
PROJECT APPLICATION
Dickinson County Water Quality Commission
Cover Sheet

1. Applicant Organization Dickinson SWCD
Street address 3302 18th Street
City Spirit Lake
State IA
Zip 51360
Email john.wills@ia.nacdnet.net
Phone 712-330-9492
Organization contact _____
2. Project title: Lakes and Prairie Regional Conference
Location Arrowwood Resort
3. Project Director (if different than organization contact)
Street address _____
City _____
State _____
Zip _____
Email _____
Phone _____

4. Application submission date: September 29, 2015

5. Brief description (75 words or less) of project, including expected results:
Education about soil and water related issues are an absolute requirement. Favorable soil and water conservation ethics are learned, not inherited. Many people go through life with little education addressing soil and water conservation, even though these are STEM-related topics. Programs like a lakes and prairie conference that teaches everyone about soil and water conservation are critical for establishing a long term commitment to water quality in the region.

6. Amount requested through this grant application * : \$6,000

7. Matching funds:
Hard match \$12,000 (Anything paid for with real money)

Source(s) Registration Fees

Soft match \$5000 (Anything not paid with real money but has a value)

Source(s) Salaries of organizers

Other support _____

a. Amount of Federal, State or other public cash match money already acquired or in process: \$ 0

b. Amount of private cash match funds: \$ 12,000

c. Source of public and/or private cash match (list all):

Registration Fees and conference attendees

Is the project a portion of a larger, overall project to be implemented over a multi-year period?
Yes _____ No X If yes, describe in project narrative and include in budget form as instructed.

**** The Water Quality Commission will only obligate funds for current fiscal year.
Any multi-year projects will be allowed to re-apply in subsequent years***

Type of project (select all that apply):

- Public education, public awareness and information dissemination
- Creation or maintenance of Best Management Practices
- Erection and maintenance of storm water run off facilities
- Dredging
- Bank stabilization Water treatment
- Water monitoring
- Watershed protection
- Activities to abate and remove invasive species
- Any other activity which will improve, protect or enhance the quality of water in the lakes in Dickinson County

Estimated project dates:

a. Start September 25, 2015

b. Completion August 12, 2016

Applicant's signature. Upon signing in the space provided below, the applicant agrees to conform with the requirements pertaining to:

- **Civil Rights Assurance of Compliance:** The applicant hereby agrees that it will comply with Title VI of the Rights Act of 1964, 1873 and the age Discrimination Act of 1975 to the end that no person in the United States shall on the grounds of race, color, national origin or otherwise subjected to discrimination under any program or activity for which the Applicant-Recipient receives grant funds and hereby gives assurance that it will immediately take any measures to effectuate this agreement.

This assurance is binding on the Applicant-Recipient, its successors, transferees, and assignees, and the person or person whose signature appears below are authorized to sign this assurance on behalf of the Applicant-Recipient.

Chm Hoffman
Applicant's name and title

Date 9/29/2015

REQUIRED BUDGET FORM

See Application Guidelines for this form.

Proposed Budget for Current Year

	<u>Commission</u>	<u>Hard Match*</u>	<u>Soft Match**</u>	<u>Total</u>
1. Temporary Staff				
Seasonal staff	\$ _____	\$ _____	\$ _____	\$ _____
(Hourly rate)				
Hourly staff	\$ _____	\$ _____	\$ _____	\$ _____
(Hourly rate)				
2. Supplies and Services	\$ _____	\$ _____	\$ _____	\$ _____
3. Equipment	\$ _____	\$ _____	\$ _____	\$ _____
(List all equipment over \$1,000)				
4. Travel	\$ _____	\$ _____	\$ _____	\$ _____
5. Water Monitoring	\$ _____	\$ _____	\$ _____	\$ _____
5. Land Acquisition	\$ _____	\$ _____	\$ _____	\$ _____
6. Land Development	\$ _____	\$ _____	\$ _____	\$ _____
7. Other	\$ <u>6,000</u>	\$ <u>12,000</u>	\$ <u>5,000</u>	\$ <u>23,000</u>
Total	\$ <u>6,000</u>	\$ <u>12,000</u>	\$ <u>5,000</u>	\$ <u>23,000</u>

* **Hard Match is “real money spent” toward project goal.**

** **Soft Match is money indirectly spent toward project goal.**

You must attach a letter of support for each contributor of Hard Match dollars and soft match dollars that specifies the amount of money or service being provided.

There is no letter of support for the matching money as the matching money comes from attendees. The cost estimate is based on 200 conference attendees. The amount of money requested for this conference will be a cost per person. In other words, for each person up to 200 the WQC will contribute 30 dollars per person up to a maximum of \$6,000. If there are less than 200 attendees then the dollars requested would be less than the \$6,000 dollars and no more than 30 dollars per attendee. If there is more attendees the actual matching dollars will increase significantly.

BUDGET NARRATIVE: Attach a Budget Narrative. Follow directions in Application Guidelines.

The hard match will come from conference participants. It is estimated that 200 people will attend the conference and so all the price estimates are focused on that number. If there are

more than 200 or less than 200 participants the cost numbers will go up and down based on the number. The goal of this first conference is to keep the cost down to around \$50 dollars per person for a fee. Other grants will be sought to bring that per person cost down from \$60 dollars to \$50 dollars. Those grants are not yet secured. The Water Quality Commission money will be used for meeting rooms, Honorariums for speakers, Travel costs for speakers, taxes and service charges, and other associated costs not associated with meals or snacks. The associated costs for these items are \$6,239 dollars.

Expense Item	Price
Meeting Rooms	\$1,400
Morning breaks	\$2,000
Lunches	\$4,500
Afternoon breaks	\$2,400
Beverages	\$1,000
Evening reception	\$1,860
Service charge	\$2,368.80
Taxes	\$921
Honorarium	\$1,550
Total	\$18,000
Cost per person	\$90.00
If grant is successful	\$12,000
Cost per person	\$60

TASKS AND DELIVERABLES: Attach a list of Tasks and Deliverables following the Application Guidelines included in this packet.

Tasks and Deliverables	
Task	Date of Completion
Organizational Meeting	1-Sep-15
Secure Speakers	Jan-16
Website Active	Mar-16
Final Preparations	Jul-16
Conference	Aug-16

PROJECT NARRATIVE

Attach project narrative following the instructions in application guidelines, including:

Qualification of Group or Agency:

Which group will make this or break this.

STATEMENT OF PROJECT NEED:

This conference will be the premier conference for water quality professionals and private citizens region-wide! This conference provides a practical forum for a wide range of water professionals to exchange the latest research and information with other professionals and with private citizens who are interested in learning about these issues. A dedicated team of professionals have worked tirelessly to ensure this conference has the best speakers, facilities, and formatting to provide an all-around experience for the conference goers.

This conference will be the starting venue for nearly one full week of clean water activities and celebrations. The Conference will be on Wednesday August 10 and Thursday August 11 with indoor instruction. On August 12 an outdoor practice tour will be conducted for those who wish to participate. On Saturday the 13th a series of events will take place to include the Conservation Bike Ride, family activities at the Preservation Plaza, and the 4th annual Clean Water Concert, with a world class band

Water conservation is not a job that is just for the technician, soil scientist, hydrologist, forester, wildlife manager, plant scientist, city planner, park manager, or farmer alone. It is a job for the everyday person who just likes to have access to the life sustaining resource of water. We must all recognize that water conservation really is our personal responsibility and not just leave it up to other people. We all enjoy the many ways that we use water, so why not do our part in caring for our water.

The Iowa Great Lakes and the Silver Lake Watershed Management Plans both spell out watershed education as being key to the protection of our lakes. The idea of this conference is to educate the professional water quality experts but to also educate the everyday person who is interested in water quality as well.

On page 22 of the Iowa Great Lakes Watershed Management Plan it states "**Other Major Outreach/Education Efforts (examples are below of such outreach efforts)**"

- o Education and outreach at local Agricultural programs
- o Media event to announce Clean Water Efforts
- o Rain Gardens for the Lakes program.
- o Native prairie planting demonstration.
- o Rain barrel educational program to encourage Iowa Great Lakes residents to purchase and use rain barrels to improve water quality and conserve water.
- o Media event with the Iowa DNR highlighting the Marble/Hottes Lakes Renovation.
- o A Public Workshop highlighting the Sediment and Stormwater Regulations.
- o Dickinson County and Clay County Fairs
- o "Livable Lawns" program
- o pollution reduction education on the value of buffers
- o Iowa Great Lakes Onsite Wastewater Systems and the problems with them.
- o Presentation on Iowa Great Lakes Land use and the benefits and problems with that use.
- o Urban tours on farm land

- o Presentations to State and Local groups
- o Community Outreach Initiative.
- o Agriculture Week Programs
- o Targeted areas with homeowners living in the Iowa Great Lakes Watersheds with failing or out-of-compliance septic systems.
- o Women in Agriculture Conference.
- o Meeting with the Dickinson County League of Local Governments
- o Work with the local colleges and Lakeside lab to develop Non-credit Classes at Local Colleges and Lakeside Lab — “Choose Clean Water.” The course will cover the Iowa Great Lakes from the pristine conditions described in the late 1800’s to the current application of a “pollution diet” designed to improve water quality throughout the Iowa Great Lakes Watershed”

The proposed water quality conference satisfies several of the outreach/education efforts that are listed above from the plan. In addition the Silver Lake Watershed Management Plan states on page 10 of the plan that, “This Management Plan calls for the formalization of the Silver Lake Watershed Marketing Team by July 2016. The Silver Lake Marketing Team would include professionals as well as partner organizations. The Team’s role and responsibilities will include:

- Develop key messages and education/outreach materials
- Support the education and outreach efforts of the clean water efforts
- Develop a communications strategy and plan with measurable outcomes
- Develop a watershed wide outreach program that encourages and inspires individuals to take actions for cleaner water.
- Maintain the flow of information and provide liaison between: Federal and state agencies; state and local governments; stakeholder groups; media outlets; collaborating agencies and organizations; and the general public.
- Strengthen and/or create partnerships with other agencies/stakeholders, public and private, and solicit volunteers from these partnerships.”

STATEMENT OF PROJECT BENEFITS TO WATER QUALITY

Both watershed management plans in the county state that education of the public is vital to the protection efforts of our lakes. Education is a learning process, not just getting knowledges but more than that how a human can get much more about the world and themselves. Not only learning about certain subjects such as math, science, English, moral education, and etc, but also learning how to apply those knowledges in daily life and in a wise way is important. In addition, our public officials and professional water quality workers need a viable education program. This program and the criteria involved in it does both in educating our public and our professional workers.

PUBLIC AWARENESS PLAN

The Seminar will be advertised online on a webpage and Facebook, word of mouth, and print media. The Iowa Water Center is involved in the planning and preparations of this seminar and they host the Iowa Water Conference each March, in which over 400 people from across the Midwest attend and learn about water quality issues. The Iowa Water Center will advertise this conference to the same audience as well as advertise during the Iowa Water Conference attendees in March. The Water Quality Commission will receive top billing as a Sponsor of this program. That advertising will be done locally as well as region-wide by word of mouth advertising.

Appendix A: Meeting Minutes from the first Organizational Meeting for the Conference

Clean Water Summit Organizational Meeting

September 25, 2015

Organizational members present (see attached contact list for all members of the planning committee): Ken Hessenius, Jim Keck, Mike Lannoo, Mike Hawkins, Dennis Heimdahl, John Linnquist, S. Vance Hjelm, Mark Gulick, Kiley Roth, Lee Sorenson, Jim Sholly, Blaine Strampe, John Holz, Catherine Bosley, Kate Mendenhall, (on conference call) Joe Ulman, Rick Cruse, Melissa Miller, Vince Sitzmann

Introductions:

Introductions were held and each member present introduced themselves and the group(s) they represent. A background of how the conference came into being was given.

Budget/Sponsorships:

A discussion of the budget and whether we would like to look at sponsorship ensued and it was decided to include a sub-committee that would look at sponsorships and how they can best serve the conference. It was decided that sponsorships might be a way to lower the cost per person or to add seed money for the next conference. It was also discussed that having sponsors may make the event more interesting because of what they can bring to the meeting. Potential sponsors that could be brought into the conference and have a similar message were discussed, such as Ducks Unlimited and Pheasants Forever. Other sponsors could do a similar service.

Currently, the cost, if we have 200 attendees, is approximately 80 dollars per person. That cost includes meals and breaks and so additional costs for the conference would be minimal. Grants were discussed as a way to lower the cost per person even more. The overnight stay for hotels was discussed and that price seems reasonable at 99 dollars a night at Arrowwood Resort, which includes a hearty breakfast each morning. Eventbrite, an online event service was discussed as a possible way to sell "tickets" for the event online and easily.

A poster session was discussed, especially if we carry through with the evening mixer. The poster session could be the focus of that mixer.

As part of the draw, continuing education credits (CEU's) or certifications could be added. It was discussed that perhaps with Lakeside Lab being a partner in this that the Regents Institute might be able to offer that service.

Scholarships to local residents were discussed and that topic was left "open" for future discussion.

Name of Conference:

The name of the conference was discussed. A proposed name of "Lakes and Prairie Regional Conference" was discussed. It was decided that the Marketing Committee and the Program Committee each discuss this proposal and come back to the group with a suggestion as to the name of the conference at the next meeting.

Summit Topics/Speakers:

A lot of suggestions were given by the group and to the group about topics and themes of the conference. These ideas will be used by the Program Committee to form the 2016 conference. The ideas might be used to direct future conferences as well. I (John Wills) have taken the liberty of trying to group the ideas into similar categories (or themes). Feel free to agree or disagree with my thoughts.

Lakes and Prairies

- 5 different Research Projects in the Iowa Great Lakes right now
 - Spring Run diversified prairies for birds
 - Shallow lakes restoration for birds
 - Prairie rivers and streams for Topeka Shiners
 - Management Practices to maintain prairie

- Fisheries
- Burn and Grazing Study
- Aquatic Plants and Plant Management
- Shoreline Restorations
- Shallow lake Management
- Prairie Wetland Restoration and Management
- Amphibians
- Pollinator Issues
- Local Restoration Efforts
- Aquatic and Terrestrial Wildlife
- Tree Removal, why do it?
- Living Lakes Initiative (Ducks Unlimited)

Human Dimension

- Human Health and Environmental Health
- Health Care Professionals
- Cyanobacteria – drinking water challenges
- Epidemiology versus Ecology
- Molecules to Humans the small picture to the big picture
- Human Health Economics associated with water quality
- Economics of what our lakes do

Private Lands Conservation Efforts

- Buffers
- Conservation Practices private landowners can use
- Highlight Local Projects
 - Invasive Species
 - Marble/Hottes Lakes
 - Lakeside Lab
 - Recreational Opportunities associated with conservation practices
 - Hunting
 - Fishing
 - Kayaking
- Nutrient Management
 - Urban
 - Agricultural

Geology

- Shallow Lakes Efforts
- Geology and Groundwater
- Water Monitoring
- Watershed Modeling
- Nutrient and Water Budgets
- Water Quality Impacts from the bottom up

Round Table Discussion

- Group of professionals discussing conservation

Invasive Species

- Invasive Species Management
- Aquatic
- Terrestrial

Education

- Natural Resources
- Natural Resources Footprint in Schools

Ag and Natural Resources

- Working lands
- Soil Health
- Agricultural Management

There were likely others that I missed and I apologize to anyone who I misinterpreted or mis-categorized your idea. I did my best on this and there were a lot of ideas floated quickly. Please let us know your ideas if you have others. This is by no means a complete list of topics or themes but a beginning.

In addition, a general timeline for when we need to be wrapping up with planning was floated. The general timeline should go something like this:

September 25, 2015 -- Begin

December 2015 – set the general guidelines for what the conference will look like

March 2016 – Conference Set with minor details yet to be solved

June 2016 – Sell tickets and Conference Set

August 2016 – Conference

Committees:

The following committees and committee assignments were discussed and made. These committees and their “charge” will be discussed. The goal is to have these committees meet between now and late October/early November and report back when the main group meets once again.

Sponsorship/Budget Committee

Charge: To determine a realistic budget for the conference and to determine if sponsors are needed or wanted in regards to the conference. Please let me know if you would like to serve on this committee.

- Mike Hawkins
- Blaine Strampe
- John Holz
- John Linnquist
- Melissa Miller
- John Wills

Marketing Committee

Charge: To determine marketing and advertising strategies for the conference and to discuss the name of the conference. Please let me know if you would like to participate with this committee

- Katherine Bosley
- Kiley Roth
- Jim Sholly
- Melissa Miller
- John Wills

Program Committee

Charge: To determine the Theme and Topics of the 2015 Lakes and Prairie Regional Conference as well as to discuss the name of the conference.

- Mark Gulick

- Ken Hessenius
- John Holz
- Melissa Miller
- Mike Lannoo
- John Wills

Logistics Committee

Charge: To envision and establish the efforts to put on the conference from ticket sales to meals served during the conference.

- Ken Hessenius
- Melissa Miller
- Kate Mendenhall
- Dennis Heimdal
- Katherine Bosley
- Melissa Miller
- John Wills

Field Day/Tour Committee

Charge: To determine if a field day is feasible and suitable for Friday August 12 after the conference and what tours would be completed as part of the conference.

- Jim Sholly
- Jim Keck
- John Linnquist
- Mark Gulick
- Mike Lannoo
- Melissa Miller
- John Wills

The next meeting was discussed. The committees above need to meet and be able to report to the entire planning committee prior to the next meeting. A proposed date for the next meeting is November 9th. Please let me know if that date will work and I will start setting it up.

Respectfully Submitted,

John H. Wills