC STRATEGIC PLAN – Strategic Planning

Group Members: Baerren, Berkey, Colclough, Edwards, Ewbank, Foerster, Ketchum, Lockhart

Goal/Desired Outcome: Identification of activities and projects for next 3 years

What will be done?	By whom?	By when?	How will we know?	What resources are needed?
Annually review WMP action plans to determine high priority items	Strategic Planning Committee	February strategic planning meeting	Updated strategic plan presented at April Board meeting	Project Committee inputs and project reports
Contact partners identified in WMP to track progress or encourage action	Board Member or other volunteer	As required	E-mail to Board Members as appropriate to report contact. Report at Board meeting.	
Brainstorm projects that could be implemented with other partners (find commonalities – build connections) (example – host workshop with SWMLC on land protection)	Board of Directors and members	Ongoing at Board Meetings		Establish project committee or adopt by existing project committee
Track progress of TRC committees	Board of Directors	Monthly Board meeting	Committee progress report at Board meetings	
Every 3-5 years update WMP action plans	Board of Directors	Review need by April each year	Monthly committee progress report until completed. Presentation at annual meeting. Publication and distribution of updated WMPs.	Establish update committee when required



TRC STRATEGIC PLAN – Incorporation and 501(c)(3) status

Group Members: Foerster

Goal/Desired Outcome: Incorporation of TRC with 501(c)(3) status

What will be done?	By whom?	By when?	How will we know?	What resources are needed?
Draft Articles of Incorporation	Foerster	8-Dec-2008	Articles forwarded to attorney Plasczak	Attorney review
Draft Federal Form 1023 application for 501(c)(3) status	Foerster	12-Feb-09	Form 1023 forwarded to attorney Plasczak	Attorney review
Meet with Attorney	Foerster	12-Feb-09	Meeting documentation on file – reviewed Draft Articles of Incorporation and Form 1023	TRC treasurer input for Form 1023; Conflict of interest language for by-laws (Foerster); documented comments from attorney
Federal Form 1023 financial input	Meersman	27-Feb-09	Input provided by Meersman to Foerster and forwarded to attorney	
Conflict of Interest language	Foerster	13-Feb-09	Provided to attorney by e-mail	
Incorporate attorney inputs	Foerster	Mar-2009		Attorney inputs
Final review of applications with attorney	Foerster	March - TBD	Loud Hooray!	
File applications	Foerster	April - TBD	E-mail notification to Board Members	\$320 – secured from Freshwater Future



TRC STRATEGIC PLAN - Fundraising

Group Members: Ewbank, Edwards, Colclough

Goal/Desired Outcome: Develop and increase revenue streams to support activities of TRC and to be able to hire a part-time staff person. Raise \$____ by Dec 2009, \$____ by Dec 2010, \$____ by Dec. 2011.

What will be done?	By whom?	By when?	How will we know?	What resources are needed?
Develop dues structure and revise membership form with Membership Committee	Fundraising Committee	July 09	Membership structure form approved by board (categories – corporate, municipal, lake association, etc)	Research, feedback, time
Develop planned giving brochure	Fundraising & Communications Committees		Brochure printed	\$350
Distribute planned giving brochure to funerals/attorney offices; post information to website				\$150
Discuss in partnership with Membership Committee – potential fundraising events	Fundraising & Membership Committees	May 09	Planned events	
Logo items (t-shirts, mugs, etc) – local shop or cafepress.com (Be Green!)	Fundraising Committee		Products approved for sale	\$____
Encourage Lake Assoc. donate \$____/person annually				
Investigate foundation funding, grants, in-kind donations (Upton, Pokagon, South Haven, etc)				
All media – promote giving to TRC – encourage donations	Fundraising & Communications Committee			
Develop a budget for fundraising	Fundraising Committee	April 09		



TRC STRATEGIC PLAN – Membership/Recruitment

Group Members: Haight, Edwards, Meersman, Howe

Goal/Desired Outcome: Develop a membership base to implement TRC goals and objectives; have enough active members to fill committees. Have 100 members by Dec 2009, ____ by Dec 2010, ____ by Dec 2011. Develop a system to keep a current list of members and contacts.

What will be done?	By whom?	By when?	How will we know?	What resources are needed?
Form committee				
Work with fundraising committee to establish dues				
Create a system to keep track of membership status – create a standard welcome email/letter and renewal email/letter.	Meersman			
Revise membership form (dues, inventory interests/skills, volunteer for committees, hours/month willing to volunteer)				
Utilize facebook cause application to recruit members	Howe			
Develop press releases – host events to encourage membership				
Develop membership brochure – post to website				\$300
Keep contact lists current (members, board members, general contacts, partners, etc)				



TRC STRATEGIC PLAN – Media/Communication

Group Members: Becker, Berkey (website),

Goal/Desired Outcome: Inform membership and general public about TRC efforts.

What will be done?	By whom?	By when?	How will we know?	What resources are needed?
Form committee – contact O’Connell about photography		April 2009		
Secure domain name (2TRC.org); Develop website with own look (LIAA – possibly on SWMPC.org)	Dave/Marcy	June 2009		\$500 – secured from Freshwater Future
Develop materials for cable access TV				
Develop press releases (assist each committee with this)	Becker			
Keep updated list of media outlets (email listserves, newspapers, cable access channels, radio stations, etc.)				
Update logo (investigate options for branding)	Sam (Marcy)	April 2009 (July 2009)		
Train volunteers on website updating				
Develop and update a list of potential partners (schools, SWMLC, WMU, Freshwater Future, Drain Commissioners, municipalities, lake associations, BSHWTA, Boy Scouts, student groups, etc)				
Share partner list with strategic planning committee to develop ideas for partnering				



TRC STRATEGIC PLAN – Annual Meeting

Group Members: Berkey

Goal/Desired Outcome: Have a successful, well attended Annual Meeting (80 people attend in Dec 2009).

What will be done?	By whom?	By when?	How will we know?	What resources are needed?
Form committee	Berkey			
Plan event – date, time, location, program (speakers, etc?), food (potluck/cater?)				
Develop budget				
Sponsors?				
Reserve location (VB Conference Center?)				
Develop flyers/invitations				
Develop contact list and Distribute flyers/invitations (utilize facebook causes, enviro-Mich, etc)				
Develop and distribute press release				



TRC STRATEGIC PLAN – Community Connections

Group Members: Baerren, Haight, Becker, Edwards,

Goal/Desired Outcome: Develop community connections - first priority is targeted outreach to County/local municipal boards, planning commissions and lake associations. Conduct ___ presentations in 2009, ___ in 2010 and ___ in 2011.

What will be done?	By whom?	By when?	How will we know?	What resources are needed?
Develop a power point presentation – the who, what, when, how, where of TRC	AI	June 2009	Input from Board and other TRC members	Pictures, facts, etc
Identify priority areas for presentations	AI	June 2009	Completed list of target areas	Input from Board and other TRC members
Schedule presentations at county/local Boards/Councils and lake association meetings	Members	July 2009	# of presentations scheduled	Members contact groups in their immediate areas
Identify core committee for presentations	Board	June 2009	Core committee briefed on power point contents	
Conduct presentations	Members	Dec 2009	# of presentations given; reports at monthly meetings	Copies of educational materials, presentation, membership forms, laptop, projector, screen



TRC STRATEGIC PLAN – P ban outreach

Group Members: Lockhart, Foerster, Becker, Howe, Parman, Clemons

Goal/Desired Outcome: Assist counties with outreach efforts related to the P ban. Enact a P ban in Berrien County.

What will be done?	By whom?	By when?	How will we know?	What resources are needed?
Develop letters to send out to retailers and applicators in Van Buren & Allegan Counties	Tina Clemons	March 09	Letter approved by phos ban committee and copied to County BOC	Letter from Allegan Health Dept.
Create mailing list for Allegan and Van Buren (retail outlets, lawn care companies, golf courses, townships, cities, villages, road commission)	Tom Howe	March 09	Completed info on google doc	Research fertilizer distributors and area retailers
Distribute letter to retailers & applicators in VB & Allegan Co.	Phos. Committee	April 09	Letters delivered to retailers	Names & addresses Postage \$ - VB Drain Commissioner
Submit grant application to Freshwater Future for phos outreach funding	Amy, phos committee	March 09	Proposal submitted by March 31	Phos committee and TRC Board input, costs & quantities of outreach materials
Update Phos ban brochure	Amy	April 09		Input from phos committee
Distribute brochure through tax bills (also target riparian, lake associations, urbanized area homeowners) in Allegan and Van Buren	Phos. Committee	April mtg – costs May 15, 2009 (needs to be County)	Letters delivered to townships (52,000 parcels in VB County)	Input from VBCO, townships
Support efforts of Paw Paw Lake Foundation to enact P ban in Berrien County	Board	Ongoing		
Develop press release about P ban in VB and Allegan Counties	Phos committee	June/July 09		

What will be done?	By whom?	By when?	How will we know?	What resources are needed?
Develop outreach materials for Co. Fair	Tom, Dave with Master Gardeners	June 09		
Develop press releases announcing Van Buren Co. Ordinance in effect	Phos. Committee	Dec 09		
Develop point of sale displays (posters, information) and sticker program	Phos committee	Jan 10		
Implement sticker program, install point of sale displays	Phos committee, local retailers	Feb10 – May 10		
Survey public awareness of phosphorous issues	Phos committee	June 2011		
Survey increase of retail sales of non phosphorous fertilizers	Phos committee	July 2011		



TRC STRATEGIC PLAN - Septic System Ordinance and Outreach

Group Members: Ketchum, Edwards, Curtis, Berkey, Bauer, Fuller

Goal/Desired Outcome: A point of sale ordinance adopted in Allegan, Berrien, and Van Buren counties. Educated homeowners (especially riparian homeowners) on the need for septic system maintenance/repair.

What will be done?	By whom?	By when?	How will we know?	What resources are needed?
Form committee	Jean	May 09	Committee contact list – about 6 members	Recruit at least one waste hauler
Survey waste haulers to identify watershed septic hot spots		Jul 09	Map identifying critical targets	
Develop Lake Association Contact list		Oct 09	List available for distribution and presentation of educational materials	
Research ordinances (successes/problems)/secure ordinances from other counties		Jul 09	Presentation to Board Report	
Research educational materials available		Jul 09 and ongoing	Report to Board	Internet and telephone
Adapt educational material for local applicability		Sep 09	Draft brochures, etc presented to Board	\$1,000 to develop/print materials – no funding secured
Meet with health departments of each county to discuss ordinance/outreach efforts		Oct 09	Report to Board	
Develop plan to Distribute educational materials and begin distribution		Oct 9	Report tp Board	Postage or volunteers to distribute – include with tax notices
Schedule and meet with County Boards and Planning Commissions of each county to discuss ordinance		Oct 10 thru Feb 11	Report to Board	Volunteers to present
Develop and distribute press releases about the need for septic maintenance		Quarterly starting Jul 09	Multiple reports in all papers serving, Allegan, Berrien, Kalamazoo and Van Buren counties	



TRC STRATEGIC PLAN – Buffers

Group Members: Parman, Lockhart, Foerster

Goal/Desired Outcome: Increase buffers along waterbodies under the Drain commissioner’s jurisdiction to reduce sedimentation and pollution by offering 25% reduction in drain assessments for at least a 20-25 foot buffer.

What will be done?	By whom?	By when?	How will we know?	What resources are needed?
Develop program – standards to get reduced assessments (seeding guidelines)		March – May 2009		
Publicize program – develop letter to landowners and distribute		Late Spring 09		
Develop and distribute press releases		Late Spring/Summer 09		Does Drain Commissioners office have funds to support efforts?
Landowner workshop	VB Conservation District/ VB Drain Commissioner	Late Spring 09		
Talk to Allegan and Berrien County Drain Commissioners to expand program		Late 09 -2010		