

SUMMARY NOTES
Yahara CLEAN Compact Steering Team
Friday, December 11, 2020
8:30-10:00 A.M.
Zoom

Attendance

Present: Kyle Minks, Brenda Gonzalez, Carolyn Clow, Coreen Fallat, Emily Reynolds, Greg Fries, Kelly Hilyard, Jake Vander Zanden, Mark Riedel, Matt Diebel, Martye Griffin, Mike Rupiper, Missy Nergard, Dick Lathrop, Ruth Hackney, Sarah Dance, Tom Wilson, Tricia Gorby, Alison Lebwohl, Paul Dearlove, Luke Wynn, James Tye

Anticipated Outcomes

- Shared understanding of perspectives, assets, and ideas of Compact members
- List of observations and ideas around community actions, engagement, messaging, and funding
- Shared understanding of next steps by SmithGroup and others in creating the Yahara CLEAN 3.0 Plan
- Recommendation to Executive Committee on Public Engagement Subgroup proposal

Welcome, Updates & Check In (Coreen Fallat, Chair)

- Next Steering Team and Exec Committee meetings are scheduled for 1/8/20
- ***Summary notes of the November 13, 2020 Steering Team meeting were unanimously accepted as presented. There were no requested changes or edits.*** Notes and other Compact documents are stored in a Google Drive folder: <https://drive.google.com/drive/folders/1-BD-1Aup9SViTIXhyGadHoDVMmDB1N?usp=sharing>.
- Anita Thompson (not present) was introduced as a substitute designee for UW Nelson Institute.
- Working agreements and facilitator rules were reviewed. Updated copies of the decision tracker and income-expense report were previously shared and referenced.
- Agenda overview: We will continue to hear from Steering Team members as we prepare to pull together a bold plan that leverages all our strengths. Each member group brings certain assets, perspectives and ideas that can help shape strategies related to community action, funding, public engagement, and messaging. Agenda:
 - Three pecha kucha presentations with discussion
 - Brief update from the Executive Committee
 - Recommendation to Exec regarding proposal from the Public Engagement Subgroup

Compact Members: Perspectives, Assets, and Ideas

Pecha Kucha Presentations

When we did our mapping exercise in February to identify our most important outcomes, we highlighted the importance of community action and culture change to achieving our

objectives. The Compact can help generate that action and change, and we will continue to utilize the assets and opportunities that our member organizations bring to the table.

Pecha Kucha Presentations

- [UW-Madison \(Missy Nergard\)](#)
- [Wisconsin DNR \(Mark Riedel\)](#)
- [Clean Lakes Alliance \(Paul Dearlove\)](#)

Paired Work and Large Group Report Out

Questions to Consider

NOTE: The following are words and statements recorded during the Zoom Annotate exercise and in Chat. Numbers in parentheses indicate “dots of agreement.”

1. What stood out for you?

Expertise (1); Not a clear DEI message (2); Unique education; Large networks – are they the right networks? (1); Number of business/enterprise connections (1); So much info; Advocacy; How to steer this massive ship; Extensive communication networks; UW and WDNR are large, complex organizations; Local and broad-scale networks (1); Untapped resources (1); Informative; No intentionality/same info, same focus – how do we get to that bold outcome, and how do we focus on those things we didn’t focus on before?; Prominence of lakes in PR; Collaboration (1); Partnerships (2); Sphere of influence; How has this not been solved with all of these organizations and people working toward the same objectives? (3); Tap into the 500,000 UW alumni (1)

2. What ideas does this suggest for the Compact?

Science & community action

How to know what is happening at UW so we can find the right research; Climate change group at UW; Strength of UW; Access to science through both UW and WDNR (2); Research agenda from Compact; Water@UW map uses powerful ArcGIS software we can borrow from; Science and scientific integrity are important to WDNR

Funding

Fundraising is strength of Clean Lakes Alliance; UW alumni; Return on investment; Funding demands innovative ideas – need to diversify; A dedicated funding source is needed with public-private oversight; WDNR can provide funding through grants; Community fundraising and grants through Clean Lakes Alliance

Messaging

“One health” connecting environmental health to personal health (1); Need unified messaging; Will be important to frame messages for different groups and think about narrative frames; UW has so many amazing resources, but, as a research organization, the model of relying on UW Extension to put that in the hands of citizens has historically been so important. How do we adapt when funding and positions have been slashed so dramatically?; The lakes are critical to UW, so alumni will want to keep the campus looking

beautiful; Large network through UW to get messages out; Good contacts at WDNR, and particularly with farmers and farm groups, that is needed for messaging

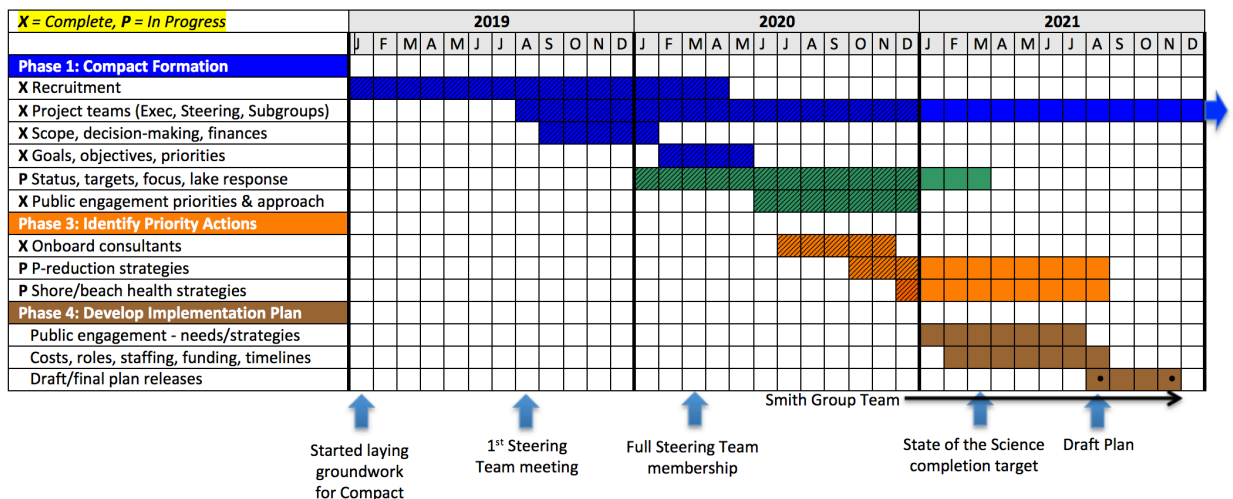
Public engagement

Massive student and alumni populations; Clean Lakes Alliance role here (1); Individual action connected to what matters to them (may not be water quality but dog health); What are we engaging them for?; Engage the right pubic audiences – DNR urban role here?; We should be using our networks to make this happen; Clean Lakes Alliance can communicate accomplishments and goals to private entities, including farmers. Public-engagement opportunities through Yahara Lakes 101 and other events to get homeowners and businesses to take action

Executive Committee Report (Coreen Fallat & Paul Dearlove)

- SmithGroup contract has been signed and their work is now underway.
- An estimated project timeline was presented. Great progress has been made since the inception of the Compact in 2019. The Steering Team has only been at full strength since March 2020. There is a lot to accomplish in just the first half of 2021 to have a draft plan ready by late summer. Content and input from all Steering Team meetings continues to be shared with SmithGroup and will be incorporated into the plan.

Estimated Plan-Completion Timeline (Update: 12/11/20)



- The Compact is a very powerful movement, and its impact will be felt for many years to come. An important question for the Compact members to answer: How do we stay connected and continue to collaborate as partners once the plan is finalized?

Public Engagement Subgroup Report (Carolyn Clow & Sarah Dance)

- Clow: Accomplishing the recommendations outlined in UW Extension’s final report will be a big challenge for the Compact. The report presents a pretty comprehensive and ambitious look at public engagement objectives. Questions to answer going forward: Where will all this expanded work live? How do we execute what the subgroup has laid out, and especially with respect to long-term relationship building with different stakeholder groups?

- Dance: Report compiled by Lezberg, Pratsch and Dance based on input received during three meetings of the Public Engagement Subgroup. Reviewed the format and content of the report, including recommendations related to specific stakeholder audiences. Also included are responses to questions/concerns commonly heard by subgroup members. The report is intended as a guiding and adaptable framework for future decision-making.

Recommendation: *Accept the Public Engagement Subgroup's recommendations—as captured by the UW Division of Extension's [report](#) and [action-timeline addendum](#)—to be used as a flexible and guiding framework that can be adjusted as the Compact implements and learns from its ongoing outreach and engagement work. (All in favor to accept and forward to the Executive Committee)*

Discussion

- Riedel: Are these recommendations based on actual efforts and experiences that have been successful?
 - Dance: Yes, the recommendations are based on UW Extension's extensive experience, and links are offered to specific case studies in some situations.
 - Clow: How in the context of this group can we implement these recommendations? These recommendations are aspirational but not optional. We might not be able to implement all of these engagement efforts right away, but they must be viewed as a priority.
 - Lebwohl: Suggests inviting Urban Assets to an upcoming Steering Team meeting to lay out a work plan with the details of implementation.
 - Tye: The Compact does not currently have sufficient funds to fully implement all the recommendations.

Close (Colleen Fallat)

- Thank you to the first round of Pecha Kucha presenters.
- Thank you to the Public Engagement Subgroup, and to Dance for all her work supporting UW Division of Extension in preparing a final report.
- As always, Steering Team members are invited to join the Executive Committee meeting that follows. Please let Dearlove know in advance if you plan to attend.

Meeting adjourned at 10:00. Next meeting: January 8, 2021.

SUMMARY NOTES
Yahara CLEAN Compact Executive Committee
Friday, December 11, 2020
10:10-11:10 A.M.
Zoom

Attendance

Present: James Tye, Paul Dearlove, Luke Wynn, Alison Lebwohl, Coreen Fallat, Greg Fries, Matt Diebel, Kyle Minks, Mark Riedel, Sharon Lezberg, Missy Nergard, Samuel Pratsch

Anticipated Outcomes

- Decision on Public Engagement Subgroup proposal
- Direction on Yahara CLEAN Compact next steps (Exec Work Plan)
- Initial direction on informing and engaging the senior leadership of Compact member organizations

Welcome, Updates & Check In (Coreen Fallat, Chair)

- Meeting convened at 10:10 a.m. Next meeting is scheduled for January 8th.
- ***Summary notes from the 11/13/20 Executive Committee meeting were approved unanimously. No changes or corrections were requested.***
- Anticipated meeting outcomes:
 - Decision on Public Engagement Subgroup proposal
 - Direction on Yahara CLEAN Compact next steps (Exec Work Plan)
 - Initial direction on informing and engaging senior leadership in Compact organizations

Public Engagement Subgroup Proposal

Vote and Discussion

Lezberg and Pratsch:

- Four recommendations were made to address the fact that the group does not have established relationships with some stakeholder populations.
 1. *Develop competency.* Internally educate Compact members on how to engage with different audiences respectfully to build trust.
 2. *Establish relationships.* Acknowledge that relationship building is a long-term process that should start now.
 3. *Strive for more inclusive engagement.* Employ diversity, equity and inclusion objectives to strengthen the impact of outreach, planning and implementation activities.
 4. *Prioritize involvement of “high-impact” stakeholders.* Because some audiences have more agency to implement strategies, they warrant being involved at higher levels.
- The more specific action timeline (see spreadsheet addendum to final report) was prepared by UW Extension separate from the subgroup meetings. Much of the recommended work was proposed by individual subgroup members, but not fully addressed by the group as a whole. The flexible guidance was drafted to be adapted,

as appropriate, by Urban Assets and the Executive Committee to help address where and when the work should happen, and who might be responsible for its completion. Monitoring and modifying the guiding recommendations will be required as the Compact moves forward.

- Subgroup discussions were immensely helpful as everyone was able to share and learn from their own experiences and mistakes. Dance was also recognized as a tremendous resource for this work. Cultivating a space for someone like her is encouraged to help coordinate the development of relationships with underrepresented stakeholders.

Decision: *Accept the Public Engagement Subgroup's recommendations—as captured by the UW Division of Extension's [report](#) and [action-timeline addendum](#)—to be used as a flexible and guiding framework that can be adjusted as the Compact implements and learns from its ongoing outreach and engagement work.. (All in favor)*

Post-Vote Discussion:

- Minks: Given the large and amorphous nature of “public engagement,” UW Extension’s work is appreciated for creating some structure and direction.
- Riedel : Expressed agreement with Minks. The next challenge, especially with limited resources, is finding that person who can help us navigate along the way.
 - Tye: Student fellowships and internships offer a way to provide some of that support. Dance and Harvey are two good examples of the type of passionate and capable individuals who can be recruited.
 - Fallat: Time is required to successfully guide interns or fellows. Maybe the Compact membership could help provide some benefit here.
 - Pratsch/Lezberg: Agrees to the need for some individual or entity who could serve as a champion for this type of work. Dance has already proven herself to be competent in this area and can be a starting point. The work of cultivating relationships and building trust among multiple, underrepresented stakeholder groups is going to be a big lift requiring a concerted and sustained effort.
- Leibold: Summarized hearing that the Compact is grappling with two windows of time. There is the timeline and budget that takes us to the end of 2021, and there is the public engagement that will need to continue beyond the release date of the plan. She noted that today’s agenda includes an item on getting the Compact’s leadership involved in addressing questions like: What can we do now? How do we fund it? How do we advance the DEI work for years to come?
 - Riedel: A Nine Key Elements Plan does not require all these questions and needs to get answered in the plan. Instead, the plan can identify the gaps and help prioritize future action to close those gaps.
- Minks: In addition to funding, there are existing community engagement efforts by partners that could potentially be improved or adapted.
- Dearlove: Reiterated Tye’s comment to the Steering Team regarding funds to pay for the work. The Compact has a budget shortfall that cannot be ignored. This means deciding what we can do now with the resources available to us, and what must be incorporated as recommendations in the plan, or carried out after the plan is completed.

Executive Committee Work Plan

Fallat presented a proposed work plan that hit on four major themes: Science & Community Action, Public Engagement, Funding, and Messaging. One objective is to determine the best approach for communicating with and getting buy-in and additional funding from the leaders of our respective organizations. We want to create opportunities to develop messaging content and specific requests that designees can take back to their leadership. She concluded by reviewing where we stood on the project timeline with respect to the four major themes.

- Tye: As a next step, suggests we start crafting the specific messages we want to communicate.
 - **Action Item:** Tye, Fallat and Katie Hepler will outline the questions and associated messages that are important to communicate to the general public. That framework will be presented for input to the P Loading Subgroup and Steering Team within the next 1-2 months.
 - Riedel: A Steering Team member asked why we haven't cleaned up the lakes already given all the collective expertise we possess. There is often a mistaken belief that state government is taking care of the lakes. The reality is that Wisconsin is a "home rule" state that places most of the control and decision-making responsibility at the local level. This will be an important message to communicate to the broader public.
- Tye: Suggests we begin looking forward to 2022 and beyond. Once the plan is released, there will be a ton of work to condense information into publicly-digestible formats.
 - **Action Item:** 2022 will be added to the integrated timeline when it is next updated
- Income-Expense Report: Dearlove presented the latest financial update and asked what approval/sharing process Exec would like to follow moving forward.
 - Fries: Share them with Exec ahead of each meeting and leave a spot in the agenda to discuss (when appropriate). Then, it is the responsibility of the Executive Committee members to raise concerns or questions.
 - Diebel: Suggests highlighting anything noteworthy in the financials when they get shared, like any material changes since the last report.
 - **Action Item:** An opportunity to raise questions about the monthly financial reports will be included on future agendas. This will also keep more people in the know about the financial challenges and tradeoffs we are facing with such an ambitious effort. Showing individual transactions is not necessary.
 - Tye: Informed Exec that Clean Lakes Alliance is audited every year and has always received a "clean" audit.
- Lebwohl encouraged Exec members to think about what needs to happen to have the Steering Team and senior leaders of each organization to come along with us.
 - Fries: Cautioned that city leadership has no bandwidth to incorporate or promote the work of the Compact. Critical, pandemic-response needs are currently being prioritized.

Final Announcements & Close

- Tye: Clean Lakes Alliance's Community Board is being brought up to speed on the Compact and looks forward to finding ways to contribute to the effort.
- Dearlove: Leadership Team meetings are now underway with SmithGroup. These are designed to help coordinate and project manage all the behind-the-scenes work that is going on.
- Diebel: Had a good meeting with SmithGroup to touch base on matters related to the P Loading Subgroup's work.
- Wisconsin DNR (Mark Riedel) will be chairing our next meeting.

Meeting ended at 11:10 a.m.