



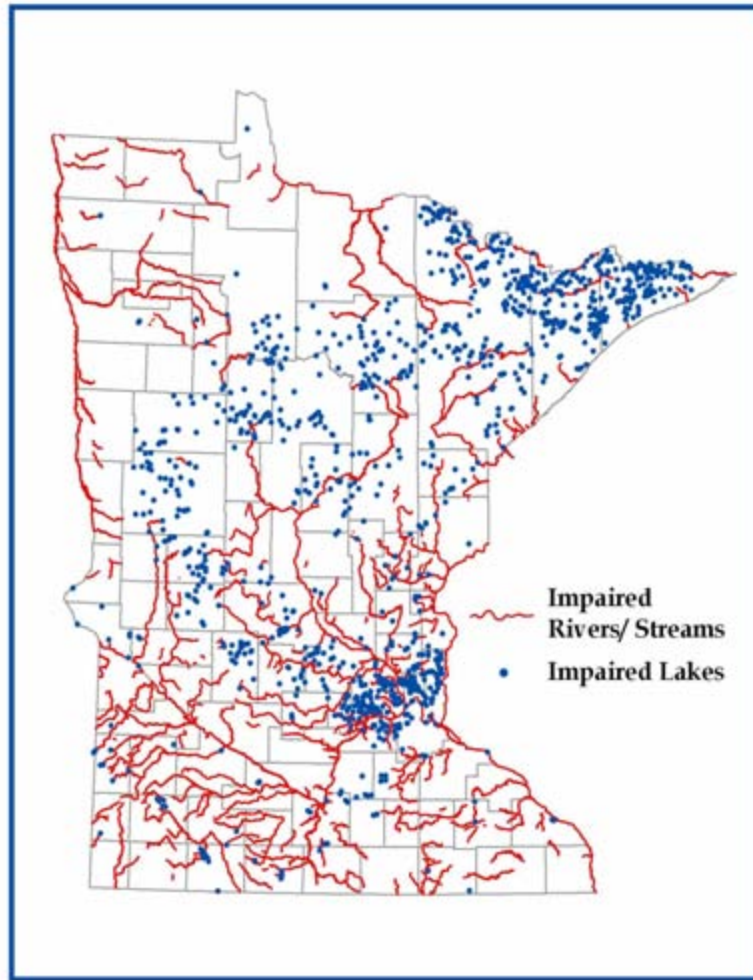
Raising the Bar in the Minnesota River Valley

Larry Gunderson Bill Kell
Air Water Waste Conference
February 27, 2008

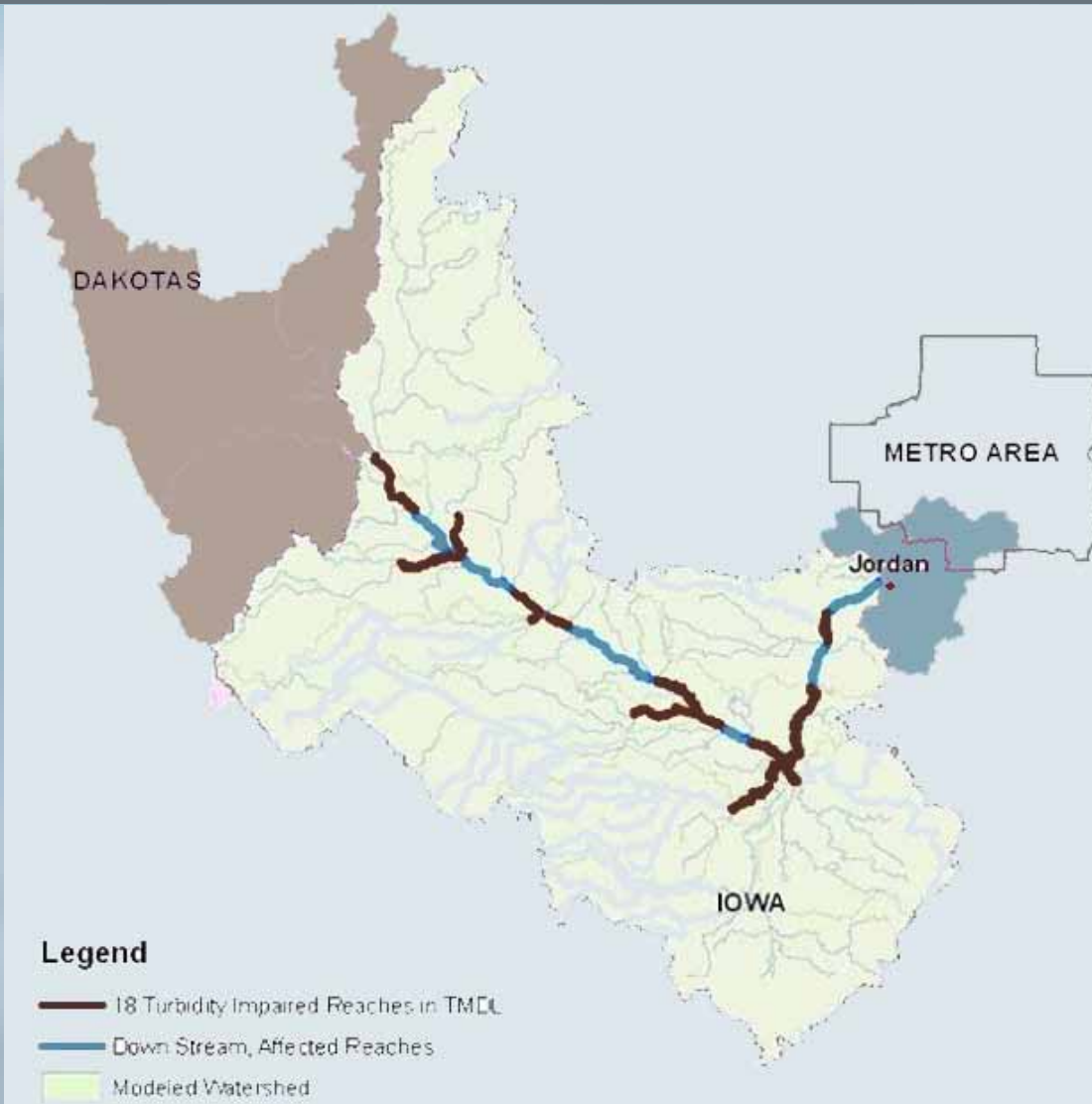
Today's topics

- ▶ How we got here
- ▶ Minnesota River Community moving beyond traditional water quality work
- ▶ Communications
- ▶ Systems thinking

Impaired Waters



Minnesota River Turbidity TMDL



Minnesota River Summit

Goals

- ▶ Celebrate success
- ▶ Explore ways to leverage efforts

Audience

- ▶ Business
- ▶ Agriculture
- ▶ NGOs
- ▶ Individuals
- ▶ Native Americans
- ▶ Government
- ▶ Ed/research
- ▶ Watershed projects
- ▶ Elected officials

Six group activities

1. Factors that led to collaborative success
2. Current issues and concerns
3. Positive image of the river basin
4. Actions toward a desired future
5. Tipping point actions
6. Possible actions



Top issues and concerns

1. Hydrology - 139
2. Population changes – 131
3. Energy Issues - 123
4. Farm Bill – 107
5. Education/connection to river – 43
6. Monocrop – 39
7. Lack of Responsibility - 37



Maintaining the momentum

- ▶ Conversation with representative groups attending Summit
 - ▶ Prioritize ideas
 - ▶ Strategic direction
 - ▶ Communication strategy
 - ▶ Explore the Minnesota River as a system

On the web...



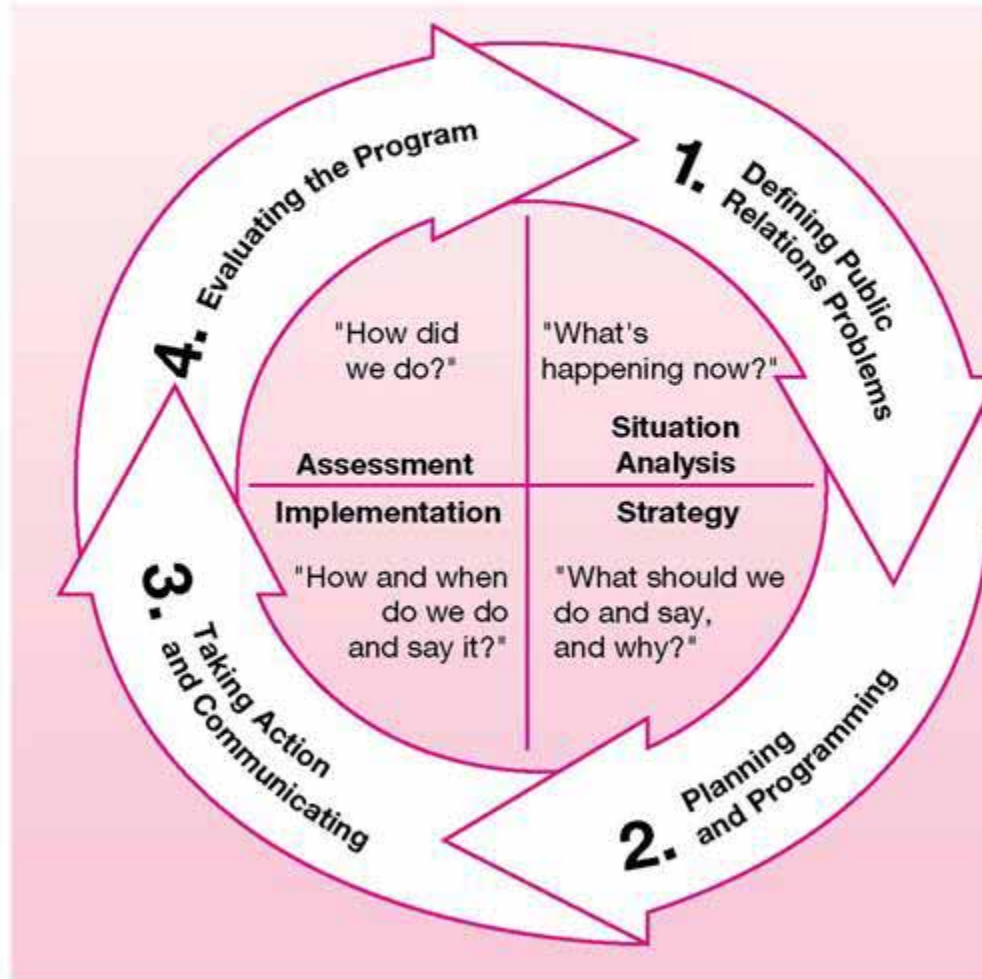
ABOUT THE SUMMIT

RIVER STORIES

CLEAN UP PROGRESS

<http://mrbdc.mnsu.edu/event/summit/index.html>

FIGURE 10.1 FOUR-STEP PUBLIC RELATIONS PROCESS



Communication Agendas

- ▶ Achieve a shared understanding
- ▶ Building trust and relationships
- ▶ Education
- ▶ Leveraging innovative communication resources

Implementation Options

- ▶ Unify the Message
 - ▶ To develop common messages that people can convey to the public
- ▶ Leverage Broadcast Media
 - ▶ To use broadcast media to effectively inform the public on issues and efforts of the Minnesota River
- ▶ Link Conservation Groups
 - ▶ To persuade more joint conservation ventures and collaborate resources between groups

Options Continued

- ▶ Connect with Governments
 - ▶ To create meaningful relationships with elected government officials
- ▶ Promote Alternative Land Stewardship
 - ▶ To inform and promote landscape diversity to landowners
- ▶ Educate for Social Change
 - ▶ To enhance the learning of K-12 students

Options Continued

- ▶ Integrate Information through the Internet
 - ▶ Develop a visually stunning and informational website
- ▶ Improve Conservation Program Access
 - ▶ Increase personal relationships and ease the signup process
- ▶ Build Community Capacity
 - ▶ Identify and empower community leaders

Options Continued

- ▶ Stimulate Volunteering
 - ▶ Effective use of valuable volunteer resources
- ▶ Foster Crucial Conversations
 - ▶ Build trust and understanding
- ▶ Value Arts and Humanities
 - ▶ Deep cultural understandings
- ▶ Learn by Experiencing
 - ▶ Actively learning and understanding