

**SUMMARY NOTES**  
**Yahara CLEAN Compact Executive Committee**  
**Friday, August 14, 2020**  
**8:30-10:30 A.M.**  
**Zoom**

**Attendance**

Present: Greg Fries, Kyle Minks, Coreen Fallat, Janet Schmidt, Mark Riedel, Matt Diebel, Missy Nergard, James Tye, Paul Dearlove, Luke Wynn (note-taker), Alison Lebwohl (facilitator), and Samuel Pratsch (UW-Extension guest)

**Anticipated Outcomes**

- (a) Decisions about:
  - i. UW Extension Contract
  - ii. RFQ short list of firms
  - iii. Water Quality Fundamentals paper
  - iv. Next steps for P-loading Subgroup
- (b) Guidance on upcoming work for Executive Committee, Steering Team & subgroups
- (c) Shared understanding of status and next steps for organizations' financial contributions to the Compact

**Notes from 7/10/20 Executive Committee Meeting**

No corrections or changes requested. *Summary notes from the 7/10/20 Executive Committee meeting approved unanimously.*

**Decision: UW-Extension Contract**

Dearlove reviewed the purpose of the contract proposal that was previously distributed for consideration. Given that public engagement will be such a big and dynamic part of the Compact, Tricia Gorby previously recommended that the subgroup could benefit from the additional structure and guidance that UWEX contractors Sharon Lezberg and Samuel Pratsch could provide. The IAP2 Public Participation framework was referenced as a way to think about which audiences we might want to engage, for what purpose, and through what methods.

Pratsch was introduced and spoke to the specifics of the scope of work. For \$4,752, he and Lezberg would work closely with the Public Engagement Subgroup and facilitate three, two-hour meetings to: 1) identify objectives and target audiences; 2) define the level and timing of participation for each audience; 3) establish criteria and strategy options for engagement; and 4) develop an associated logic model or graphic with guidance on the role of the subgroup and how it will interact with the consultant.

During discussion, it was noted that UWEX through the contract would serve as the primary architect for the whole public-engagement effort. They will help guide what we want the consultant to build out and implement. This involves being clear on goals and how we define success.

**Decision:** Approval of UW-Extension contract proposal with the understanding that the scope of work will include how we define success and where we are headed with public outreach. (All in favor)

### **Update & Decision: Selection Committee Interview Recommendations and Next Steps**

Set evaluation criteria were used to identify the top three consulting firm candidates recommended for interviews: MSA Professional Services, Advanced Engineering & Environmental Solutions (AE2S), and SmithGroup. Also discussed was the plan for what will be shared with firms interested in knowing how they ranked and why. It was affirmed that, upon request, general information relating to the evaluation process would be provided, but that scores or discussion notes would not be shared.

Next steps are to contact references and determine a set list of questions that will be asked during the interviews. Following the interviews, the Selection Committee will then meet to agree on the firm it would like to recommend for contract negotiations. That recommendation will be brought to the 9/11 Executive Committee meeting. A recommendation will also be made for how to approach the contract-negotiation process.

**Decision:** Approval to invite the top three recommended firms – MSA, AE2S and SmithGroup – to participate in the interview process. (All in favor)

### **Round Robin: Timeline and Next Steps for Compact Member Financial Contributions**

This agenda item was added to hold the partners accountable to each other when it comes to financial commitments. Clean Lakes Alliance is now conducting a second round of invoicing among applicable partners and collaborators. The objective is to ensure adequate funds are on hand before service contracts are finalized and signed. Partners are expected to contribute a total of \$50,000 over the two-year project period while collaborators are expected to contribute \$2,000 over that same period.

- Fries (City of Madison): Since the Compact members are no longer planning to utilize a signing document, an MOU with Clean Lakes Alliance is being developed to authorize the release of the \$50,000. It is expected that a resolution can be passed in September and a check can be cut in October.
- Minks (Dane County): A contract will be drafted with Clean Lakes Alliance authorizing a \$25,000 payment for 2020. A resolution will then have to work its way through the appropriate committees. It is estimated that a check could probably be cut by October. The status of the second \$25,000 is presently uncertain. Discussions are underway with Clean Lakes Alliance to work out the timing and terms of payment.
- Riedel (WDNR) and Dearlove (Clean Lakes Alliance): Clean Lakes applied for and received \$100,000 in WDNR grants to support its work on the Compact. Those grants represent WDNR's and Clean Lakes Alliance's cash contributions. These are reimbursement grants. Partial advances have been received and used to offset ongoing project-management expenses.
- Nergard (UW-Madison): The first \$25,000 owed was already paid. The second \$25,000 is in the works and will be able to be paid shortly.
- Fallat (DATCP): Leadership is thinking of creative ways to make the funds available. It will be necessary to contribute smaller amounts over time through the invoicing of

approved and completed project work. Conversations are ongoing with Clean Lakes Alliance to identify the types of planning outcomes that can trigger the release of funds.

- The status of collaborator payments was also reviewed. Depending on the timing of budget cycles and entry into the Compact, a few collaborators are working with Clean Lakes Alliance to establish alternative payment plans.

### **Consult: Work for Steering Team**

The following questions were posed for the purpose of maximizing Steering Team effectiveness, support and engagement. Plans are for the consultant to work in partnership with the Executive Committee to ensure these questions are adequately addressed.

1. What does the Executive Committee need from the Steering Team and subgroups to keep the Compact moving forward?
2. What unique roll should collaborators play? What might collaborators need to get from their participation to be effective supporters and champions of this effort?

### Discussion highlights:

- Collaborators add strength and weight to the partnership, and there is a value to membership that should strengthen their own work. Each has a set of resources, expertise and networks to offer as we look to implement solutions. They can help hold this group accountable to its goals and recommendations.
- There have been past efforts outside this circle to push back on opportunities that government entities have come up with to protect the lakes. Collaborator participation broadens the collective understanding of shared challenges. It also fosters greater community buy-in as these diverse groups shape the crafting of recommendations.
- Our collaborators are important actors within the watershed. They have influence over factors that impact water quality, and are a link to constituents and influencers whose future participation is essential to success.
- UW-Madison's Water Resources Management Graduate Program worked with Saltwise to inventory water softeners on campus. UW's participation in the Yahara CLEAN Compact was vital in marshaling resources and structure around the initiative. This is an example of how collaborators can leverage the focus and expertise of the Compact.
- Many of our collaborators either operate as part of a larger hierarchy or report to a board of directors. They can help us identify the tools needed to effectively message and advance this initiative through those decision-making channels.
- The concept of "grass roots" vs. "grass tops" is an important dynamic to understand. Using the Steering Team to help identify local influencers can help us more effectively leverage and affect change.
- There have been some great examples of our partners and collaborators highlighting the work of the Compact through their publications and communication networks. Creating uniform messages and coordinating communications can bolster these efforts.
- The public often has the misunderstanding that the WDNR is supposed to fix everything. Wisconsin is a home rule state that delegates a lot of authority to county and local governments. The Compact is getting these various authorities and organizations pushing in a common direction. It also affords us a stronger voice than we would otherwise have acting alone.
- UW-Madison would be interested in contributing to communications about the Compact. They will collaborate on an article with Clean Lakes Alliance that will run in a

printed Lake-O-Gram. In addition, City of Madison sends out a waterways newsletter that is distributed to a huge audience. If the timing works out, this could present another communications opportunity. Our collaborators will have their own communication tools and networks that we should try to leverage.

- Steering Team members are well positioned to act as two-way conduits of information. That includes information we want to push out into the community, as well as input or involvement we will want to receive from different audiences to shape the plan.
- As we seek to put a plan together with specific recommendations, it is important to consider how each partner and collaborator will be making decisions around those recommendations. Every group will have its own decision-making process (i.e., boards, committees, timelines, etc.). Learning more about the hopes and concerns of our collaborators, and especially as they pertain to potential planning outcomes, will be important going forward.

### **Decisions: Work for Executive Committee and Subgroups**

An update was provided on the recent work of the Phosphorus Loading Subgroup. Some minor comments were received from the Steering Team regarding the water quality fundamentals paper. In the end, the subgroup elected not to make any changes to the document.

***Decision:** Approval of the P Loading Subgroup's document titled "Fundamental Concepts on Water Quality of the Yahara Chain of Lakes (Mendota, Monona, Wingra, Waubesa and Kegonsa)" as last revised on 6/8/20. (All in favor)*

Next steps for the subgroup are to determine what if any technical needs may require the assistance of a consultant. Currently, the general consensus seems to be that most of this work can probably be accomplished within the subgroup. In addition, the subgroup plans to start identifying what information is still needed to set phosphorus-reduction targets, and what observable changes we might expect in the lakes as a result of achieving those targets.

***Decision:** Approval of the P Loading Subgroup's work and direction over the next one to two months. (All in favor)*

### **Closing**

Nergard (UW-Madison) is up in the rotation to serve as our September 11<sup>th</sup> Steering Team and Executive Committee chair.

EVALUATION POLLS: *Overall, I found the meeting valuable. Results:* Strongly agree (67%); Agree (33%). *I found the content relevant and engaging. Results:* Strongly agree (83%); Agree (17%). *I had opportunities to ask questions and share my perspective. Results:* Strongly agree (67%); Agree (33%). *I had the support I needed to use the virtual meeting technology. Results:* Strongly agree (83%); Agree (17%).