

SUMMARY NOTES

Yahara CLEAN Compact Steering team

Friday, February 14, 2020

8:30-10:05 A.M.

Madison Metropolitan Sewerage District, Maintenance Facility Building

Present: Greg Fries, Mike Rupiper, Kyle Minks, Anne Baranski, Renee Lauber, Chad Lawler, Ruth Hackney, Ken Johnson, Dick Lathrop, Tom Wilson, Kathy Lake, Shaun Scullion, Katie Hepler, Janet Schmidt, Tricia Gorby, Coreen Fallat, Jake Vander Zanden, Bob Wipperfurth, Jeff Endres, Kelly Hilyard, Missy Nergard, Matt Diebel, Martye Griffin (arrived late), Paul Dearlove, Luke Wynn (note-taker), Alison Lebwohl (facilitator)

Anticipated Outcomes

- a) Agreement on potential scope (outcomes and outputs) of a successful plan
- b) Input and action on subgroup proposals as needed

Welcome & Housekeeping

- Overview of where we are in the project. Transitioning out of Phase 1 (Compact formation, roles/expectations, logic modeling, decision-making, etc.) and into Phase 2 (assessment of historic/current conditions, and agreeing on goals, scope and approach for we get there).
- Review and acceptance of facilitator ground rules and working agreements. No changes or additions requested.
- No questions, changes or corrections to the January summary notes.
- Dane County Towns Association (Renee Lauber & Tom Wilson) and Dane County Cities & Villages Association (Bob Wipperfurth) welcomed as newest collaborators. Jeff Endres from Yahara Pride Farms welcomed as an invited guest.
- Future meeting locations: Verex Plaza in March, and remainder of meetings at Shop No. 1 at Madison Metropolitan Sewerage District.

Yahara CLEAN Cartography

A mapping exercise was used to help visualize how the Steering Team's desired outcomes (i.e., improved clarity, fewer algal blooms, reduced beach closures, etc.) link to identified outputs (i.e., reduced phosphorus runoff, more funding, etc.). Included discussion on what can be considered in-scope and out-of-scope outcomes and activities.

Themes:

- Community action begins and ends with a love of the lakes.
- Culture change is both a pathway and a destination that will be essential to sustaining success.
- Improved outreach, funding, and land management are critical outputs needed to reach almost every destination. Additional steps are needed to get to some of the auxiliary outcomes, such as edible fish.

- Most of the desired outcomes can be achieved simultaneously through related and reinforcing pathways, but reduced phosphorus is the central lever that needs to be pulled to get there.
- Start from the reality that we are in both an urban and agriculturally developed landscape, and the importance of hydrology (runoff vs. infiltration) when it comes to lake impacts. Individual responsibility is important, and people need to see the connection between their actions and these impacts if we are to change current norms.
- To be successful, there needs to be more community investment on a very large scale.

Discussion:

- People should understand their role in the nutrient cycle (farm field>processing> grocery store>home>sewerage district>back to the farm field).
- Should prioritize changes that have the largest impact. Identify easiest and most effective levers to pull.
- Respecting our agricultural heritage is an important piece.
- We all want cleaner water. The challenge is that we have a thriving agriculture community that cannot be solely responsible for making the necessary changes. However, agriculture has “leaks” that are contributing to the problems we are experiencing. We need big, sweeping changes and we have to be willing to put up the money.
- Spreading manure is recycling resources that would otherwise be considered a waste product. Should avoid recommendations that might put farmers out of business.

Social Equity Subgroup

Kelly Hilyard presented on behalf of the subgroup.

- There are no specific groups to invite to represent many diverse communities. Instead, the recommendation is to develop strategies that incorporate social equity considerations into all of our decision-making. How do we weave in social inclusion and be respectful of different communities?
- May want to seek a consultant to shed light on our blind spots and biases, and to help design effective public outreach. The subgroup will prepare a proposal for the hiring of a consultant.
- Additional Steering Team members invited to consider joining the subgroup.

P Loading Subgroup

Matt Diebel presented on behalf of the subgroup.

- Objective is to summarize existing knowledge and prioritize how to fill any gaps.
- Not trying to reinvent the wheel. There are tremendous resources and huge efforts that we can draw upon.
- Will try to answer key questions: What is the new information that we need to consider to make better recommendations? What happens to P when it reaches the lakes? How will the lakes respond under different P-loading scenarios?
- Water quality targets may need to be revised. Looking at methods for measuring impacts and ways to improve.

Sense of the group: *Accept proposed subgroup objectives and forward to the Executive Committee (all in favor).*

Closing

- Active steps are being taken to wrap up the inviting and onboarding of new Compact participants over the next 1-2 months. To help bring new participants up to speed, important touchstone documents (i.e., meeting summaries, background materials, etc.) will be shared as part of orientation meetings or other communications. Most of these documents will also be made available at: www.cleanlakesalliance.org/yahara-clean
 - The Executive Committee will be reviewing whether the signing of another, more formal Compact document (other than the Letter of Intent) will be needed to ensure success. In the meantime, progress and actions regarding participant roles, decision-making, scope of work, financial commitments, etc. are already occurring and will continue. Focus over next couple months will be on making sure the right groups have been brought to the table, with a continued emphasis on farmer organizations.
 - Jeff Endres, Yahara Pride Farms (Compact invitee): Acknowledged receiving multiple invitations and inquiries about having YPF join the Compact Steering Team or Executive Committee. Would like to see more agricultural representation in the room, but unable to attend monthly Steering Team meetings. Reminded the group of the importance of leveraging past successes and solutions already identified -- including progress already being made by farmers. Recommended engaging directly with farmers to ask about their needs -- and offered to engage with the group around potential solutions in the future.
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SUMMARY NOTES

Yahara CLEAN Executive Committee

Friday, February 14, 2020

10:15-11:30 A.M.

Madison Metropolitan Sewerage District, Maintenance Facility Building

Present: Greg Fries, Missy Nergard, Matt Diebel, Kyle Minks, Coreen Fallat, Paul Dearlove, Luke Wynn (note-taker), Alison Lebwohl (Facilitator)

Absent: Wisconsin DNR designee

Planned Meeting Outcomes:

- (a) Approval (if needed) on proposed scope-of-work objectives from Phosphorus Loading Subgroup
- (b) Decision (if needed) on recommendations from Social Equity Subgroup
- (c) Decision on next steps for Compact & Compact-acceptance timeline
- (d) Decision on Executive Committee governance & agenda structure
- (e) Requests for information or advice from Steering Team or Subgroups

Reactions to prior Steering Team meeting

- Need to reconcile the logic model with the outcomes/outputs input generated by recent Steering Team exercises.
- The presentation of clear, written proposals continues to be important to facilitate effective deliberation and decision-making.
- Always having new members coming on board is disruptive and makes it more difficult to move forward. Fortunately, almost every identified prospective participant has either already joined or received an invitation by this point, with the exception of ongoing outreach to agricultural organizations.
- It will be hard for non-staffed agricultural organizations to set aside time to devote to this discussion. This means we just need to engage them in other ways that doesn't make them feel like they're the problem.

Notes from 1/10/20 Executive Committee meeting

No corrections to the notes were requested.

P Loading Subgroup Proposal

- Need to understand and communicate how this effort is going to be different from past efforts, and define what we can and can't do.
- Framing and messaging are important. We are building on success and recalibrating, not starting over.
- The subgroup is using historic data and factoring in new information. Its members do not expect to come up with a radically different view on the role of phosphorus. Operating objectives are based on efficiently utilizing the resources we have to be able to make better decisions on how to target solutions.

Decision: *P Loading Subgroup proposal as outlined in the 1/24/20 subgroup notes and presented at the 2/14/20 Steering Team approved. (All in favor)*

Social Equity Subgroup

- Desire of the subgroup was for the Executive Committee to hold off on any decision or action until March, which will allow for the presentation of more defined proposals (i.e., potential consultant role; diversity, equity & inclusion statement and approach; First Nations land acknowledgment).
- Subgroup generally recommends that we focus on applying a DEI lens to everything we do, rather than bring on a specific group to represent diverse communities. Communities like Madison and Middleton do this by applying racial equity and social justice tools to their decision-making. A consultant could add another level of guidance and credibility as we work to integrate DEI efforts into broader public outreach efforts.
- The Executive Committee needs to look carefully at how and where we reach out to people. Many outreach efforts inadvertently self-select people who are already interested and have the time and ability to participate.

Decision: *Action deferred to the March meeting at the request of the subgroup. (All in favor)*

Next steps for Compact finalization and acceptance

Questions posed: Does the Executive Committee think it necessary to have all the partners and collaborators sign a formal, explicitly worded Compact? Is this step needed now that Letter of Intent signatories are already working together toward a common goal, and have at least “informally” agreed to specific roles and expectations?

Reactions: The general (non-legal) opinion of the committee is that this step might not be needed as appointed designees are already participating and making decisions on behalf of their groups. Reasons for having a formal, jointly signed Compact is for it to serve as a legal instrument for monetary and contractual commitments, and so that any associated signing ceremony can be used as a publicity and shared messaging opportunity. If Clean Lakes Alliance, as the Compact’s fiscal administrator, is willing to work out and accept individual payment terms with each participating entity individually, then having another document co-signed by all the participants may not be required. However, from city of Madison’s perspective, a decision not to pursue a signed Compact would require another agreement or MOU for the City to be able to provide its monetary support. Regardless of the ultimate decision, it was recommended that the Compact participants consider developing a joint branding and marketing plan.

Decision: *Action on the question of next steps for Compact finalization and acceptance to be deferred until a later time. (All in favor)*

Draft project timeline & process

A draft project timeline was reviewed for information and discussion purposes, representing the possible timing of activities as outlined in the approved logic model.

Reactions: *Public outreach.* The timing and methodology of the public-engagement piece is important and will need to be thought through carefully. Does this come at the end or do you bring the community along with you? Large-scale community buy-in will be needed on a large scale, and effective outreach will be integral to overall success. The group may want to look at different public-outreach models to learn what can work best. Developing and implementing a

public outreach strategy may be beyond the group’s available time and capacity and require contracted assistance. It will be important to identify and tap into the necessary resources so we take the right steps at the right time. We don’t want to run the risk of heading too far down the road before these questions of how to engage the public are properly addressed.

Setting goals and targets. Who ultimately makes the decision about how much phosphorus needs to be reduced? Goals and targets are crucial because they drive the selection of implementation strategies. The P Loading Subgroup is working on coming up with a range of possibilities that will lead to different levels of water quality impact. What this technical group comes up with as a range of “possibilities” may not match what the public actually wants and would be willing to spend to make happen. Nonetheless, reasonable outcome and cost scenarios or alternatives will need to be presented in order to get useful and informed public feedback.

Decision: *Draft project timeline accepted for information and discussion purposes with no action taken. Agreement to rework the timeline once a public-engagement strategy is developed, and that incorporates all activities covered in the logic model.*

Proposed Compact Participation Guidance

A handout was reviewed that briefly outlined: 1) Compact-participation tiers and basic expectations, 2) partners and collaborators currently signed onto the Letter of Intent, and 3) proposed guidelines for joining the Compact at each tier.

Decision: *New membership in the Compact will close by 4/17/20. Compact participation guidance approved as outlined below. (All in favor)*

Participation Tiers

There are three ways to support or be involved with the Yahara CLEAN Compact.

		Membership
Partner	<p>Decides</p> <ul style="list-style-type: none"> ▪ Agency or organization ▪ Leadership signs Letter of Intent ▪ Appointed designees serve on Executive Committee & Steering Team ▪ \$25K annual contribution (\$50K total) ▪ Accountable to overall effort <p>Partners as of 2/14/20:</p> <ol style="list-style-type: none"> 1. Wisconsin DNR 2. Wisconsin DATCP 3. University of Wisconsin-Madison 4. Dane County 5. City of Madison 6. Clean Lakes Alliance 	<p>Closes upon formal Compact acceptance, when partners reach 8 organizations, or by 4/17/20--whichever comes first.</p> <p><u>Note:</u> Collaborator may petition to become a partner at any time if there are not already 8 partners and by making the full \$50K partner contribution.</p>
Collaborator	<p>Deliberates & Recommends</p> <ul style="list-style-type: none"> ▪ Agency or organization ▪ Leadership signs Letter of Intent ▪ Appointed designees serve on Steering Team 	<p>Closes upon formal Compact acceptance, when total number of partners/</p>

	<ul style="list-style-type: none"> ▪ \$1K annual contribution (\$2K total) ▪ Consulted and kept informed on all issues and overall effort; responsible for selected tasks <p>Collaborators as of 2/14/20:</p> <ol style="list-style-type: none"> 1. Madison Metropolitan Sewerage District 2. UW-Madison Division of Extension 3. UW-Madison Nelson Institute for Environmental Studies 4. UW-Madison Center for Limnology 5. Yahara Watershed Improvement Network (WINS) 6. Dairy Farmers of Wisconsin 7. Capital Area Regional Planning Commission 8. REALTORS Association of South Central Wisconsin 9. City of Middleton 10. Yahara Lakes Association 11. Madison Area Builders Association 12. Dane County Cities & Villages Association 13. Dane County Towns Association 	collaborators reach 24 organizations, or by 4/17/20-- whichever comes first.
Supporter	<p>Supports</p> <ul style="list-style-type: none"> ▪ Organization or individual ▪ Signs an existing “Statement of Support & Advocacy” ▪ May be consulted on selected issues and informed of public-participation opportunities 	Not applicable

Executive Committee Governance & Agenda Structure

A handout was reviewed with recommended guidelines pertaining to Executive Committee governance and agendas.

Decision: *Governance and agenda guidelines approved as presented below. A chair will run the Executive Committee meetings on a rotating basis in partnership with the project coordinator and meeting facilitator. Executive Committee meetings will change to a 1-hour format. Steering Team meetings will continue to operate under a 1.5-hour format, but can be extended to 2 hours if a particular agenda dictates the need for extra time. (All in favor)*

Roles	Responsibilities
Participants	<p>See Compact & decision-making guidance for details</p> <ul style="list-style-type: none"> ● At least one designee attends a minimum of 10 of every 12 meetings each year ● Participate fully and support full participation from others ● Serve as chair within rotation ● Accountable for timeline, scope, budget, expenditures, contracts, final project deliverables ● Track timeline and make requests of the Steering Team, subgroups, and applicable consultants to ensure Executive Committee decisions

	are made in a timely fashion
Chair (rotating)	<ul style="list-style-type: none"> ● Review Executive Committee agenda prior to each meeting ● Ask questions about topics recommended by the coordinator and facilitator; Review timeline and ensure topics are timely ● Own content of meeting on behalf of the group (ex: speak up when the discussion is off topic or when additional time or different information might be helpful) ● Work with facilitator to support process
Coordinator	<p>Paul Dearlove is serving in this role.</p> <ul style="list-style-type: none"> ● Work with Facilitator to identify expected outcomes, needed materials, potential decisions, and potential deliverables to be requested. ● Support chair in owning content. ● Support facilitator as requested on process.
Facilitator	<p>Alison Lebwohl is serving in this role.</p> <ul style="list-style-type: none"> ● Work with Coordinator to identify expected outcomes, needed materials and decisions, and deliverables to be requested. ● Own the process. ● Work with Chair as needed to check in on content.

Typical Agenda Structure
<ol style="list-style-type: none"> 1. Anticipated Outcomes 2. Topics (as needed) <ol style="list-style-type: none"> a. Voting on subgroup proposals b. Voting on Steering Team recommendations c. Voting on expenditures or contracts d. Voting on plan recommendations or other deliverables e. Reporting on timeline & budget f. Request for information or recommendations from subgroups, steering team, consultants, or others

Repeating Chair-Rotation Schedule	
Feb 14, 2020	Clean Lakes Alliance
Mar 13, 2020	Dane County
Apr 17, 2020	Wisconsin DATCP
May 8, 2020	Wisconsin DNR
Jun 12, 2020	City of Madison
Jul 10, 2020	UW-Madison
Aug 14, 2020	Clean Lakes Alliance
Sep 11, 2020	Dane County
Oct 9, 2020	Wisconsin DATCP
Nov 13, 2020	Wisconsin DNR
Dec 11, 2020	City of Madison