

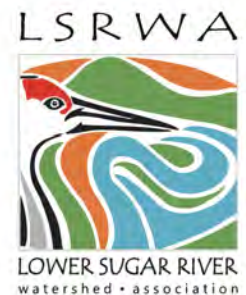
River Planning Grant Report

RP-229-13

Lower Sugar River Watershed Association Organizational Strategic Planning, Partnership Building and Next Steps in Developing a Watershed Plan



2013 - 2015



FINAL REPORT

WDNR River Planning Grant RP-229-13

Applicant: Lower Sugar River Watershed Association

Grant Amount: \$10,000

Original Grant Due Date: December 31, 2013

Extensions Granted: RP-229-13.1 (January 2, 2014); RP-229-13.2 (December 15, 2014)

Title: Lower Sugar River Watershed Association—Organizational Strategic Planning, Partnership Building and Next Steps in Developing a Watershed Plan

This report documents the outcomes and completion of objectives undertaken by members of the Lower Sugar River Watershed Association (LSRWA) as described in the organizations application for the above River Planning Grant awarded to LSRWA in 2012 by the Wisconsin Department of Natural Resources. Two extensions were requested and granted, as noted above. These extensions were requested for the purpose of completing selected tasks that required additional time for development.

The purpose of the grant project scope, as described in LSRWA's grant application, was to build on the accomplishments of the previous grant program (see RP-216-12 Lower Sugar River Watershed Association—Organization Capacity Building, Watershed Community Outreach, and Watershed Planning), to advance the conservation leadership capacity of our organization, to continue building strategic partnerships, to develop a five-year strategic plan, to conduct ongoing outreach programming to engage more citizens in the watershed community, and to take the next steps in developing a watershed plan.

The following narrative describes the activities undertaken by LSRWA volunteers and partners to fulfill our grant commitment. The narrative is organized under the eight objectives of the grant scope of work. The line item from the Budget Proposal (as presented in the LSRWA grant application) is also noted for reference. A work schedule spreadsheet detailing the work activities and timeline of completion is appended to the report (see Attachment 1), along with other financial and match accounting documentation as required (Attachment 9), in addition to examples of the work products (Attachments 2 – 8). Additional information will be provided as requested to confirm and clarify outcomes.

Work Accomplished to Fulfill Grant Objectives

Objective 1 – Hire a part-time staff member: We will hire a part-time employee to assist in the execution of the strategic planning process and to help with other planned public outreach, membership and funding raising events.

Objective 1	Requested Funds	In-Kind Match/Whom	Assumptions
Hire part-time staff member	\$3000 \$500	\$2000/AES support, facilities and server use, website and communications management support.	10% appointment position. The \$500 dollars is the expense budget to be used by the part time staff member for web site management, ongoing communications

We accomplished the following:

- Lindsay Andrews (pictured right) was retained under contract as a part-time Program Coordinator under this grant, working on average 10 hours per week at an hour wage of \$15/hour. During this time, she worked under the direction of the BOD and provided a report to that body at the regular monthly meetings. Lindsay was successful in providing support to achieve all the objectives of the grant scope. Her duties, as defined in the contract, were to assist LSRWA Board of Directors and Action Team Leads in the following tasks:



1. Assist Organization Action Team (OAT) with administrative duties, and OAT and Education/Outreach Team with strategic planning efforts and events.
2. Assist Grant Writing Action Team with grant research and preparation to expand LSRWA programming.
3. Assist Technical Action Team with GIS mapping and organization communications (website and eblasts).
4. Attend monthly BOD meetings on the first Wednesday of each month at 5:30pm at the Brodhead Public Library (dates and locations subject to change).

Office facilities were made available at Applied Ecological Services to undertake the administrative and operations activities of the Program Coordinator and other organization members, including use of office, filing, and storage space; computers, computer servers and GIS databases; phone system (including conference call function); plotting (for large scale maps and exhibits), copying, printing, and faxing services; administrative support in managing calls and mail; and use of conference meeting rooms and equipment, including a Smart Board, white board, laptops and projectors, and other equipment necessary for conducting group meetings. AES technical staff (Cindy Whitehead and Pat Daniels) also served, and continue to serve, to provide website and social networking support for the organization.

Objective 2 – Continue to identify and build strategic alliances with important stakeholder groups and individuals in the watershed: We will reach out to groups including government, non-profit, and corporate entities, as well as community organizations, businesses, citizens and landowners. Examples of specific groups that will be targeted include the Upper Sugar River Watershed Association, River Alliance of Wisconsin, DNR water programs, County Land Conservation Departments, NRCS, Natural Land Institute, paddling clubs, Green Rock Audubon Society and other local birding groups, EPA, Trout Unlimited, The Nature Conservancy, Driftless Area Land Conservancy, agricultural and food producers, corporate sponsors.

Objective 2	Requested Funds	In-Kind Match/Whom	Assumptions
One-on-one discussions with leaders of “strategic” conservation groups to identify opportunities for developing strategic alliances; final list and description of strategic partners and advisors.	\$500	\$500/ In kind facilitation of discussions, making arrangement and recording discussions to be provided by LSRWA board members and hired part time staff person. \$500 Grande Cheese match support.	Assume we will interview up to 40 local persons and document the feelings, concerns, aspirations for summary, synthesis and posting on the LSRWA web site.

We accomplished the following:

- As a preliminary step the Strategic Planning process described under Objective 3, 15 members of the Board of Directors, Action Team Leads, and Strategic Planning Committee were guided by facilitator Allison Werner of River Alliance of Wisconsin, in undertaking key Stakeholder Interviews. During this effort, the group collaborated on developing the survey questions and survey forms. A total of 52 stakeholders were identified and contacted. Directions, call assignments, survey forms, example response, and summary of results are attached for Objective 2. The survey results provided invaluable information for elucidating key issues, concerns, and opportunities to be addressed in the organization's strategic plan and future work plans and programming.
- As a supplementary partner outreach initiative, we have hosted an educational spring and fall Watershed Forum series, featuring experts and speakers representing key watershed public and private partners and stakeholders focused on natural and cultural resources, conventional and alternative agriculture, conservation, and recreation, among other topics. The topics were selected to draw in a wide range of interested stakeholder groups and individuals, organizations, students and citizens. Forum events followed our monthly board meetings, and were held in conjunction with the Green Rock Audubon Society, who held their meetings on the same evening in the Library, thus serving two organizations and their constituents. Student presentations on watershed related topics, particularly focused on collaborative projects with the organization, have also been featured in this venue. Attendance at the Forums ranged from 10 – 25 participants. Citizens have expressed interest in seeing the Watershed Forum series continue. An example of our Watershed Forum eblast announcements is attached for Objective 2.
- As a result of our partner outreach efforts over the years, we have collaborated with several public and private partners in the basin, in both Wisconsin and Illinois, to pursue additional grant and cost-share funding from various public and private entities. These efforts included submittal of two preproposals in 2014 and 2015 to the USDA's Resource Conservation Partnership Program (RCPP) focused on improving water and habitat quality in the Sugar and Pecatonica River Basins through an integrated water quality strategy and engaging agricultural landowners in county conservation programs. While we have not yet been successful in the RCPP effort, this process of building comprehensive proposals has created teams, camaraderie, stakeholder alliances, and trusting relationships that will pay future dividends.

Objective 3 – Develop a long-term vision and five-year strategic plan: We will assemble an executive committee to work with Allison Werner of River Alliance of Wisconsin to design and facilitate a seven-month long participatory planning process that will develop a long-term vision for the organization, including a five-year strategic plan that will be used to begin to implement that vision. This process will directly engage board members, officers and action team leads and members, and will rely on input from the public and from strategic partners and advisors, and key constituent groups. Outreach to these interest groups will build on input gathered at previous public events and brainstorming sessions during 2011. The draft plan will be posted to the LSRWA website for public review and comment, and then will be submitted to the Board of Directors for a final review and approval, and posting to the LSRWA website. It is our goal that the planning

process will build leadership and teamwork capacity and to reflect the needs of stakeholder groups in a balanced way, and provide a framework for focused and effective action supportive of the mission of the organization.

Objective 3	Requested Funds	In-Kind Match/Whom	Assumptions
Strategic planning process; approved plan	\$ 2,000	\$3000/ River alliance of WI facilitation and AES in kind support. \$500 Grande Cheese match support.	River Alliance has agreed to facilitate the strategic planning process for LSRWA.

What we accomplished:

- Under the guidance of facilitator Allison Werner of River Alliance of Wisconsin, LSRWA Board of Directors and Action Team Leads identified a Strategic Planning Committee headed by a Committee Chair (Program Coordinator Lindsay Andrews) and initiated a several month-long strategic planning process. The following Objective 3 attached documents represent key steps in the process:
 - MOU between River Alliance and LSRWA: this document identifies the project objective, general approach, roles and responsibilities of participants (RA and LSRWA), and a process for conducting and analyzing stakeholder surveys, and for writing the strategic plan.
 - LSRWA 2012 Organization Planning: this document identifies the job description of the Planning Committee Chair and Board Member tasks in conducting the stakeholder surveys and reviewing and approving the draft strategic plan.
 - Strategic Planning Meeting Agenda and Minutes: this meeting or work session was convened following the completion of the stakeholder survey calls, to evaluate and come to consensus around who we are as an organization and to chart a strategic course, with clear vision, mission, core principles, and goals for operation and growth over the next five years. The results of the work session provided the basis for the first drafting of the strategic plan by the Committee Chair.
 - Organization Assessment: required as another preliminary step in the strategic planning process to identify baseline functioning of the organization.
 - Strategic Plan: five year plan (2013 – 2017) articulating a description of the watershed and the organization as it currently stands, along with vision, mission, core principles, and goals statements of the organization representing the final product of the strategic planning process. The Strategic Plan will be revisited in a similar process in 2018.
 - Annual Work Plan: a scope and two-year schedule for executing the work of the organization, organized by Action Teams in an Excel spreadsheet format. Represented in the attachment is the summary tab of the Excel file. The file also

includes individual tabs breaking out each of the Action Team work plan sections contained in the summary.

- The final Strategic Plan is now posted on our website (screen shot pictured right).
<http://www.lsrwa.org/about-us/strategic-plans/>
- Since completing the Strategic Plan, Directors and Action Team Leads, and key project leads meet annually to review the Strategic Plan and the previous year's Annual Work Plan, and to plan for the year ahead. Key in these review and annual planning sessions is to evaluate the past years activities and plans for the new year to confirm alignment with the mission, vision, core principles, and goals of the Strategic Plan.



Objective 4 – Plan and implement a series of “Get to Know Your Watershed” education, outreach, membership, and fundraising events: We will continue and expand the type and number of watershed events that have been well received to date. We will work with the Brodhead airport and pilots to give landowners and LSRWA opportunities to learn more about their watershed by flying-the-watershed during the annual “fly-in” events that occur at the Brodhead airport annually. We will also organize canoe trips on the Sugar River and link these events to focused river clean up opportunities in some areas of the waterway to bring attention to this stewardship need and opportunity. We will also arrange “bike-the-watershed” events that give both visitors to the Sugar river biking trail and locals, an enhanced perspective on the upland tributary areas and their condition, with the watershed. As with past events, locally knowledgeable persons and known speakers will be organized to accompany the trips to interpret and guide the educational process of stakeholders. In addition, we will kick off or cap such events with a morning or evening presentation at the Brodhead or other community libraries or other community centers to give participants access to the experiences and knowledge of other participants, so that all benefit from these multiple engagement strategies. We will create multiple ways to share the information including films, videos shot of the watershed by participants, open discussions that have been so very successfully and well received in the past, and all content will be captured for inclusion in the organization web site.

The above programming around engagement is all aimed to continue to enlarge the stakeholder awareness and expand the group of engaged persons. This will also feed into the goal to earn funds via membership and alternative fundraising projects to sustain the organization’s programs and hire an Executive Director (see Objective 1). We will reach out to individuals and/or businesses that have participated in LSRWA events in the past and encourage them to become members during our first membership campaign. This campaign will be comprised of a written appeal sent via mail to the aforementioned parties. We will also have membership forms and materials available at appropriate LSRWA events in the future. Other fundraising efforts will include research and solicitation of grant funding, and seeking business/municipal contributions where deemed appropriate. We will write our first newsletter highlighting our work and distribute to our paid membership.

Objective 4	Requested Funds	In-Kind Match/Whom	Assumptions
At least two “Get to Know Your Watershed” events to advance awareness and engage community members in conservation service projects; 2-year fund-raising plan; membership forms that can be taken to networking opportunities and posted to website; fund-raising outcomes and membership data	\$1000	\$3500/ AES. Community support and use of facilities \$500 Grande Cheese match support. Pilots and fuel: three or more licensed pilots, including Carl Christopher, Dan Dudley, and Steve Apfelbaum; Apfelbaum will donate \$500 in fuel	Three events with basic needs –water, some food provided by local restaurant as during events under first grant

What we accomplished:

- We organized and deployed, sometimes in collaboration with partners in the basin, multiple “Get to Know Your Watershed” events and public Watershed Forum presentations during 2013 – 2015, including the following activities (see Objective 4 Attachments, including eblast announcements for all activities in 2014). We also describe existing partner events that we supported, promoted, and participated in, as a way to build relationships and synergies. Examples of press releases, handouts, event evaluations, and other documentation for many of the events are presented in attachments for Objective 4, including selected photos presented in the narrative below.
 - LSRWA supports and participates in the annual Sugar River Cleanup sponsored by the Lake Winnetka Sugar River Improvement Association located in Albany. Other partners in the basin, such as the Decatur Lake Mill Race Association, also participate in this event. LSRWA promotes the clean-up activity in our seasonal eblast announcements and in Facebook postings (see Objective 4 Attachments for eblast announcement).
 - We collaborated with the Green Rock Audubon Society and well-known local birder Quentin Yoerger of the Ned Hollister Bird Club to host an early June breeding bird foray to Avon Bottoms Wildlife Area on the Sugar River (top photo). The event was well-attended by nearly 20 participants of diverse age groups and was well publicized before and after the event in the local papers (see Objective 4 Attachments, including press and additional photos courtesy of the Janesville Gazette; photo above courtesy of Gazette photographer Dan Lassiter).



- LSRWA hosted a spring family potluck picnic (bottom photo previous page, and right), featuring one of our outstanding parks and natural areas, Magnolia Bluff located in Rock County in the Middle Sugar River Watershed. Volunteer site steward Kevin Kuwala, who had been undertaking restoration efforts there along with other Prairie



Enthusiast volunteer stewards, provided a tour of the savanna and prairie habitats that now include a designated natural area to protect the state threatened plant kitten tails (*Besseyia bullii*). The event drew a small group of families, friends, and college students, and provided an opportunity to introduce new people to the watershed organization, the spectacular geography and natural assets of the Lower Sugar River Watershed, and to learn about new ways to become involved as a volunteer steward to care for natural and cultural resources in our basin. An evaluation form was developed and completed for this event and is attached as an example of the evaluations that were completed for several of our events to help our Education/Outreach Team assess and document the effectiveness of our events to achieve the goals and to align with the mission, vision and core principles of our strategic plan (see Objective 3).

- LSRWA hosted a successful paddle expedition on the Lower Sugar River during early fall 2014. The carefully planned route extended from the Yale Bridge Road boat landing in Winnebago County Illinois and ended at the confluence of the Pecatonica River at Shirland Illinois, featuring some of the wildest and scenic reaches of the Sugar River. Members Carol and Dave Aslesen, who helped coordinate the trip, conducted an initial reconnaissance of the river route and prepared a paddle log, which was posted to our website (see screen shot right and link to the website <http://www.lsrwa.org/get-involved/your-watershed-stories/sugar-river-canoe-trip-colored-sands-to-the-confluence/>). Over twenty paddlers participated in the event from both Illinois and Wisconsin (see group photo below), and all were required to sign release waivers. All paddlers were required to wear PFDs. Pods of paddlers were formed to space-out departure, to minimize congestion in the river and to enhance wildlife encounters. Each group was led by an experienced paddling team to maximize safety. An event evaluation prepared by event lead Meredith Tripp is included in Objective 4 attachments, along with the waiver form.



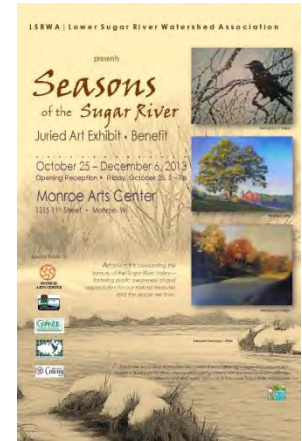


- An aerial video of the Lower Sugar River corridor was produced and featured at several public event venues and on our website. The production (time, equipment, and all expenses) was entirely donated by private pilot Steven Apfelbaum and videographer David Aslesen, including coordination and expenses to hire a local quadcopter operator for special shots. The production involved positioning the plane (Sportsman 2 + 2 bush plane) at low elevation and flying at low speed, following the meandering thread of the river while shooting Go-pro video from the wing strut of the plane. The production features an embedded map showing the airplane GPS route synced with the aerial imagery. Several local attractions and natural features along the route were annotated and illustrated in the video with additional on-the-ground video clips assisted in some cases by a drone mounted Go-pro camera. The video can be accessed via the YouTube social media link on all of our website landing pages or via the following direct link: <https://www.youtube.com/watch?v=kZV6unbYDBc>. Since this video was made, Steve and Dave have been in the process of producing another video of the entire Sugar River corridor, to feature at our upcoming Seasons of the Sugar River Juried Art Show Fundraiser and Science Exhibit. Originally, we had envisioned coordinating flights around the watershed for small numbers of passengers, but the coordination proved to be challenging and the liability concerns required more consideration. The video idea proved to bring the experience to many more people, and provided an opportunity to showcase and promote many of the natural and recreational amenities in our watershed.
- In October at the height of the leaf season, LSRWA hosted a hike through the Colored Sands Forest Preserve, with nature guide Lena Verkuilen, Director of the Welty Environmental Center and, at the time, a member of the LSRWA Board of Directors. The purpose of the hike was to showcase another of our basin's fine natural assets, and to meet new constituents and form strong bonds in our watershed. Although only a very small number of participants attended the walk, we were able to join the volunteers at the bird banding station that morning to observe the banding process and to learn about yet another way to participate as a volunteer



steward in conservation efforts in our watershed. The press release for this activity is presented in the Objective 4 attachments.

- Beginning in 2013, member and artist Jill Sampson conceived of and has spearheaded one of our very successful outreach and educational efforts, which has become an annual event, with partners Monroe Arts Center (MAC), local and regional artists, and supporting corporate sponsors and businesses. The event, a juried art show entitled *Seasons of the Sugar River* (2013 poster pictured), was created to showcase and celebrate the beauty of the Sugar River Valley through the artistic expression of local and regional artists, to foster public awareness of and appreciation for our natural treasures and the places we love and call home. In addition, we designed the show as an exhibition using an auxiliary gallery space at MAC to feature the science, geography, and ecology of the watershed, through maps, posters, film, and live demonstrations to enhance the educational experience of visitors. Through such a merging of nature, art and science, we believed we would benefit and advance the mission of our young and growing organization, while bringing opportunity and something of value to MAC's community of artists and patrons. The event was also created to grow membership and financial resources, via art sales, new memberships and donations, to support the organization's work to foster citizen science and stewardship in the watershed. Since the first event in 2013, LSRWA and partners have hosted a second *Seasons of the Sugar River* show and exhibit with the artistic theme "*back roads and backwaters*", this time to inspire artists to explore and depict the hidden, out-of-the-way places in the watershed's countryside and natural places. The third show and science exhibition will be held in March and April 2016, entitled "*metamorphosis*", to inspire works depicting change and transformation at many scales from microcosms to landforms. As we continue to work with our partners at MAC and area artists, we are currently coordinating our first outdoor *plein air* painting workshops in the watershed for both adults and youth, featuring nationally recognized local artists Tina Duemler and Jonathon Wilde (his art show submission for "*back roads & backwaters*" pictured here). The workshops will serve as a lead-up educational activity for our next show, to generate greater awareness of the watershed environment, generate artworks for the exhibit, and to help raise additional funds through the workshop registration fees, which will be donated in part to LSRWA. Our website photo gallery (<http://www.lsrwa.org/photo-gallery>) features a series of photos from the 2014 show and exhibition "*back roads & backwaters*", which attracted more than 200 guests to the opening event, including the images below (top photo of "gallery talk" in the Frehner Gallery, and bottom two photos of the concurrent science exhibition in the adjacent Wesley Hall). Other outcomes of the art shows have included engagement with the local Monroe Middle



School science teacher Nadine Whiteman, who led student gallery field days to MAC to experience and explore the purpose and meaning of the art show in communicating the importance of watershed health in our lives.

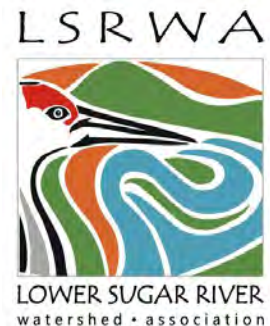


Objective 5 – Sponsor a non-competitive student design charrette: We will invite art teachers and students in schools throughout the watershed to participate in a collaborative program to develop a professional quality logo for LSRWA. Participating art and science students from each school will attend a 40-minute webinar hosted by LSRWA on the exciting world of watersheds, how they work, and why we should protect them! They will learn about the work, vision, and mission of LSRWA and about opportunities to get involved in fun projects, like the logo project. A subsequent webinar will focus on how to develop a “brand” idea and design a logo for the organization based on what they learned in the first webinar. Students under the direction of the teacher will submit concept sketches and conduct their own internal charrette and selection process for identifying the most effective logo designs. Student-selected designs and the student designers (up to twelve total) will attend an in-person final design charrette session led by a professional designer to collaboratively create up to three final concept designs for public viewing on the LSRWA website. The public will be invited to visit the website to vote for their favorite design. A final selection will be made based on the vote. All designs generated during the logo project will be posted to the LSRWA website along with the names of students and schools participating in the project, with their permission. All logo designs may be used to produce t-shirts and other promotional items for the organization in their fund raising efforts.

Objective 5	Requested Funds	In-Kind Match/Whom	Assumptions
Student logo design charrette; logo and catalog of designs to post on LSRWA website	\$250.00	\$1000/AES planner/graphic artist and ecologists facilitation and kick off of program and judging \$500 Grande Cheese match support.	Roll out of announcement, and local newspapers follow through by publishing entries. Local libraries post entries, and local judges will review and decide winner(s) and make awards.

What we accomplished:

- In 2012, the Education Outreach Action Team (EOAT), led by Lindsay Andrews, initiated an Outreach to Schools process, to kick-off the Student Logo Design Process. The challenges of working with tightly scheduled school systems soon became apparent, as we initiated our outreach in the early fall just as teachers were beginning to execute their already established lesson plans. It was clear that communications and coordination with schools and teachers would have to occur months ahead of the start of the school year, to be integrated into their teaching schedules and curricula. We also discovered a greater level of interest from science teacher looking for outdoor experiences for students. The following process describes the outreach effort and the necessary adjustments that were made to develop an LSRWA logo in a timely way that accommodated the concurrent development of our new website:
 - In fall 2012, EOAT members developed an outreach strategy, communication and announcement materials, and conducted a calling/emailing effort to gauge interest in the extracurricular educational opportunities offered by LSRWA to understand watershed ecology and conservation. The email communications occurring during that time provide a picture of the coordination and outreach process during late 2012, and reference the fliers and other documentation of the process (see Objective 5 Attachments, including communications documentation, fliers, and teacher feedback). As a result of this outreach effort, we did however engage the Durand IL School science teacher in participating with her science students in our basin-wide volunteer Watershed Rapid Assessment Survey, with presentations and field outings with her class. Other significant engagement with local schools also ensued, particularly involving WAV volunteer training and resource sharing of maps and other resources developed by the LSRWA Science Action Team and their Applied Ecological Services science and technical support team.
 - Challenges: Development of our new website was concurrently underway and required a new logo immediately, as part of the design process with our contracted web designer. To accommodate the website process and timeline, a decision was made by our volunteer web design team that we would engage a new team of student artists led by local student artist Cullen Sampson to collaboratively develop the logo design immediately; it was our hope and expectation that in the future we would re-engage local schools to conduct another type of creative design charrette process to produce designs for use on the website or other branding purposes. Moving forward, the web design team proceeded to conduct a series of meetings and design sessions, producing and exploring many ideas, sketches, and examples over a period of three months, until a final design was developed, finalized, and approved by the design team and LSRWA Board of Directors. The logo, pictured here, has been used on t-shirts for fundraising, and on stationary, signage, and other documents created by LSRWA. The concept story board that was developed during the design process appeared as an exhibit at our first Seasons of the Sugar River Juried Art Show and Fundraiser.

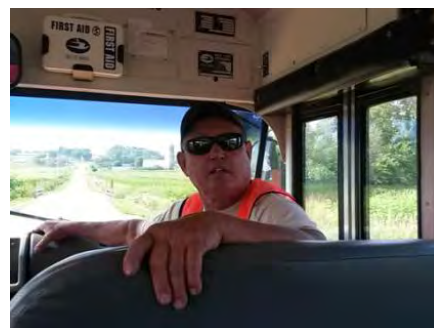


Objective 6 – Host a “Conservation on the Farm” event: We will identify local farmers who have successfully implemented BMP’s for enhancing water quality and wildlife habitat, and we will reach out to them as partners to host a public education event to showcase their conservation efforts, success stories and challenges. Visitors at the event will learn about the rationale behind the conservation practices, and how these practices protect water quality.

Objective 6	Requested Funds	In-Kind Match/Whom	Assumptions
Conservation on the Farm event at a local farm	\$250.00	\$500 in kind organizing and deployment \$500 Grande Cheese match support.	Basic support for farmers to host, feed, water, safely and appropriately manage attendees

What we accomplished:

- A volunteer team was formed to coordinate with local landowners and producers to participate in our first watershed field day event during late summer 2014. As a result of our classroom work with Juda School and the FFA teacher and students, we partnered with them along with the FFA Alumni to co-host the event (see event handouts and maps in Objective 6 Attachments). FFA and ecology teacher Ralph Johnson volunteered his time to drive the school bus, with 20 or more riders signed up for the tour. Others accompanying the tour included soil expert Francisco Arriaga an agricultural agent and professor with UW-Madison Extension.
- Our first stop on the tour was at the Ed Kaderly farm. LSRWA board member and Juda School and FFA alum Ed Kaderly was a member of the LSRW field day team and served as host on his Juda area farm, as well as served as tour guide on the bus (Ed is pictured on the bus right, along with an aerial view of his farm and rotational conservation fields). While at Ed’s farm, we learned about his farming practices to achieve optimum nutrition in his hay and other crops, which are fed to his livestock. Pictured below is Ed during his presentation. Ed was assisted by his grandson, a student and FFA member at Brodhead High School.



- The second farm and property host on the field day was Virgil Deininger, his contour strip practices pictured right along with a photo of Virgil on his ATV explaining the conservation practice and the associated soil and water quality benefits. We also learned about the challenges and trade-offs of such practices as larger farm equipment is deployed in the future that may not easily accommodate such practices.



- On our third stop, Restoration Ecologists Steve Apfelbaum and Susan Lehnhardt explained their decision to restore 80 acres (pictured right) of highly erodible soil on their land to native prairie and savanna to achieve ecological benefits, including biological diversity and water and soil health. Guests were treated to Green County cheese, home-made ice cream, and root-beer floats at this stop.
- The feedback from this event suggested it was very appreciated by the farmers and other attendees.

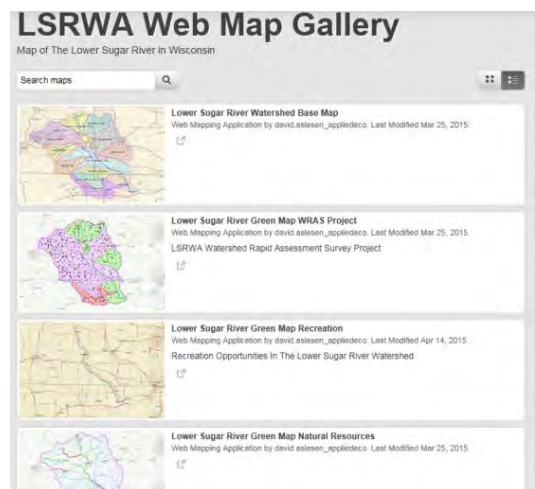


Objective 7 – Create a Watershed “Green Map” to locate and identify watershed-sensitive and friendly businesses, operations, and opportunities, such as public trails and outdoor destinations of ecological interest, organic food producers, artisans, and musicians that support the culture of the watershed. This information will be used to further develop the public interactive “live map” and database on the LSRWA website. Distribute LSRWA maps to public venues to promote interest and advocacy in the watershed.

Objective 7	Requested Funds	In-Kind Match/Whom	Assumptions
Green Map posted to website and distributed to local public venues	\$1200	\$2000 in kind graphic support from AES artists, graphic department and in-kind screening team services to ensure appropriateness of what is suggested for inclusion in the mapping. \$500 Grande Cheese match support.	All green enterprises, products, services and conservation lands will be mapped as a collaborative open process. A screening team of locals and LSRWA board to determine final mapping language, symbolism, and appropriateness of map content.

What we accomplished:

- We prepared an initial proposal to guide development of both the live and green map projects (see Objective 7 Attachments), in addition to a scoping document prepared by David Aslesen of Applied Ecological Services, based on extensive research, to clearly articulate the purpose, assumptions, functional requirements, and mapping opportunities and available online tools (see Objective 7 Attachments). As learned during Dave's research, the primary technical constraint is a lack of web app programming expertise available to LSRWA, but the primary asset is the opportunity to use ArcGIS Online map services donated by Applied Ecological Services (AES). Given the ability to produce high quality web maps without programming using ArcGIS Online, it was decided to develop a series of web maps using LSRWA GIS data that could be used as a foundation for adding future content.
- Based on the preliminary research and collaboration with the LSRWA Website Design and Operations & Maintenance Team members, Dave created an interactive map series focused on the natural infrastructure within the watershed. These maps are now available on the LSRWA web site: <http://www.lsrwa.org/your-watershed/maps/green-map/> (screen shot pictured below top) and <http://appliedeco.maps.arcgis.com/apps/PublicGallery/index.html?appid=bf1132a74ae94caa95f078c5dd774edd> (screen shot pictured below bottom). This map series will evolve as users provide feedback on map resource functions and other mapping needs desired.
- The next stage will involve setting criteria for 'green' enterprises and opportunities and then soliciting the public for nominations. At first these will be manually added to the map by GIS staff from AES but it is hoped to eventually have the ability for direct public submission.



Objective 8 – Develop a restoration template or model: The Science and Technical Action Teams will continue with the next steps in developing a watershed plan, by working with appropriate strategic partners and advisors to create a comprehensive list of goals and proposed solutions for addressing key problems identified in the watershed, such as erosion, sedimentation, and invasive species that contribute to impaired water quality. The team will use the Rapid Watershed Assessment data previously collected during our Citizen Scientist project and high-resolution aerial imagery focused on an impaired stream reach to develop one or more templates for restoring or improving water quality conditions. The team will seek to collaboratively develop and test this model or models with a willing participating landowner and strategic partners and ultimately integrate these solutions into the watershed plan as a set of practical solutions that landowners can implement throughout the watershed. We will begin to develop implementation and monitoring protocols to measure the progress we make toward reaching the goals identified in the watershed plan.

Objective 8	Requested Funds	In-Kind Match/Whom	Assumptions
Restoration model and watershed planning	\$800	\$1500/ in kind by AES and other participating ecologists, LSRWA board and members, and participating farmers develop template restoration plans for specific properties with impaired conditions. \$500 Grande Cheese match support.	The templates will be created as standard graphic and simplified language formats so that they can be readily and easily used by other landowners to create restoration/enhancement programs for their land.

What we accomplished:

- As lead-up to this process, in 2011 and 2012, we and our science and technical partners at AES had developed, under a previous River Planning Grant, a strategy for engaging citizen science volunteers to “take the pulse” of our watershed via a qualitative survey and mapping project. Participants were trained to evaluate visual cues about watershed health and functioning at public roadway stream crossings. Results based on numeric data were analyzed to produce a color coded map showing low, medium, and high quality conditions believed to be affecting or illustrating water quality impacts (low value, or red on the map, indicating poor quality). As part of the present grant program, using these maps and additional high resolution multispectral aerial imagery and GIS desktop analysis produced by AES for two impaired tributary basins in our watershed (Juda Branch and Searles Creek), as well as support from partner Grande Cheese, we conducted a public workshop/forum to gather neighbors, scientists, educators, students, producers, land managers, and others. At this gathering, we continued to demonstrate, discuss, and lead participants in a process for evaluating the ecological health of our watershed landscapes, as well as a process of restoration to identify water quality improvement projects that might be considered in rural settings, in communities, and in natural settings to improve ecosystem functioning contributing to soil health, air and water quality, and productive wildlife habitat. Products from the workshop/forum are presented in Objective 8 Attachments.
- To further describe the restoration process or template used in the workshop, we followed in part the process described in the workbook [The Restoring Ecological Health to Your Land Workbook](#) (Apfelbaum and Haney 2012). This process begins with a) a natural resources assessment and mapping, followed by b) identification of impaired waters and

lands, and c) identification of locations with conspicuous risk factors, such as erosion and sedimentation, direct access by livestock to waterways, direct feedlot or manure management runoff to waterways, and locations with invasive plants (such as *Phragmites* and reed canary grass which are visible in infrared aerial imagery). The workshop assembled participants into groups of 4-8 persons at a table with separate map sets. Using magic markers, participants delineated and classified on the map risk areas and opportunities to apply solutions to each of the identified problems, based on map interpretation and personal knowledge of the landscape. The goal of this process was to introduce stakeholders to key elements of watershed master planning, and to continue the process of community engagement to create a water quality strategy for the Lower Sugar River and larger Sugar River Basin.

Reference

Apfelbaum, Steven I. and Alan Haney. 2012. The Restoring Ecological Health to Your Land Handbook. Society for Ecological Restoration. Island Press.

a. Description of project products and deliverables

The following table includes a “completed” column to indicate which objectives were completed on time, and which required scheduling and scoping adjustments to allow completion.

#	Timeline	Product/Deliverable	Completed
1	July, 2012	Hire part-time staff member	x
2	July, 2012 – July 2013	One-on-one discussions with leaders of “strategic” conservation groups to identify opportunities for developing strategic alliances; final list and description of strategic partners and advisors.	x
3	July, 2012 – January, 2013	Strategic planning process; approved plan	x
4	July, 2012 – July, 2013	At least two “Get to Know Your Watershed” events to advance awareness and engage community members in conservation service projects; 2-year fund-raising plan; membership forms that can be taken to networking opportunities and posted to website; fund-raising outcomes and membership data	x
5	September – December, 2012	Student logo design charrette; logo and catalog of designs to post on LSRWA website	x (required making adjustments to accommodate teacher schedules and interests, and website design schedule)
6	Fall, 2012 or Spring, 2013	Conservation on the Farm event at a local farm	x
7	Fall, 2012 and Spring, 2013	Green Map posted to website and distributed to local public venues	x (w/extension)
8	Fall, 2012 – Spring, 2013	Restoration model and watershed planning	x

b. Description of data to be collected:

We briefly discuss below (see bulleted items) the completion and delivery of the data intended to be collected as part of the Objectives as described above, and following the description of data as was presented in the grant application.

The types of data that will be collected include the following:

Discussion of role of project in planning and/or management of the river:

LSRWA will engage municipalities, natural resource agencies, and a multitude of other stakeholder groups to develop a 5 year strategic plan for our watershed. The plan will include (but not be limited to) the management of invasive species, mitigation of agricultural impacts on the river system, water quality monitoring and associated reporting, ecological inventories, conservation of rare and endangered species, etc.

- The LSRWA 2013 – 2017 Strategic Plan, as it was developed under Objective 3, identifies as goals under the heading “Watershed Assessment, Planning and Implementation”:
 - Water and habitat quality—evaluate all 13 sub-watershed and prioritize areas for implementation of land-use and stormwater management practices to improve ecosystem health and water quality.
 - Invasive species—develop programming to address invasive species throughout the watershed.
 - Partner resources—identify local and regional organizations and landowners making conservation investments and implementing projects and programming in the watershed.

The organization will serve as a long-term steward of the watershed and function as a clearinghouse for information pertaining to the natural assets of the ecosystems that our watershed encompasses. We will attempt to respond to ecological issues in a thoughtful, innovative manner that allows for public input and participation and draws on the expertise of our Board of Directors and Advisory Committee.

- Using our new website, LSRWA has begun to populate its pages with maps, data, news, and other resources to, along with our educational outreach programming, “empower all with experience and knowledge to steward land and water resources for the benefit and enjoyment of our communities, today and for generations to come.”
- LSRWA has used its public Watershed Forums, outreach programming, and website to respond to ecological issues and opportunities to bring these to the attention of watershed citizens and stakeholders to raise awareness and be part of the conversation.

As the organization continues to grow and thrive, we will be able to offer an educated volunteer base to carry out hands on conservation projects throughout the watershed. We are fortunate to have dozens of ecological professionals already engaged in the organization, and we will capitalize on their knowledge as we empower community members by offering opportunities for training and

education. We envision a collaborative group of people working together toward the common goal of improving the watershed in which we all live, work, and recreate.

- LSRWA continues to participate in the WDNR and UW-Extension's WAV program, to train and deploy volunteer citizen scientists to monitor water quality in our watershed. Working with our corporate sponsor AES, we have developed GIS and map resources to empower volunteers to better understand and navigate the geography, ecology, and culture of our watershed.

Plan for sharing project results:

Project results will be showcased in several ways. First, all public events and trainings will be advertised via the LSRWA website, websites of partner organizations, press releases in the local newspapers, and Constant Contact e-mail blasts to our database (contains over 150 e-mail addresses).

- LSRWA hosted several events, trainings, and workshops during 2012 – 2014 as described above in Objectives 4, 6, 7, and 8, during which we showcased our maps and restoration template. In addition, maps and other resources are available on our website, as previously discussed.

LSRWA will also publish 400 copies of a newsletter detailing the project activities and results; hard copies of which will be mailed to the membership and will also be available at public events. An electronic version will be uploaded to the LSRWA website and also featured on our Facebook page.

- We have developed eblasts with news items and announcements to our growing Constant Contact list (now exceeding 250 contacts), as well as news and events items on our website and Facebook page. We have not developed paper copies of our newsletter, as few constituents are requesting this form of delivery. Our fundraising and membership team is continuing to explore a paper newsletter version.

The final product of this project will be a comprehensive 5 year management plan for the watershed. This plan will be shared with local natural resource managers at the Natural Resource Conservation Service (NRCS), Wisconsin Dept. of Natural Resources (WDNR), and the Green County Land & Water Conservation Department. Input from each agency, as well as various other stakeholder groups, will be encouraged and incorporated into the plan.

- The LSRWA Strategic Plan as developed during execution of Objective 3, is not a 5-year management plan for the watershed. However, a water quality strategy for the larger Sugar River Watershed continues to be pursued with basin partners.

Budget Proposal

The following table presents our original budget proposal. See Attachment 9 for appended budget reporting documents.

Task	Requested Funds	In-Kind Match/whom	Assumptions
Hire part-time staff member	\$3000 \$500	\$2000/ AES support, facilities and server use, website and communications management support.	10% appointment position. The \$500 dollars is the expense budget to be used by the part time staff member for web site management, ongoing communications
One-on-one discussions with leaders of “strategic” conservation groups to identify opportunities for developing strategic alliances; final list and description of strategic partners and advisors.	\$500	\$500/ In kind facilitation of discussions, making arrangement and recording discussions to be provided by LSRWA board members and hired part time staff person. \$500 Grande Cheese match support.	Assume we will interview up to 40 local persons and document the feelings, concerns, aspirations for summary, synthesis and posting on the LSRWA web site.
Strategic planning process; approved plan	\$2000	\$3000/ River alliance of WI facilitation and AES in kind support. \$500 Grande Cheese match support.	River Alliance has agreed to facilitate the strategic planning process for LSRWA.
At least two “Get to Know Your Watershed” events to advance awareness and engage community members in conservation service projects; 2-year fund-raising plan; membership forms that can be taken to networking opportunities and posted to website; fund-raising	\$1000	\$3500/ AES. Community support and use of facilities \$500 Grande Cheese match support. Pilots and fuel: three or more licensed pilots, including Carl Christopher, Dan Dudley, and Steve	Three events with basic needs –water, some food provided by local restaurant as during events under first grant

outcomes and membership data		Apfelbaum; Apfelbaum will donate \$500 in fuel	
Student logo design charrette; logo and catalog of designs to post on LSRWA website	\$250.00	\$1000/AES planner/graphic artist and ecologists facilitation and kick off of program and judging \$500 Grande Cheese match support.	Roll out of announcement, and local newspapers follow through by publishing entries. Local libraries post entries, and local judges will review and decide winner(s) and make awards.
Conservation on the Farm event at a local farm	\$250.00	\$500 in kind organizing and deployment \$500 Grande Cheese match support.	Basic support for farmers to host, feed, water, safely and appropriately manage attendees
Green Map posted to website and distributed to local public venues	\$1200	\$2000 in kind graphic support from AES artists, graphic department and in-kind screening team services to ensure appropriateness of what is suggested for inclusion in the mapping. \$500 Grande Cheese match support.	All green enterprises, products, services and conservation lands will be mapped as a collaborative open process. A screening team of locals and LSRWA board to determine final mapping language, symbolism, and appropriateness of map content.
Restoration model and watershed planning	\$800	\$1500/ in kind by AES and other participating ecologists, LSRWA board and members, and participating farmers develop template restoration plans for specific properties with impaired conditions. \$500 Grande Cheese match support.	The templates will be created as standard graphic and simplified language formats so that they can be readily and easily used by other landowners to create restoration/enhancement programs for their land.

1. Expand the map's range to connect the Upper and Lower Sugar River Watersheds.

ATTACHMENTS

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2. Objective 2 Attachments	25
3. Objective 3 Attachments	48
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7. Objective 7 Attachments	127
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9. Budget Documents	140

1. Work Plan Schedule

River Protection Grant II Work Schedule
LSRWA - Organizational Strategic Planning, Partnership Building and Next Steps in Developing a Watershed Plan

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River Protection Grant II Work Schedule
LSRWA - Organizational Strategic Planning, Partnership Building and Next Steps in Developing a Watershed Plan

% Complete	General Task/ SpecificTask	2012												2013												2014												2015												Team Assignment	Notes																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
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✓	a. Develop a process to identify watershed-sensitive businesses, organizations, recreational opportunities, etc. that support the culture of the watershed																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																</

2. Objective 2 Attachments

LSRWA Board of Directors, Action Team Leaders and Strategic Planning Committee:

Thank you for agreeing to call LSRWA stakeholders as part of the LSRWA's strategic planning process. The information you learn during these calls will be discussed at our January meeting and will inform your decisions about what work LSRWA does in the next few years.

As a LSRWA board, team, or committee member it is important that you represent LSRWA out in the community and show your stakeholders that you value their opinions. The most important reason to make these calls is to build your relationship with potential partners in your watershed. The hope is that the people you talk to will get more involved with LSRWA in the future because you took the time to ask them what changes they want for the Lower Sugar watershed. Of course, the information you learn from each person is important as well.

We have suggested a phone call because it is usually the quickest and easiest way to reach people. If you and your stakeholder have the time and would prefer a face-to-face meeting please do so. A more personal conversation will get better information. You should schedule a specific time to talk with your stakeholder and e-mail the questions to them in advance so they have time to think about their answers.

For each person you speak with, please complete the form. There is a place to write both your name and the name of the person you talked with. Please type the responses for each question on the form. You will be sent the form electronically so you can type the responses. It may be easiest to hand write the responses on the form while you are on the phone and then type them into the Word document to e-mail me. **I prefer typed forms.** They are easier to read and to compile.

Please submit all forms to me by Monday December 3rd.

Please contact me with any questions, 608-257-2424 ext. 113, awerner@wisconsinrivers.org

I'm looking forward to a great discussion in January about LSRWA's future!

-Allison Werner

LSRWA Stakeholder Phone Call Sign Up Sheet

	Board Member	Person to Call	Phone Number	E-mail	Notes/Alternate person
1	Bob	DNR- Mike Foy, Wildlife biologist	(608) 575-6904	mike.foy@wisconsin.gov	
2	Bob	DNR- Greg Searle- Basin Supervisor- Water	608-275-3304	greg.searle@wisconsin.gov	Matt Zine
3	Pat	NRCS- Green County- Jason Thomas	608-325-4195 ext 101	jason.thomas@wi.usda.gov	Rock County- David Gundlach- (608) 754-6617 Extension: 116
4	Pat	Green County- Chris Newberry	608-325-4195	Chris.Newberry@wi.nacdnet.net	Todd Jensen, County Conservationist
5	Bob	Rock County- Thomas Sweeney	608-754-6617 ext. 115	sweeney@co.rock.wi.us	
6	Kevin	Winnebago County- (Forest District)- Tom Kalousek	(815) 877-6100		
7	Bob	Natural Heritage Land Trust- Jim Welsh- executive director	608-258-9797	jim@nhlt.org	Caleb Pourchot, caleb@nhlt.org
8	Lena	Rock Co. Parks- Joleen Stinson community coordinator	608-757-5451	stinson@co.rock.wi.us	
9	Kevin	Natural Land Institute- Jerry Paulson	815/964-6666	jpaulson@naturalland.org	
10	Megan	Driftless Land Conservancy- David Clutter	608-930-3252	dave@driftlessconservancy.org	
11	Jason	Trout Unlimited- Blackhawk chapter- Vick Potocki	(262) 473-1824	vpotocki@idcnet.com	Duke Welter , (715) 831-9565 , jwelter@ameritech.net
12	Lindsay	SW Badger RC&D (Green County)- Angie Wright	(608) 348-7110	angie.wright@swbadger.org	Ask about Green County reps: Cathy Cryor Burgweger and Dave Wisnefske
13	Diantha	Kuhn Manufacturing	608-897-2131		
14	Lindsay	Town & Country RC&D (Rock County) Beth Gehred	920-541-3208	beth.gehred@tacrcd.com	
15	Pat	Charles Moen- Stephenson County Soil and Water Conservation District (associate director)/ Blackhawk Hills Regional Council (member)	(815) 235-2161 x3 (815) 625-3854	info@stephensonswcd.org info@blackhawkhills.com	Jim Ritterbusch is the District Conservationist Regional council includes RC&D and other development/ planning programs. Newsletter: http://www.stephensonswcd.org/newsletters/summer12.pdf
16	Pat	Mike Larson- farmer	608-822-6662		They recently won the Supreme Court ruling over

					Magnolia Twp and I think he would be excited to play a role.
17	Pat	Paul Zimmerman-farmer	608-214-9361		partner at Spring Grove
18	Susan	Tony Ends- farmer	(608) 897-4288		Scotch Hill Farm
19	Jack	Landowner: Walsh family (Tom, Bernie, their nephew)			Jack?
20	Susan	Four River Coalition	(815) 877-6100	jjohannsen@wcfpd.org	Jamie Johannsen is also the Director of Marketing and Community Relations for the Winnebago County Forest Preserve District
21	Susan	Dave Marshall	(608) 438-1450 (cell)		
22	Megan	USRWA-Board			
23	Jason	Monroe High School (ask Jill)			
24	Pat	Lake Summerset	(847) 894-8097	KENNETH.C.MALTEN@Sargentlundy.com	
25	Aaron	Sweet Minihaha (Cty E)-campground and boat/tube rental	(608) 862-3769	sweetminihaha@gmail.com	
26		S&B Tubing (Albany)	(608) 862-3933	sandbtubing@gmail.com	
27	Aaron	Campground-Crazy Horse- on Hwy G	608.897.2207	Info@CrazyHorseWI.com	
28	Jack	Farmer: Brad Faulkner- Davis, IL	815-865-5536		
29	Jack	Village of Durand President- Gary Haughton	815-248-2606	ghaughton@stateline-isp.com	
30	Jack	Brodhead- Doug Pinnow	(608) 897-4858		
31	Carol	Black Hawk Tech-Ag teachers Dusty (Dustin Williams)	608-328-1660 Ext. 210		Also Mark, instructor for Farm Business and Production Management Program.
32	Susan	Lake Winnetka Sugar River Improvement Association- Frank Kapel	(608) 862-1698		
33	Carol	Alissa Grenawalt-Green County 4-H	608-328-9440	alissa.grenawalt@ces.uwex.edu	
34	Lena	Donna Duerst-Rock County 4-H	608-757-5690	donna.duerst@ces.uwex.edu	Also Megan Rebout: 608-757-5696 megan.rebout@ces.uwex.edu
35	Pat	Kimberly Christman-Stephenson and Winnebago 4-H	815-235-4125	christma@illinois.edu	

36	Pat	Rick Diaz- Ducks Unlimited	608-424-9660	richard.diaz@teldta.com	State Recruitment Chairman (volunteer). Closest volunteer/ staff person to Lower Sugar
37	Pat	Dave Wisnefske- Sugar River Valley Chapter Pheasants Forever		savanasp@tds.com	Rock River Valley Chapter: DStelter@centurytel.net
38		Other Landowners			
39		Organic grower			
40	Susan	Clean Wisconsin- Melissa Mallot			
41		Albany			
42	Kevin	Sugar Pecatonica Mary Mohaupt			
43	Meredith	Decatur Lake and Mill Race Association			
44		Historical Society			
45	Jill	Charter school (Monroe and/or Durand?)			Will call Monroe Charter School
46	Jack	Farmer- Pearl Island Rich Vogel			
47					
48	Susan	Jeff Williams- ag/dairy			
49	Lynnette	Victor Illichman- Green/ Rock Audubon Society (Land Mgmt Chair)	608-302- 8113	viccarol@sbcglobal.net	Tom O'Brien (President) 608-882-5698 tobr-387@att.net
50	Lindsay	Anna Schramke- Green County Development Corporation	(608) 328-9201	anna.gcdc@tds.net	See website for info: http://www.greencountyedc.com
51	Lena	Ned Hollister Bird Club- Kelly Washburn Brad Paulson	(608) 314 4340	bradp@ruppseeds.com	
52	Susan	Americas Wetlands			

Lower Sugar River Watershed Association—Strategic Planning Stakeholder Survey 2012

Stakeholder Name/Affiliation: _____

Phone number: _____

LSRWA Contact/Phone number: _____

Date: _____

LSRWA Background Information

- LSRWA is a nonprofit, grassroots organization formed in 2011, in partnership with the USRWA
- Purpose: To serve as a forum for individuals and diverse stakeholder groups to come together to learn about and celebrate the natural resources in the watershed of the Lower Sugar River and its tributaries that sustain our health, vitality, prosperity, and the quality of our lives.
- Accomplishments:
 - Public engagement/outreach, education, and partnership-building: April 2011 public kick-off/brainstorming event, website development, online survey, event exhibits, press releases, “get-to-know-your-watershed events (wildflower walk, CAFO tour), etc.
 - Watershed Assessment: Citizen Science volunteer training to collect data about the watershed, as part of initial steps in developing a watershed plan and starting a conversation with landowners and others in the watershed about stewardship opportunities and concerns
 - Grant awards (3): River Planning Grants (DNR), Citizen-Based Monitoring Partnership Program (DNR)
 - Addressing invasive species via public/private partnership to eradicate water celery, a new aquatic invasive species in WI discovered in the Sugar River floodplain
 - Organization development: volunteer board, one part-time staff person; four action teams (Organization, Science/Technical, Education/Outreach, and Grant Writing); approved articles of incorporation, bylaws, and currently applying for nonprofit status

LSRWA is working on planning our next steps and we want to get your opinions and ideas.

1. What do you care most about the Lower Sugar River?
2. What three issues or problems do you want addressed in the watershed? (looking for short term and/or long-term actions)
3. How do you want the watershed to look in the next 5 years? 50 years? (Changes or things to maintain)
 - a. 5 years:
 - b. 50 years:

4. How can LSRWA partner effectively with you/your organization?
5. Do you have any other comments or questions about LSRWA?

Additional questions:

- Are there opportunities in the Middle Sugar River Watershed LSRWA should be working on in addition to the work in the Lower Sugar watershed?
- Who are the key organizations already working in the watershed?
- Who do landowners trust?
- Which landowners would be willing to talk with LSRWA?
- What water quality data has already been collected for the Lower Sugar River?
- What data should LSRWA be collecting to supplement DNR's data.
- Do you have comprehensive plans or other plans that could have an impact on our watershed?

Thank you for generously offering your thoughts and ideas to help guide the direction of LSRWA. We will be holding our first Annual Meeting in March 2013, where we will present our draft strategic plan for public comment. We hope you will participate in this step of the process.

(LSRWA) Other notes from call and follow-up emails:

LSRWA Stakeholder Responses

1. What do you care most about the Lower Sugar River?

- My deepest concern is to maintain the water quality and ecological health of the Lower Sugar River while improving the accessibility of the area for human use.
- The Rock County Parks Department cares about two main issues: first, the river and watershed's "health" and recreational opportunities. We see that items as related because if a river is not clean/healthy - how can it be a recreational attraction?
- Its long-term health and relationship with the rest of the Sugar River Watershed.
- Clean water and healthy fish habitat
- Viability of the environment and business coinciding for generations to come.
- Improved water quality for recreational use. Maintain the Sugar River for waterfowl and fish.
- Improved water quality
- Otter Creek upstream of Lake Summerset
- Soil erosion issues as a whole. Work with landowners to reduce runoff.
- Promote the area, especially the Avon Bottoms, as a premier hunting preserve.
- Maintaining the wilderness aspects of the river corridor and natural wetlands along with water quality.
- Overall landscape of the place...very different from the rest of the county...swamp white oak forest...unique species in watershed from mayfly to ornate box turtle
- The ERW classification is based on historic high biodiversity, however significant environmental degradation has occurred that requires restoration efforts including conservation buffers, restoring oxbows lost to sedimentation, and fish migration barriers at Albany and Brodhead.
- Provides educational opportunities, recreation,, learning about water quality for both youth and adults.

2. What three issues or problems do you want addressed in the watershed?

One	Two	Three
Identify 'hot spots' in the watershed where soil erosion is greatest.	Educate landowners of the benefits of improving the ecological health of their land and help them achieve this goal	Improve Decatur Lake so it is amenable to boating, fishing and swimming.
We would like to see an increased awareness of the Sugar River as a recreational destination.		
More publicly known recreational opportunities in the watershed, potentially joint events with the USRWA	Educating businesses within the watershed about the services provided by the organization and inviting them to be part of the solutions	Work with farmers on best management practices that can benefit the long term viability of the watershed as it relates to agriculture.
Baseline the condition of waterways	Improve water quality	Determining how to work with the right groups
Water Quality improvements, primarily wetlands associated with the watershed	Field tiling increases in recent years are eliminating ephemeral ponds and faster runoff	Development in the watershed has increased the past 15 years. Access to the water is important. Users are more aware of the watershed and willing to enhance it.
Reduce sediment by the use of buffers	Increased in-stream habitat, which will require restoration	Restored wetlands
Water quality improvements	Erosion control (bank stabilization and natural buffers between crop land and creeks)	Prevent livestock from getting to creek beds and banks
Sheet and rill erosion	Gully erosion and stream bank degradation	Barnyards and manure related runoff
Preserve the Avon Bottoms for waterfowl and swamp bucks. Encourage prairie grass growth in the flat plain surrounding it.	Promote for hunting and bird watching	Promote as a destination as one of the top wildlife areas in the state
Water quality in the lower segment...south of Yale Bridge Rd. Otter Creek from the west/Durand (sewage treatment plant and ag) major reason for lower segment not being a "grade A" stream	Protection of woodlands and wetlands	Invasive species... maintaining/keeping out purple loosestrife zebra mussels etc., keeping the lower Sugar River relatively free of invasives
No overpopulation of game species so not a problem	Conservation of main preserves is protected in perpetuity even if future boards do not think it should be a priority.	Expansion of natural areas and reduce channelization.
Floodplain habitat restoration required for river biodiversity and endangered resources.	Conservation buffers needed to reduce nutrient and sediment loading to the river.	Monitoring to document environmental impacts of factory farms.
Water quality	erosion (infrastructure)	Accessibility or awareness of resource by the general public.

3. How do you want to the watershed to look in the next 5 years? 50 years?

Five Years:

- Our focus is on the improvement of Decatur Lake and the Mill Race. It is our goal to make the Mill Race one of the best fisheries in the state of Wisconsin. We also want to restore Decatur Lake to its original state so it can be a source of recreation for boating, fishing and swimming. We will have to deepen Decatur Lake to accomplish these goals and the plan that will do this must include a maintenance design to keep the lake deep.
- Public access and land surrounding the Sugar River is used more frequently than it is now, in a sustainable way.
- Build awareness of the organization within the watershed and the services it provides, along with the benefits of becoming a member
- Cleaner, healthier, with more positive human activity.
- Close to today, areas that border agriculture should have a border.
- Continued water quality improvement. Encourage public access and use.
- Remove trash trees from the riparian boarder.
- Natural buffer strips along both sides of the waterways
- Keep more hay in the rotation. It's most corn now. We need to stabilize the soil. It is a very shallow soil layer.
- Purchase another 1,000 acres of Bader property south of Avon Bottoms to the state line. Plant warm weather grasses.
- Same as now; see above, it's in pretty good shape
- About the same
- Restored oxbows and expanded conservation buffers
- I would like the watershed to still be in as good a condition as it has been in previous generations. I hope that those working to make improvements will keep the natural landscape and provide for recreational opportunities—fishing, canoeing, swimming.
- From the economic side, I am not aware of what is being brought in (what changes are coming), but I hope that activities will be beneficial and not damaging to the environment.
- As communities are developed—that people keep in mind the water quality.

50 Years:

- A clean and actively used river.
- "• Key players within the watershed (farmers, businesses) that use the water are educated on and aware of the top issues facing the watershed, and how they can be better stewards with the help of LSRWA to eliminate these issues.
- • Cleaner, healthier, with more positive human activity. Thriving habitat similar to the one before European human activity.
- Preserved for everyone to enjoy, nice riparian corridors.
- Protection of wetlands and reduced runoff from farmlands
- Wetlands restored adjacent to streams
- Mature trees in the natural buffer strips

- Same as 5 year
- Enhanced wetland preserve
- Wet prairies and sedge meadows on west side restored and maintained. NLI has identified several parcels of original sedge meadow adjoins SRFP...a few remain but are in poor shape; restore wetlands around Otter Creek-drainage ditches east of Durand (see Boone Winn Co Greenways Plan Map that shows channelized drainages)
- Natural areas expanded and reduced channelization
- Significantly expanded natural areas around Avon Bottoms and other public properties. Dams removed

4. How can LSRWA partner effectively with you/your organization?

- Big steps have already been made to partner. Our DLMRA liaison is a standing board member in the LSRWA. We have also contributed manpower to numerous projects including WAV and the watershed health assessment survey a year ago. We will endeavor continue to maintain this relationship in the future in terms of contributing manpower and supporting the goals of the LSRWA.
- The LSRWA could partner with Rock County Parks on a few projects: programming on the river or in the watershed, and assisting with development and maintenance of existing Rock County Parkland on the river. Currently, the two parcels we own on the river have minimal development. We could partner to host volunteer workdays or apply jointly for grants for improvements.
- LSRWA and USRWA should be partners and maintain a close relationship. It would be advantageous to share tools/materials and potentially collaborate on projects. Use the memberships from both organizations to not only benefit LSRWA and USRWA, but also each other's membership. One of the most fundamental ways to build support is through a growing membership, and that is easier to do when there are more perks and bonuses to becoming a member.
- Paul Zimmerman (Spring Grove Dairy) does not have time to work with us but is talking to one of his managers to see if they are interested. We need to keep the lines of communication open to him and let him know if there are ways we can work together.
- DU started a Public Policy Group. A former state chairman is leading it. His name is Nels Swenson. He lives in Oregon. He thinks we could work with them to help educate legislators and the DNR. DU also has a biologist that would work with us on wetlands...Brian Glenzinski. We can find out more at ducks.org on the Wisconsin page.
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LSRWA Stakeholder Response Summary

1. What do you care most about the Lower Sugar River?

- My deepest concern is to maintain the water quality and ecological health of the Lower Sugar River while improving the accessibility of the area for human use.
- The Rock County Parks Department cares about two main issues: first, the river and watershed's "health" and recreational opportunities. We see that items as related because if a river is not clean/healthy - how can it be a recreational attraction?
- Its long-term health and relationship with the rest of the Sugar River Watershed.
- Clean water and healthy fish habitat
- Viability of the environment and business coinciding for generations to come.
- Improved water quality for recreational use. Maintain the Sugar River for waterfowl and fish.
- Improved water quality
- Otter Creek upstream of Lake Summerset
- Soil erosion issues as a whole. Work with landowners to reduce runoff.
- Promote the area, especially the Avon Bottoms, as a premier hunting preserve.
- Maintaining the wilderness aspects of the river corridor and natural wetlands along with water quality.
- Overall landscape of the place...very different from the rest of the county...swamp white oak forest...unique species in watershed from mayfly to ornate box turtle
- The ERW classification is based on historic high biodiversity, however significant environmental degradation has occurred that requires restoration efforts including conservation buffers, restoring oxbows lost to sedimentation, and fish migration barriers at Albany and Brodhead.
- Provides educational opportunities, recreation,, learning about water quality for both youth and adults.

2. What three issues or problems do you want addressed in the watershed?

One	Two	Three
Identify 'hot spots' in the watershed where soil erosion is greatest.	Educate landowners of the benefits of improving the ecological health of their land and help them achieve this goal	Improve Decatur Lake so it is amenable to boating, fishing and swimming.
We would like to see an increased awareness of the Sugar River as a recreational destination.		
More publicly known recreational opportunities in the watershed, potentially joint events with the USRWA	Educating businesses within the watershed about the services provided by the organization and inviting them to be part of the solutions	Work with farmers on best management practices that can benefit the long term viability of the watershed as it relates to agriculture.
Baseline the condition of waterways	Improve water quality	Determining how to work with the right groups
Water Quality improvements, primarily wetlands associated with the watershed	Field tiling increases in recent years are eliminating ephemeral ponds and faster runoff	Development in the watershed has increased the past 15 years. Access to the water is important. Users are more aware of the watershed and willing to enhance it.
Reduce sediment by the use of buffers	Increased in-stream habitat, which will require restoration	Restored wetlands
Water quality improvements	Erosion control (bank stabilization and natural buffers between crop land and creeks)	Prevent livestock from getting to creek beds and banks
Sheet and rill erosion	Gully erosion and stream bank degradation	Barnyards and manure related runoff
Preserve the Avon Bottoms for waterfowl and swamp bucks. Encourage prairie grass growth in the flat plain surrounding it.	Promote for hunting and bird watching	Promote as a destination as one of the top wildlife areas in the state
Water quality in the lower segment...south of Yale Bridge Rd. Otter Creek from the west/Durand (sewage treatment plant and ag) major reason for lower segment not being a "grade A" stream	Protection of woodlands and wetlands	Invasive species... maintaining/keeping out purple loosestrife zebra mussels etc., keeping the lower Sugar River relatively free of invasives
No overpopulation of game species so not a problem	Conservation of main preserves is protected in perpetuity even if future boards do not think it should be a priority.	Expansion of natural areas and reduce channelization.
Floodplain habitat restoration required for river biodiversity and endangered resources.	Conservation buffers needed to reduce nutrient and sediment loading to the river.	Monitoring to document environmental impacts of factory farms.
Water quality	erosion (infrastructure)	Accessibility or awareness of resource by the general public.

3. How do you want to the watershed to look in the next 5 years? 50 years?

Five Years:

- Our focus is on the improvement of Decatur Lake and the Mill Race. It is our goal to make the Mill Race one of the best fisheries in the state of Wisconsin. We also want to restore Decatur Lake to its original state so it can be a source of recreation for boating, fishing and swimming. We will have to deepen Decatur Lake to accomplish these goals and the plan that will do this must include a maintenance design to keep the lake deep.
- Public access and land surrounding the Sugar River is used more frequently than it is now, in a sustainable way.
- Build awareness of the organization within the watershed and the services it provides, along with the benefits of becoming a member
- Cleaner, healthier, with more positive human activity.
- Close to today, areas that border agriculture should have a border.
- Continued water quality improvement. Encourage public access and use.
- Remove trash trees from the riparian boarder.
- Natural buffer strips along both sides of the waterways
- Keep more hay in the rotation. It's most corn now. We need to stabilize the soil. It is a very shallow soil layer.
- Purchase another 1,000 acres of Bader property south of Avon Bottoms to the state line. Plant warm weather grasses.
- Same as now; see above, it's in pretty good shape
- About the same
- Restored oxbows and expanded conservation buffers
- I would like the watershed to still be in as good a condition as it has been in previous generations. I hope that those working to make improvements will keep the natural landscape and provide for recreational opportunities—fishing, canoeing, swimming.
- From the economic side, I am not aware of what is being brought in (what changes are coming), but I hope that activities will be beneficial and not damaging to the environment.
- As communities are developed—that people keep in mind the water quality.

50 Years:

- A clean and actively used river.
- "• Key players within the watershed (farmers, businesses) that use the water are educated on and aware of the top issues facing the watershed, and how they can be better stewards with the help of LSRWA to eliminate these issues.
- • Cleaner, healthier, with more positive human activity. Thriving habitat similar to the one before European human activity.
- Preserved for everyone to enjoy, nice riparian corridors.
- Protection of wetlands and reduced runoff from farmlands
- Wetlands restored adjacent to streams
- Mature trees in the natural buffer strips

- Same as 5 year
- Enhanced wetland preserve
- Wet prairies and sedge meadows on west side restored and maintained. NLI has identified several parcels of original sedge meadow adjoins SRFP...a few remain but are in poor shape; restore wetlands around Otter Creek-drainage ditches east of Durand (see Boone Winn Co Greenways Plan Map that shows channelized drainages)
- Natural areas expanded and reduced channelization
- Significantly expanded natural areas around Avon Bottoms and other public properties. Dams removed

4. How can LSRWA partner effectively with you/your organization?

- Big steps have already been made to partner. Our DLMRA liaison is a standing board member in the LSRWA. We have also contributed manpower to numerous projects including WAV and the watershed health assessment survey a year ago. We will endeavor continue to maintain this relationship in the future in terms of contributing manpower and supporting the goals of the LSRWA.
- The LSRWA could partner with Rock County Parks on a few projects: programming on the river or in the watershed, and assisting with development and maintenance of existing Rock County Parkland on the river. Currently, the two parcels we own on the river have minimal development. We could partner to host volunteer workdays or apply jointly for grants for improvements.
- LSRWA and USRWA should be partners and maintain a close relationship. It would be advantageous to share tools/materials and potentially collaborate on projects. Use the memberships from both organizations to not only benefit LSRWA and USRWA, but also each other's membership. One of the most fundamental ways to build support is through a growing membership, and that is easier to do when there are more perks and bonuses to becoming a member.
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LSRWA | Lower Sugar River Watershed Association

Dedicated to the care & enjoyment of our water resources

JOIN US FOR A WATERSHED FORUM in 2014!

February 20, 2014

Mark your calendar!

FORUM 1

WED MARCH 5

6:00 - 7:00 pm

FORUM 2 / Annual Meeting

SAT APRIL 5

10:00 am - 1:00 pm

FORUM 3

WED MAY 7

6:00 - 7:00 pm

directions

Memorial

Public Library

1207 25th Street

Brodhead, WI 53520

For more
information:
email us...

info@lsrwa.org

or call us...

Susan Lehnhardt

608.897.8641

Spring & Fall Watershed Forum Series

Mar/Apr/May—Oct/Nov/Dec

We are pleased to announce our line-up of exciting and informative public forum presentations for 2014, beginning with our spring series. Watch for details on the fall series later in the season. The themes of our presenters will range from early cultural history and land uses to trends, best practices, research and innovations in contemporary agriculture and ecosystem restoration and management. Our forums are intended to give you an opportunity to meet watershed partners and experts, to learn about the stewardship of natural and cultural resources in our region, and to ask questions and learn about opportunities to get involved in volunteer efforts. We hope you can join us!

FORUM 1 – Wednesday March 5

6 – 7pm / Brodhead Public Library

**NATIVE AMERICAN HISTORY ALONG THE SUGAR RIVER—
Changing Settlement Patterns, Land Use and Resource
Exploitation Through Time**

Dr. Philip G. Millhouse, Senior Research Archaeologist with Red Gates Archaeology LLC in Stoughton WI will join us to talk about the diverse native peoples that have occupied the Sugar River Valley for thousands of years through the present day Ho-Chunk. He will discuss plant domestication and animal uses, and how societies adjusted during periods of climate change and over-exploitation. We will learn about historic village sites and trading posts, as well as the early lead trade. We will also explore misperceptions of these cultures and what we know of Native American views of nature, land and culture and how we can learn and benefit from this perspective for the future.

FORUM 2 & ANNUAL MEETING

Saturday April 5

10am – 2pm / Brodhead Public Library

Our April Forum will be part of the program at our Annual Membership Meeting on Saturday April 5. We are pleased to welcome back Jim Amrhein WDNR Water Quality Biologist for our area. Jim will provide an update on the results of phosphorus, temperature, and habitat monitoring in selected streams in our watershed. Several of our volunteers took part in this sampling effort. Jim will update us on plans for continued and expanded sampling efforts and volunteer opportunities during 2014. We will also learn about the recently released *draft proposed list* of impaired waters for 2014 and implications for our watershed. If weather conditions allow, we will travel to sample locations to understand conditions that may be contributing to elevated phosphorus levels.

FORUM 3 – Wednesday May 7

6 – 7pm / Brodhead Public Library

Mark Mayer UW-Extension Agriculture Agent for Green County will join us to talk about our agricultural economy and overall trends in our area based on the most recent data, as well as implications related to the new farm bill. We will learn a bit about the role of our county agents past and present, including the early watershed organizations that sprung up in the 1950s within the farm community to respond to severe soil erosion and flooding.

Please contact us with questions at info@lsrwa.org. Or call 608.897.8641 and ask for Susan Lehnhardt.

See you at a Watershed Forum and at the Annual Meeting!

Sincerely,

Susan Lehnhardt
President
LSRWA

Lower Sugar River Watershed Assoc. | | info@lsrwa.org | <http://www.lsrwa.org>

17921 Smith Road, PO Box 256
Brodhead, WI 53520

3. Objective 3 Attachments



RIVER ALLIANCE of Wisconsin

**MOU Regarding Organizational Development Services
For the Lower Sugar River Watershed Association**
August 2012

Project Objective: To determine the long-term vision of the Lower Sugar River Watershed Association and to implement its strategic goals through board and member involvement.

General Approach: This is expected to be a seven-month consulting project. River Alliance (RA) will help the board members of the Lower Sugar River Watershed Association (LSRWA) evaluate their operations and improve their long-term effectiveness towards strategic goals. Over the course of the project River Alliance expects to work with a planning committee to set the planning process. A half day planning session with the full board will take place in December 2012. The entire board is expected to complete pre and post work. Periodic check-in calls/e-mails are expected to review progress on and modify the work plan included below.

Roles and Responsibilities of Participants:

River Alliance will:

- Review existing plans and planning documents.
- Interview board members to gather information to help the planning process
- Facilitate the planning committee conference calls, including providing the conference call line.
- Work with the planning committee to prepare agenda for the half-day planning session.
- Facilitate the planning session, provide notes and recommendations
- Provide consultation with board members to refine the plan, implement the plan, board work plans and committee assignments.

LSRWA Board of Directors will:

- Provide staffing (board members) for the planning committee
- Set up logistics for the required meetings.
- Review existing plans and planning documents.
- Set aside adequate time at board meetings to integrate results of this review.
- Participate fully in planning meetings
- Contact members to get input on their goals for the organization
- Write and distribute the plan



RIVER ALLIANCE *of Wisconsin*

The Planning Committee will work with Allison Werner at the River Alliance to plan and prepare the December 2012 board planning retreat and write the plan. The planning committee will be made up of 3-4 board members. The committee will do the following things:

Stakeholder and Member Survey

- Develop a set of questions to ask stakeholders during one-on-one phone calls.
- Develop a set of questions to ask members via an online survey
 - Questions set by October 1.
- Send out the survey to all of your members in your e-mail distribution list. (Remove stakeholders that will be called by board members)
 - Online survey e-mailed to members by October 4th. Reminder e-mail sent on October 17 and 30. Close the survey October 31.

Analyze Existing Plans

- Review and analyze April 2011 Kick-off meeting notes, online survey results and other data collected.

Set the agenda for the December 2012 meeting.

Write the Plan

- Write the plan document.
 - One or two committee members will write the plan.
 - Allison will provide a template and guidance.
 - The draft plan will be shared with the entire board for input.



RIVER ALLIANCE of Wisconsin

Work Plan - Steps	RA time estimate	LSRWA time estimate	Timeline (deadlines)
Planning Committee (PC) 1 st meeting. Discuss outcomes and expectations. Set a draft planning process to share with the board.	8	2	August 15, 2012
Susan- Complete Status Report (River Network)	1	1	By August 31
PC-Discuss planning process and share Status Report with the board	0	1	September 5
RA- Phone calls w/ board members to introduce the planning process and ask a few questions	11	30 min each	September 10-21
PC-Review LSRWA current planning documents (Survey results, meeting notes, etc.) and status report results.	2	2	September 10-21
PC- meeting- review planning documents, status report and board call results. Develop questions ask stakeholders. (And maybe online survey questions too)	8	2	Week of September 24
PC- Share stakeholder questions with the board and assign calls. (maybe online survey questions too)	0	1	October 3
Each board member will contact at least one stakeholder to get input on their goals for LSRWA	1	1 each	October 4-31
Maybe- Send out another online survey to the LSRWA distribution list- take out stakeholders that will be called.	4	1	October 4-31
RA-Compile stakeholder call results and send out a report to the PC (maybe online survey too)	4	0	November 5
PC- meeting- review stakeholder call and online survey results and board retreat agenda planning	8	2	Week of November 12
PC-Finalize agenda for the retreat. Via call.	4	1	Two weeks before the retreat
Hold the board retreat	16	4	Early December or January 2013
RA-Write up notes and recommendations	8	0	One week after retreat
PC-meeting to discuss first draft of the plan	8	8	One month after retreat
PC-Consult with board members to refine the plan, implementation plans, board work plans and committee assignments.	1	8	1 st board meeting after draft is written
Share plan at Annual Meeting (get feedback)	1	4	1 st quarter
PC-Make final edits in the plan based on annual meeting feedback	0	8	board meeting after annual mtg.
RA- Follow up w/ board at 30 days and 60 days into implementation.	16	1	
	101 hours	48 hours	



RIVER ALLIANCE of Wisconsin

Project Costs:

RA Consultant Time \$50/hour = \$5,050
RA Direct Expenses 5 trips = \$250
Printing (meeting materials) \$100
Total \$5,300

Projected Cost to LSRWA \$100 (Become a RA member by October 2012)
\$400 (Retreat meeting, food, etc)
\$200 (Annual meeting)
\$100 Printing of the plan
Total \$800

Signatures

RA Representative

[Signature]

Date

10/24/2012

LSRWA Representative

[Signature]
President

Date

09.01.2012

LSRWA 2012 Organization Planning

Planning Committee Chair

Job Description

1. Work with Allison to schedule committee meetings
2. Assure the committee tasks are accomplished by committee members
3. Keep the board up to date on committee work and board tasks
4. Assure board tasks are accomplished

Board Member Tasks:

- Talk with Allison (She will call you) in September
- Call one or two LSRWA stakeholders in October to ask them for their opinion about LSRWA (specific questions will be provided)
- Attend a half-day planning meeting in December
- Review and edit the draft plan in January
- Attend the LSRWA Annual Meeting in ???
- Implement the plan- ongoing

**Lower Sugar River Watershed Association
Strategic Planning Session**

January 13, 2013

11:00am-4:00pm

Java House- 1101 1st Center Avenue, Brodhead

Note: the Java House will open at 10am so we can set up. Please arrive early so we can begin promptly at 11am. Thank you.

Homework: Please review the stakeholder survey results before the meeting. We will not review this document during the meeting. However, the information gathered will be used to help shape your vision, mission and goals. Do any of the comments change or reinforce your opinion about what LSRWA's vision, mission and goals are?

Agenda

- 11:00 Welcome, agenda overview, and introductions
- 11:15 The planning process- How did we get here and where are we going?
- 11:30 Who is LSRWA?
- 12:30 Lunch and LSRWA's Vision
- 1:30 Break
- 1:45 LSRWA's role with landowners and agriculture
- 2:15 How to work in two states
- 2:30 Goals
- 3:45 Wrap up and next steps
- 4:00 Adjourn

LSRWA
Strategic Plan Meeting
October 24, 2012

Notes

Initial Questions:

- End product- the plan will cover 5 years and will include:
 - Vision, mission, organization executive summary, core principles, goals, and a timeline
- End product- we will create a brief vision statement
- End product- the current mission statement will be updated- no major changes
- The draft plan will be presented at the annual meeting in early March
- Lindsay is the committee chair
- We will decide on authors for the plan at the next meeting

Planning Questions:

- What do we know already: comments from April 2011 meeting, online survey, status report, water monitoring data, watershed study
 - Thank you to Lindsay for putting all of the online survey responses to the two key questions into one report.
 - Further review of all of this information is needed before our next meeting.
- What does LSRWA need to know to decide its goals and actions? Questions to ask:
 - What are the demographics of the 150 people that have expressed interest in LSRWA? (Answer: the spreadsheet includes a column for background information, such as “farmer”. Tracking this information should continue)
 - Who is our target audience? Urban, rural, students, etc.? (Board level question)
 - Should LSRWA include the Middle Sugar River watershed in its service area? (Ask key stakeholders: USRWA, Jerry Paulson, Land Conservation Staff)
 - Do the municipalities in our watershed have comprehensive plans or other plans that could have an impact on our watershed? (Ask key stakeholders)
 - How can LSRWA partner effectively with you/your organization? (Looking for partnership opportunities and to avoid duplication)
 - Who are the key organizations already working in the watershed?
 - Who do landowners trust? (Ask land conservation staff, Grande Cheese-his connection to dairy farmers)
 - What changes do you want to see in the watershed in the next 5 years? 50 years?
 - What three problems do you want addressed in the watershed?
 - What do you like about the Lower Sugar River?
 - Tell me about an experience you have had on the Lower Sugar River?
- The questions and a script for stakeholder phone calls will be made by November 6.
- Who does LSRWA need to engage to achieve its goals? Stakeholders:
 - NRCS
 - Farmers (ask Pat)
 - Landowners- 1 per sub-watershed

- Land conservation staff- WI- Green and Rock, IL- Winnebago and Stephenson
- IL- forest/park district
- Natural Land Institute
- Four River Coalition
- Sugar Pecatonica
- Decatur Lake Association
- Lake Somerset
- Clean Wisconsin
- RC&D- Southwest Badger, Town & Country, and Stephenson
- County park staff
- Sport groups- Ducks Unlimited, Trout Unlimited, Pheasants Forever
- AES
- Kuhn Manufacturing
- Organic growers
- Alternative economies
- Land trust- David Clutter, NHLT
- Natural Resources Foundation
- DNR- State Natural Areas- Matt Zine
- Educators
- Black Hawk Tech
- Health Industry
- Historical Society
- We need to prioritize this list and add contact info by November 6.

Planning Process:

- Allison will talk with every board member and Action Team Leader by November 6
- Board, SP Committee and/or Action Team Leaders will call or meet with one or two stakeholders between November 8- 30
- Strategic Planning Committee meeting to review stakeholder responses and plan strategic planning session- November 28 (If this date works for Jill and Diantha)
- The strategic planning session with the board will take place in January. Ask the board if January 12 or 13 would work.

Assignments:

- Further review of all of this information is needed before our next meeting. (Everyone)
- The questions and a script for stakeholder phone calls will be made by November 6. (Allison- committee will review and approve)
- We need to prioritize the stakeholder list and add contact info by November 6. (Allison will create a list and send out to the committee to add contact info- Dropbox?)
- Ask the board to choose a stakeholder or two to call. (Lindsay- at Nov 7th meeting)
- Ask the board if January 12 or 13 would work for the strategic planning session (4-6 hours). (Lindsay- at November 7th meeting)

Other Notes/comments:

- Hold a Sugar River Summit in five years to include USRWA, LSRWA and some newly found Middle Sugar people.

Programmatic Data

ADVOCACY FOR POLICY CHANGE

Number of initiatives you led:
 Number of initiatives you supported:
 Number of initiatives you led that achieved goals:

WATER QUALITY MONITORING/ASSESSMENT

Number of sites monitored: **400**
 Describe how you used your monitoring data:
public education and volunteer training on assessment of ecosystem and watershed health
 Did you monitor and assess the human health impacts: **No**

COMMUNITY ORGANIZING

Number of people regularly contacted: **150**
 Number of community events your organization hosted or organized: **5**
 Number of participants who attended activities or events: **50**
 Number of constituents who took action on an issue on behalf of your organization: **5**
 Number of volunteer spokespersons on issues: **50**

WATERSHED RESTORATION/POLLUTION

Coastal habitat - acres restored:
 Forests and wetlands - acres restored:
 Urban bio-retention - sq. ft. treated:
 Agriculture - acres managed:
 Stream - linear feet restored:
 Trash removed - pounds collected:
 Other: **rapid response to remove new aquatic invasive species from tributary drainage, <.25 ac**

PUBLIC ATTITUDES/BEHAVIOUR CHANGE

What are the targeted behaviors? **developing watershed literacy**
 What changes have you seen? **increased interest in ecosystem and watershed health**
 How do you measure those changes? **public and student/teacher participation**

WATER CONSERVATION

Was a minimum instream flow standard established:
 Were new water conservation measures established :
 Did you promote water conservation:
 Number of gallons saved from water conservation:

PUBLIC EDUCATION AND OUTREACH

Number of public education programs offered: **4**
 Number of children reached in those programs: **20**
 Number of adults reached in those programs: **80**
 Did the participants match community diversity: **Yes**

WATERSHED PLANNING

Number of plans on which your organization is taking a leading role: **1**
 Number of plans on which your organization is participating: **1**
 Number of plans for which you led the implementation:
 Number of plans you assisted in implementing:

REGULATORY ENFORCEMENT

Number of enforcement actions:

LAND PRESERVATION

Number of acres permanently preserved:
 Number of recreational sites planned
 Number of recreational sites built
 Number of recreational sites managed

PROGRAMMATIC ACTIVITIES

Describe your programmatic activities from last year: **LSRWA has completed its first complete year of organization building and community outreach following a successful, well-publicized public kick-off event in April 2011 that attracted nearly 50 people from within and beyond the watershed. With funding from a WDNR River Planning Grant (216-12, Lower Sugar River Watershed Association—Organization Capacity Building, Watershed Community Outreach, and Watershed Planning), and with the support of our sister organization USRWA and other conservation agency and private business partners, LSRWA has taken its initial steps to define its role as a community forum for**

watershed conservation. Our accomplishments in the first year have included:

- Hosting a public engagement and outreach event to introduce the new organization and invite public input on ideas, issues, and concerns. An important feature of the event included a presentation by a local watershed expert on the nature and importance of watershed ecosystems and the natural and cultural history of our own watershed. Break-out groups were formed to engage participants in sharing personal stories and connections to the watershed called “Places of the Heart”, followed by sharing of ideas, concerns, and opportunities that could be addressed by the new organization.
- Establishing a framework for governance, including placement of a board of directors and officers, registering as a non-stock corporation, drafting and approving bylaws, and applying for 501(c)(3) status (underway). We have established five working volunteer Action Teams to carry out the work of the organization, including an Organization AT, Education/Outreach AT, Science AT, Technical AT, and a Grant Writing AT.
- Developing a working contact list of over 150 potential watershed stakeholders and partners as part of a communications and outreach strategy.
- Forming Action Teams to undertake the principle tasks of our first grant project and conducting public working sessions to brainstorm and develop the scope of each team:
 - Organization—governance, membership and fund-raising
 - Education/Outreach—programming, event planning
 - Science and Technical—GIS supported watershed survey, website
 - Grant Writing—opportunities and execution
- Organizing and executing a Citizen Science Rapid Watershed Assessment program that trained and deployed nearly 80 volunteers to “take the pulse of our watershed” at over 400 stream and drainage way crossings throughout the watershed. This qualitative sampling effort to characterize the health of watershed ecosystems involved developing a data form and sampling method that could be used by volunteers with minimal training. Data analysis and mapping classified low, medium, and high quality stream settings based on visible land use, water quality, and habitat quality characteristics. Outcomes will be posted for public access on the organization’s website and will help to identify opportunities for future habitat and water quality improvement projects in partnership with interested landowners, DNR, county land conservation agencies, and others. Such projects are likely to be located near or within the stream stretches that are listed on the 303d List of Impaired Waters.
- Promoting the organization with booths at local and area events, including Earth Day gatherings, Canoeopia, Four Rivers Conference.
- Partnering with the DNR, local landowners, and Applied Ecological Services to execute an Early Detection Rapid Response effort for a new aquatic invasive species *Oenanthe javanica* discovered in a Sugar River floodplain setting in Brodhead. In the first year of the 3-year monitoring, control, and study program we treated the entire population twice with 90% success and have continued the monitoring effort to locate and treat re-growth in year 2. We established a nursery study plot to document overwintering success, collected flowering specimens to distribute to university herbaria for positive identification, and conducted a greenhouse seedbank study to determine the presence of a viable seedbank and native species populations impacted by the presence of this rapid-growing invasive. We have developed a PowerPoint presentation with our partner AES and have presented the EDRR partnership story at the 2011 Invasive Species Symposium in Milwaukee and have registered to present at the invasive species conference this year in La Crosse, WI.

To build on these accomplishments and to advance the conservation leadership capacity of our organization, we sought and acquired another WDNR River Planning Grant to continue building strategic partnerships, to develop a five-year strategic plan, and to take the next steps in developing a watershed plan. The following eight objectives are proposed to achieve these three outcomes.

Discussion of project goals and objectives:

1. Hire a part-time staff member to assist with administrative duties, planning efforts and events.
2. Continue to identify and build strategic alliances with important stakeholder groups and individuals in the watershed, including government, non-profit, and corporate entities, as well as community organizations, businesses, citizens and landowners.
3. Develop a long-term vision and five-year strategic plan in a facilitated, participatory process with input from key strategic partners, advisors, constituent groups, and volunteers.
4. Plan and implement a series of "Get to Know Your Watershed" education, outreach, membership, and fundraising events along with a general membership campaign to build an informed citizenry and to generate a sustainable source of income for the future of the organization.
5. Sponsor a non-competitive student design charrette in collaboration with art teachers and students in schools throughout the watershed to develop a professional quality logo for LSRWA and to foster watershed awareness and student participation in the efforts of the organization.
6. Host a "Conservation on the Farm" event to showcase local farmers who have successfully implemented BMP's for enhancing water quality and wildlife habitat.
7. Create a Watershed "Green Map" to locate and identify watershed-sensitive and friendly businesses, operations, and opportunities, such as public trails and outdoor destinations of ecological interest, organic food producers, artisans, and musicians that support the culture of the watershed. This information will be used to further develop the public interactive "live map" and database on the LSRWA website. Distribute LSRWA maps to public venues to promote interest and advocacy in the watershed.
8. Develop a restoration template or model using Rapid Watershed Assessment data previously collected during our Citizen Scientist project and high-resolution aerial imagery focused on an impaired stream reach. The model would be used to bring landowners, citizens, and other strategic partners together in a collaborative watershed master planning process to show what is possible and to create practical and cost-effective solutions that landowners can implement.

Organizational Info

STAFF, VOLUNTEERS, BOARD

How many full-time paid staff members do you have? **0**

How many part-time paid staff members do you have? **1**

In the last year has your Board evaluated the executive director or lead staff person? **No**

How many volunteers led activities last year? **6**

How many volunteers participated in activities last year? **80**

How many Board members do you have? **10**

How many Board meetings were held in the past year? **10**

How many years can Board members serve before they're required to step down? **Other limit**

How many new members officially joined the Board in the last fiscal year? **13**

Have the Board members who joined in the last year participated in a formal orientation program? **We gave them an informal orientation.**

Do you have written job descriptions for Board members?

How many active committees do you have? **4**

FINANCE & FUNDRAISING

How much money did you spend in the last fiscal year? **\$5,000.00**

What is your total programmatic and organizational budget for the current fiscal year? **\$10,000.00**

Has your Board conducted an external audit in the last year? **No**

How many months of operating expenses can you cover with your financial reserves? **24**

How many individuals gave you money in the last fiscal year? **2**

Range of Gifts: **\$50.00 (low) - \$100.00 (high)**

How many Board members donated money to you in the last fiscal year? **2**

How much money did you raise in the last fiscal year? **\$25,000.00**

MEMBERSHIP

How many dues-paying members do you have?
How many of the members you had last year were new?
Are your members organizations, individuals, or both?
How do you keep track of information for the questions above? **In a single database we all share**

INCOME SOURCES (percentage)

Dues paid by members: **0**
Individual donations, beyond dues: **0**
Events: **0**
Private foundation grants: **0**
State government grants: **100**
Federal grants: **0**
Local and other governmental funding: **0**
Corporate or business sponsors: **0**
All other sources: **0**

MISCELLANEOUS

Which written planning documents does your group currently have? **Annual Work Plan**



Dedicated to the care & enjoyment of our water resources

Lower Sugar River Watershed Association 2013-2017 Strategic Plan

Board of Directors

Susan Lehnhardt, President
Juda, WI

Pat Cardiff, Vice President
Lake Geneva, WI

Meredith Tripp, Treasurer
Brodhead, WI

Mindy Reinstra, Secretary
Juda, WI

Ed Kaderly
Juda, WI

DeeAnna Straub
Brodhead, WI

Aaron Kubichka
Juda, WI

Robert Hansis
Madison, WI

Action Team Leads

Organization
Lynnette Nelson

Technical
Meredith Tripp

Science
Susan Lehnhardt

Education/Outreach
Carol Aslesen

Grant Writing
Susan Lehnhardt

The Watershed

The Sugar River Watershed is divided geographically into upper, middle, and lower reaches, encompassing nearly 487,000 acres in south-central Wisconsin and northern Illinois. It is largely an agricultural watershed with over 80% of the basin in pasture hay and row crop production. Millennia of human occupation and land management using fire shaped this landscape before recent European settlement. Historically, the landscape was characterized by vast stretches of savanna, prairie, and barrens that occupied the broad sandy glacial outwash plain and surrounding hills. Our watershed also includes the eastern edge of the Driftless Area of southwestern Wisconsin, characterized by dramatic limestone and older sandstone outcroppings, adding to the rich biological diversity of the basin.

In the Lower Sugar River Watershed alone, over 7,000 acres of restored and protected lands provide flood protection, wildlife habitat, and water quality benefits in and downstream of the watershed, as well as hunting, fishing, trapping and other outdoor recreation opportunities. Of the hundreds of miles of streams and rivers that drain the Sugar River basin, several reaches are considered Outstanding or Exceptional Resource Waters, which are higher quality stream environments containing rare fishes and other aquatic life forms. An example in the LSRW is Sylvester Creek, which is listed as a Class III Trout Stream. Three streams in the LSRW are classified as Impaired Waters under the Clean Water Act Section 303(d), due to excessive sediment and nutrient loading. Impaired waters do not meet water quality standards and may not support fishing, swimming, recreating or public health and welfare.

The Organization

The Lower Sugar River Watershed Association (LSRWA) is a non-profit, grassroots organization dedicated to empowering citizens with experience and knowledge to steward land and water resources in the Lower Sugar River Watershed. Formed in 2011, in partnership with its long established sister organization the Upper Sugar River Watershed Association (USRWA), LSRWA was created for people who care about and enjoy the Sugar River and the rich, productive landscapes of Southern Wisconsin and Northern Illinois. The rolling hills and valleys that surround the river and its tributary

We all have a stake in clean water!

streams form our watershed and connect us to each other and to the land. The natural assets of our watershed—the deep agricultural soils, forest and wetland habitats, aquatic environments, and wildlife—sustain our lives, and are integral to our regional economy and culture. We believe these assets benefit from our watershed community’s collective stewardship, now and into the future. We all have a stake in abundant and high quality water resources.

Beginning with the organization’s public kick-off event in early 2011, LSRWA has made significant strides in establishing and building its organizational capacity and public support through the following efforts:

- **Public Outreach, Education, and Partnership-Building:** Conducted “Get-to-Know-Your-Watershed” events to showcase the natural resource assets of the area through maps, presentations, and field outings, and sponsored regular public forums to introduce and learn about the work of other key watershed partners. In 2013, we held a workshop on restoring impaired streams and organized our first major fund raiser and membership campaign with *Seasons of the Sugar River—Inaugural Juried Art Exhibit & Benefit*, which featured science and map exhibits created by volunteers and collaborating schools. In 2014, we will initiate an annual Conservation on the Farm event to feature producers in the watershed who contribute to water resource protection through Best Management Practices.
- **Citizen Science Programming:** Trained over 100 adult and student volunteers to undertake a Watershed Rapid Assessment Survey to “take the pulse of the watershed”, as part of initial steps in developing a watershed plan and starting a conversation with landowners and others in the watershed about resource concerns and stewardship opportunities. We have further expanded our data collection efforts by collaborating with the Wisconsin Department of Natural Resources and UW-Extension in their Water Action Volunteer (WAV) program, to train local students and volunteers to measure and document a number of stream chemistry and habitat quality parameters. This information is available to the public, to provide a measure of ecosystem health throughout the watershed.
- **Invasive Species Management:** Conducted, in a public/private partnership, an Early Detection Rapid Response effort to eradicate water celery (*Oenanthe javanica*), a new aquatic invasive species in WI discovered in the Sugar River floodplain. This effort will eventually be expanded into a watershed-wide invasive species monitoring and control program.
- **Organization Development:** Established a volunteer board of directors and four action teams (Organization, Science/Technical, Education/Outreach, and Grant Writing). Hired a part-time Program Coordinator. We are upgrading our website to improve member, partner, and public outreach.
- **Grant Awards:** Received three Wisconsin Department of Natural Resources (WDNR) River Planning Grants (2011, 2012, and 2013) to build capacity and outreach of the organization and to begin the watershed planning process, a WDNR Citizen-Based Monitoring Partnership Program grant (2012) to support volunteer training for conducting water quality sampling, and a Wisconsin Environmental Education Board grant with multiple watershed partners (2013-2014) to support project based curriculum development with local schools.
- **Partner Initiatives:** Encouraged partners in the watershed to adopt and initiate local projects in their subwatershed neighborhoods. To date, several partners have formally adopted their subwatersheds to address water quality issues and opportunities: Grade Cheese and the Juda School District in the North

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Fork Juda Branch (NFJB) and Decatur Lake Mill Race Association and local landowners in the Searles Creek basin.

- **School Outreach:** Worked with local schools and teachers to “bring the watershed into the classroom”. With the Juda School District, we acquired WEEB grant funding and the support of collaborating partners and local landowners to undertake an ambitious project to develop a watershed curriculum around a student-designed stream restoration project. The project creates an outdoor laboratory where students can implement and monitor best management practices in demonstration test plots to achieve improved water quality. Teachers and students of the Monroe School District recently participated in the *Seasons of the Sugar River Art Show*, bringing more than 200 Monroe Middle School 6th graders to the show to photo document and record their observations and interpretations on their iPads to raise community awareness of the Lower Sugar River Watershed and the Association's efforts. LSRWA science exhibits have been presented at the Monroe Middle School Science Fair attended by over 600 students, and at the World Soils Day at the Juda School. Several schools have been involved in early watershed assessment sampling, including Durand, Juda, and Monroe students and teachers.

In the fall of 2012, LSRWA initiated a planning process, facilitated by Allison Werner of River Alliance of Wisconsin, to develop a long-term vision for the organization, resulting in the development of this five-year strategic plan that will be used to effectively implement our vision. This process engaged board members, action team leads and members, strategic partners and advisors, and key constituent groups. Input gathered at previous public events and brainstorming sessions during 2011 was also incorporated into the planning process.

Vision

The Lower Sugar River Watershed Association (LSRWA) is a center of information about the ecology, economy, and culture within the Lower Sugar River Watershed. By engaging the public in data collection, hands-on conservation projects, and open forums, we encourage citizens to practice good stewardship, enhancing the quality of life for all who live, work, and play within the watershed.

Mission

The Lower Sugar River Watershed Association brings people together in an open exchange, empowering all with experience and knowledge to steward land and water resources for the benefit and enjoyment of our communities, today and for generations to come.

Core Principles

Watershed: We will work within upland, wetland, riparian, and stream ecosystems in the Lower Sugar River watershed.

Partnerships: Our goals will be accomplished in cooperation with others working in the watershed.

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Inclusivity: Participation of diverse stakeholders and citizens strengthens our work.

Stewardship: We will foster good stewardship, ensuring the health of the watershed for future generations.

Science: Our work is guided by science.

Balance: Our work will balance the needs of all living things - humans, wildlife and plants.

Respect: We will respect all views and opinions.

Excellence: We commit to excellence with passion and determination.

Goals

1. Organizational Capacity:

- A. Develop and maintain the financial capacity and human resources necessary to accomplish our mission.
- B. Articulate and amplify our mission, vision, and goals through a communications plan.
- C. Be a well-known, trusted resource and partner in the Lower Sugar River Watershed.
- D. Develop board effectiveness through training opportunities.

2. Watershed Assessment, Planning and Implementation:

- A. Water and habitat quality—evaluate all 13 sub-watersheds and prioritize areas for implementation of land-use and stormwater management practices to improve ecosystem health and water quality.
- B. Invasive species—develop programming to address invasive species throughout the watershed
- C. Partner resources—identify local and regional organizations and landowners making conservation investments and implementing projects and programming in the watershed.

3. Education and Outreach:

- A. Empower the watershed community to take action and make decisions about their environment by providing access to information and experiences.
- B. Demonstrate that best management practices are cost effective ways to improve water quality.

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2015 LSRWA Annual Work Plan

	Task/Subtask	2015												2016												Lead Action Team(s)	Funding Source	Date Complete	Comments	
		J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D					
ORGANIZATION	Taxes/annual reports																													
	2013 Q4 employment taxes	X																								OAT				
	2013 W-2(s)	X																								OAT				
	2013 990-N (ePostcard)	X																								OAT				
	2014 quarterly FICA tax (fed)				X			X			X		X													OAT				
	State Annual Report												X													OAT				
	File for sales tax exemption	X	X	X																						OAT			Ask DeAnna for guidance, esp. re: sales tax on goods to be resold	
	Maintain state Employer ID #	X																								OAT				
	Annual/quarterly audit			X			X			X			X														OAT			Ask DeAnna for audit services/support
	River Network/River Alliance	X																									OAT			
	Annual member meeting																													March 14 possible date
	Planning/coordination	X																									OAT			Reserve room, contact speakers
	Annual report	X	X																								OAT			Financial report
	Annual elections			X	X																						OAT			Need to determine who is up for election/ term end (revisit bylaws)
	Board/partnership development																													
	Update Organizational Folders	X	X	X	X	X	X	X	X	X	X	X	X	X													OAT			
	New BOD/partner outreach	X	X	X	X	X	X	X	X	X	X	X	X	X													OAT			At least 2 BOD, pref. to meet skills needed (finance, law, website, IL resident, ag). Strengthen farmer outreach, including stream monitoring data. Pass out LSRWA cards while doing monitoring/sampling.
	Trainings/workshops	X	X	X																							OAT			Fundraising/membership w/ River Alliance; possibly charge \$10 for local groups to attend (Ned Hollister Bird Group, GRAS, DLMRA, LWSRIA, TPE, NLI, etc.)
	Membership program																													
	Maintain tracking spreadsheet	X	X	X	X	X	X	X	X	X	X	X	X	X													OAT			Add newsletter delivery preference (electronic/print)
	Newsletters/eblasts				X									X													OAT			2 newsletters/ year, periodic eblasts as needed. Website team to discuss.
	Review/update membership benefits	X	X																								OAT			revisit on membership brochure
	Set-up online payment system	X	X	X																							OAT			per RPGIII
	Outreach (mailings, exhibits, press, presentations, etc.)	X	X	X	X	X	X	X	X	X	X	X	X	X													OAT			presentations, festivals, fairs, etc.
	Board strategic partner outreach (maintain partner database/record of communications)	X	X	X	X	X	X	X	X	X	X	X	X	X													OAT			Monroe Clinic re water quality/human health link; Beloit Farmer's Market (Kevin); outreach to previous and new potential partners via BOD calls
	2 year fundraising plan																													
	Work session to draft plan	X	X																								OAT			
	Trainings/workshops	X	X	X	X																						OAT			
	Quarterly funding raising updates			X			X			X			X														OAT			
	Watershed forums																													
	Database of potential speakers	X	X																								OAT			Spring: Midwest BioAg; SW Badger RC&D; Fall: Soil Carbon Project
	Schedule sessions			X		X					X		X														OAT			
	E-blast or other advertisement		X		X					X		X															OAT			
																											OAT			
	Strategic plan/annual work plan																													
	Review/update annually	X																									OAT			
Post to website		X																								OAT				
																										OAT				
Student design charrette (w/ Green Map)																														
Create Green Map	X	X	X	X	X	X	X	X	X	X	X	X	X													EOAT			See SAT work plan detail & Green Map Project proposal	

2015 LSRWA Annual Work Plan

	Task/Subtask	2015												2016												Lead Action Team(s)	Funding Source	Date Complete	Comments
		J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D				
EDUCATION/OUTREACH																										EOAT			
																										EOAT			
																										EOAT			
	Juda Watershed Project																												
	Final reporting	X																								EOAT			
																										EOAT			
																										EOAT			
																										EOAT			
	Compile a 4-part "Watershed Curriculum"																												
																										EOAT			
																										EOAT			
																										EOAT			
	Sugar River Cleanup w/ LWSRIA					X																							
																										EOAT			
																										EOAT			
																										EOAT			
	Birding & Botanizing in the LSRWA					X	X																						
	Coordiantion w/ GRAS																									EOAT			
	Coordiantion w/ guides																									EOAT			
	Site selection																									EOAT			
	Communication/press																									EOAT			
	Historic Site Tour & Picnic						X	X																					
	Coordiantion w/ Historical Society & guides																									EOAT			
	Site selections																									EOAT			
	Plan activities (scavenger hunt/map)																									EOAT			
	Coordination: food, site, facilities, etc.																									EOAT			
	Communication/press																									EOAT			
	Watershed Field Day								X																				
																										EOAT			consider for 2016 to allow completion of RPGIII objectives
																										EOAT			
																										EOAT			
	Canoe trip (Get to Know Your Watershed)								X																				
																										EOAT			consider for 2016 to allow completion of RPGIII objectives
																										EOAT			
																										EOAT			
	Hiking the LSRWA									X																			
																										EOAT			consider for 2016 to allow completion of RPGIII objectives
																										EOAT			
																										EOAT			
	Other: insects, stars, etc.																												
																										EOAT			consider for 2016 to allow completion of RPGIII objectives
																										EOAT			
																										EOAT			
	Seasons of the Sugar River									X																			
																										EOAT			

2015 LSRWA Annual Work Plan

	Task/Subtask	2015												2016												Lead Action Team(s)	Funding Source	Date Complete	Comments	
		J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D					
																										EOAT				
																										EOAT				
TECHNICAL	IT management	X	X	X	X	X	X	X	X	X	X	X	X																	
	Laptop/software maintenance																									TAT			Coordinate laptop software maintenance and ID lead	
	Electronic file management (cloud)																									TAT			Determine how we want to use (collaboration, transfer, etc.)	
																										TAT				
																										TAT				
	Communications																													
	Phone/messaging management																									TAT				
	Email maintenance																									TAT				
																										TAT				
																										TAT				
	Website maintenance/development	X	X	X	X	X	X	X	X	X	X	X	X	X															Update after Jan 31 website meeting	
	Assign website maintenance tasks	X																								TAT			May want to add calendar, blog	
	Create maintenance plan	X	X																							TAT			Possible "captcha" for our report a sighting, etc. to avoid phishing	
	Adding payment system/ payment button	X	X	X																						TAT				
																										TAT				
	GIS/mapping																													
	Green Map (see SAT work plan detail & Green Map Project proposal)																									TAT			see Green Map Project proposal	
	Live Map																									TAT			possibly combine with "green map" on line as GIS layer	
																									TAT					
																									TAT					
SCIENCE	Hold a WRAS/ WAV training session																												Move into northern IL, middle Sugar River watershed	
	Coordinate/conduct WRAS training to photo document sample points (coord w/ invasive spp monitoring & EDD mapping etc.)						X																			SAT				
	Coordinate/conduct WAV/P training & sampling							X																		SAT				
																										SAT				
	Hold 4 restoration workshops																													
	Searles Basin & Decatur Lake (TBD) w/ DLMRA																									SAT				
	Juda Branch w/ Juda School & Grande									X																SAT				
	OK Creek Soils Project w/ Brodhead School (TBD)																									SAT				
	Otter Creek w/ Lake Summerset/NLI (TBD)																									SAT				
	Develop invasive species monitoring program																													
	Develop program w/ key partners (WDNR, SW Badger RC&D, NLI, et al)						X																			SAT			look into EDD Maps; reach out to garden clubs and other vectors	
	Field training/field day featuring EDRR project involving Vietnamese parsley (<i>Oenanthe javanica</i>)						X																			SAT				
	Field training/field day featuring "planting w/ natives" w/ partners TCRN, Paul Roemer																									SAT				
																										SAT				
	Further develop and implement restoration model																													
	Incorporate into restoration workshops, post to website w/ narrative interpretation				X	X	X	X	X	X																	SAT			
																										SAT				

2015 LSRWA Annual Work Plan

	Task/Subtask	2015													2016													Lead Action Team(s)	Funding Source	Date Complete	Comments
		J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D						
																										SAT					
	Create and distribute Green Map (w/ charrette)																														
	Work with TAT and EOAT to develop and distribute (see Green Map Project proposal)	X	X	X	X	X	X	X	X	X	X	X	X													SAT					
																										SAT					
																										SAT					
	Create soil carbon educational tool																														
	Design collaboration		X	X	X																						SAT				
	Critical review				X	X	X																				SAT				
	Website testing							X	X																		SAT				
	Reporting									X																	SAT				
GRANTS	Grant management																														
	Coordinate grant execution	X	X	X	X	X	X	X	X	X	X	X	X														GAT				
	Quarterly status updates			X			X			X			X														GAT				
	Update grant budgets			X			X			X			X														GAT				
	Grant deliverables/reporting			X			X			X			X														GAT				
	Grant acquisition																														
	Research grant opportunities	X	X	X	X	X	X	X	X	X	X	X	X														GAT				
	Coordinate/schedule grant applications	X	X	X	X	X	X	X	X	X	X	X	X														GAT				
	WDNR River Planning Grant												X											X		GAT					
																											GAT				

4. Objective 4 Attachments



Image Deleted

LSRWA



LOWER SUGAR RIVER
watershed • association

**Join us for our Annual Meeting and
Field Visit this Saturday!**

Sat. April 5, 10 am - 1 pm
Brodhead Memorial Public Library [Map](#)

Field Visit to Impaired Streams 1 - 2:30 pm

*Free and open to the public, lunch and
refreshments provided*

AGENDA

- 10:00 Sign-in/
Social time
- 10:30 Welcome &
Annual
Report
- 11:00 Presentations
- 12:00 Lunch- Video
and Poster
Presentations
- 12:45 Election
Results and
Awards
- 1:00 Field Visit to
Impaired
Streams

Brodhead Memorial
Public Library
1207 25th Street
Brodhead, WI 53520

For more information:
email us...
info@lsrwa.org

or call us...
Susan Lehnhardt
608.897.8641

This will be a great opportunity to connect with your neighbors, meet new friends, and to learn about what's going on in the watershed and how you can get involved in the exciting work of this growing organization!

Presentations and Field Visit

**Juda School Green Team and FFA members
with Lindsay Andrews, LSRWA Program
Coordinator**

*An Impaired Stream Partner Project-- Restoring the
North Fork Juda Branch*

Juda School and several local partners have come together to restore the health of their local stream. Students and teachers are collaborating with LSRWA and other local partners to "bring the watershed into the classroom" by developing a supplemental watershed-based curriculum and a publically accessible experimental buffer demonstration site along the impaired NFJB. They will share their experience and their buffer design, which will become part of a long-term outdoor laboratory for monitoring water quality improvements and stream health.

Jim Amrhein, WI DNR Water Quality Biologist
*Results & Implications of Phosphorus Testing in the
Sugar River Watershed*

Field Visit to Impaired Streams

As the WDNR Water Quality Biologist for our area, Jim will provide an update on the results of phosphorus, temperature, and habitat monitoring in selected streams in our watershed. Several of our volunteers took part in this sampling effort, and Jim will update us on plans for continued and expanded opportunities during 2014. We will also learn about the recently released *draft proposed list* of impaired waters for 2014 and implications for our watershed. Weather permitting, we will travel to sample locations along nearby streams to understand conditions that may be contributing to elevated phosphorus levels.

Video: *Sights of the Lower Sugar River*

Videographer Dave Aslesen and Pilot Steve Apfelbaum flew the Sugar River at an elevation of 500' in Steve's home-made experimental plane, a Glasair Sportsman 2 + 2, with a "Go Pro" camera attached to the right wing strut. They video recorded the entire river at 120 mph from its confluence with the Pecatonica River near Shirland to its headwaters in southwestern Dane County. Dave also explored and recorded many of the natural and cultural sights that can be found on or close to the river within the Lower Sugar River Watershed between Shirland and Albany. The video integrates these perspectives, along with an animated location map, to present a brief synopsis of the Lower Sugar River and its many sights and attractions.

See you at the Annual Meeting!

Lower Sugar River Watershed Assoc. | | info@lsrwa.org | <http://www.lsrwa.org>

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Brodhead, WI 53520

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LSRWA

LOWER SUGAR RIVER
watershed • association

*Time to get outside!
Join us for one of our Spring
Outings in May and June*

MAY EVENT

Calling All River Rats for the Sugar River Clean-Up!

WHEN: Saturday, May 17-9 AM to 4 PM

MEETING PLACE: Albany American Legion Hall, 300 N Water St. / Across from Albany boat ramp, near the Police/Fire Station at 9 AM

CONTACT FOR DETAILS: Frank Kapel, Lake Winnetka Sugar River Improvement Association, 608-862-1698 lwsria@aol.com, or Carol Aslesen 608.633.4331 / cgaslesen@gmail.com



If you enjoy fishing, paddling, or tubing the Sugar River, and want to contribute your time and some tender loving care to spruce up our favorite stream, please join us for the annual Sugar River Clean Up! This year, LSRWA is joining Frank Kapel and volunteers of the Lake Winnetka Sugar River Improvement Association for a day of river clean-up activities. Frank and his group have been organizing this successful event for 20 years. With many people pitching in to pick up trash in the river and along the banks, much can be accomplished in a day. Other teams clear selected fallen trees in the river north of Albany to create a safer path for canoes and kayaks.

- Sign in at the Albany American Legion at 9 am. You will be assigned a section of the river to clear. Sack lunches, garbage bags, and shuttle service are provided.
- Bring your canoe, camera, and a garbage grabber tool. (Make one by taping a garden hand "claw" to the end of a pole.)
- If you prefer to walk the river banks and pick up trash, you can be assigned to an area to do that.
- If you want to help clear fallen trees, contact Frank Kapel at lwsria@aol.com to see what equipment is needed.
- All participants are invited to take photos of the clean up in action, for possible inclusion on the LSRWA web site.

Email Carol at cgaslesen@gmail.com to let us know you are coming!

JUNE EVENTS

Birding in Avon Bottoms with Quentin Yoerger



WHEN: Saturday, June 14-6:45 to 10 AM

MEETING PLACE: Avon Bottoms State Wildlife & State Natural Area, at the Sugar River Boat Launch Parking Lot on Nelson Road

CONTACT FOR DETAILS: Susan Lehnhardt 608.897.8641 x20 / info@lsrwa.com

Avon Bottoms features some of the most extensive floodplain forest habitat in southern Wisconsin, supporting some of our watershed's rarest bird species, including the striking Prothonotary Warbler and the Yellow-billed Cuckoo. Now surrounded by several thousand acres of conservation grasslands, this wildlife area also features an abundance of grassland birds and waterfowl. Birders of all skill levels-from first-time bird watchers to seasoned experts-are invited to join us as we travel to easily-accessed viewing areas with one of our region's seasoned bird experts to learn more about the rich diversity of our local birds. Bring a light backpack with water, snacks, insect repellent, binoculars, field notebook, and camera. The outing will occur with light rain, so rain gear is advised. (Photo credit: Mike Foy, DNR)

Magnolia Bluff Potluck Picnic & Savanna Restoration Tour with Kevin Kuwala



WHEN: Saturday, June 21-12:30 to 4:00 PM

MEETING PLACE: Picnic Area at Magnolia Bluff County Park-4002 North Croak Road, Evansville, WI 53536

CONTACT FOR DETAILS: Carol Aslesen 608.633.4331 / cgaslesen@gmail.com

BRING: Potluck dish to share

Families are invited to come discover Magnolia Bluff County Park, one of Rock County's hidden treasures. Share a potluck meal, meet new friends, enjoy special children's activities and soak up the spectacular view from the second highest point in Rock County. A portion of the park is designated as a State Natural Area, for the purpose of protecting remnant dry prairie and oak savanna habitats that support some of our most uncommon native plant species, including the state threatened plant kitten-tails (*Besseyia bullii*). Kevin Kuwala, our special guest, will talk about the work of dedicated Prairie Enthusiast volunteers who are restoring these unique areas of the park. Children's activities will be provided by Lena Verkuilen, director of the Welty Environmental Center. The potluck will begin at 12:30, followed by the guided tour at 2:00 PM. Please bring something to share: cold sandwiches, a salad, side dish, or dessert and your own plates, glasses, and utensils. Lemonade will be provided. Some picnic tables are available; however, we suggest bringing folding chairs. Email Carol at cgaslesen@gmail.com to sign up for this family event!

Lower Sugar River Watershed Assoc. | info@lsrwa.org | <http://www.lsrwa.org>

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LSRWA

LOWER SUGAR RIVER
watershed • association

Summer & Fall Events

join us & bring your family and friends to explore the watershed!

JULY

Level 1 Water Action Volunteer Training

WHEN: Saturday, July 26-9:00 AM to 3:00 PM

MEETING PLACE: Shelter house at the Juda Park located on High School Road, in Juda, WI.

CONTACT FOR DETAILS: Patrick Cardiff at pat.cardiff@grande.com. Visit the LSRWA web page at www.lsrwa.org to learn more about stream monitoring and why it is important. Training will take place rain or shine.

COST & WAIVER: FREE, and lunch will be provided. Please bring hip waders if you have them. A limited number of waders will be available for use. All other supplies will be provided. Please be prepared to provide contact information and to sign a waiver exempting LSRWA and the WAV program of liability. Trainees under the age of 18 must have a parent or guardian sign the exemption form.

The Lower Sugar River Watershed Association in partnership with the UW-Extension and WI Department of Natural Resources invite you to become a volunteer Citizen Scientist to collect information on stream health in our watershed. After a short training session led by Kris Stepenuck and Lindsey Albright of the UW-Extension and WI Department of Natural Resources on how to sample, measure and analyze stream flow, macro invertebrate populations, stream and riparian habitat, as well as water transparency, temperature, dissolved oxygen and phosphorus levels. After the training session you will be qualified to join a team to perform stream monitoring once a month from May through October, at publically accessible stream locations. LSRWA has assessed and mapped watershed conditions at over 400 stream crossing locations. Currently, five trained volunteer teams also conduct WAV 1 and/or phosphorus testing at 21 of these sites.

AUGUST

First Annual Watershed Field Day & Bus Tour

WHEN: Saturday, August 2-9:00 AM to 1:00 PM

MEETING PLACE: Participants will board a bus at the Juda High School Upper Parking Lot at 9 AM and will return to the parking lot around 1PM.

REGISTER & CONTACT FOR DETAILS: To sign up, email or call Susan Lehnhardt at susan@appliedeco.com, (608) 897-8641 x20; or Ralph Johnson at rj@judaschool.com, (608) 934-5251 x260. There is no cost to participate, but please contact Susan or Ralph to register. A map of the route will be provided or emailed to you. Participants are encouraged to dress for the weather conditions and to bring your own sack lunch, water bottle, and cup for the home-made lemonade and root beer floats that will be available at two of the tour stops. Be prepared for walking in open field conditions-an umbrella or hat, sunscreen, insect repellent, camera, and binoculars are recommended. Participants will be asked to sign a waiver exempting sponsors of liability. Youth under the age of 18 must have a parent or guardian sign the exemption form.

Don't miss homemade ice cream, root beer floats, icy lemonade, and an opportunity to meet local producers and neighbors at the FIRST ANNUAL WATERSHED FIELD DAY in the Lower Sugar River Watershed. The guided bus tour will include lands in the western upland and bottomland portions of the watershed, including stops at three local farms, where landowners will talk about their conservation land management practices.

As the bus travels the rural roads, we will look back at the early days of farming and the legacy of watershed conservation efforts in Green County. We will consider the changing economies and land use practices since that time that have challenged our ability to maintain healthy soils and water quality. At tour stops we will see differing approaches to crop production, conservation, and management practices which promote healthy soils, clean water, and wildlife. We will find out how crop rotations, contour farming, and cover cropping maintain healthy soils for generations of productive crop yields, and learn about how healthy soils are essential to providing proper nutrition in the meals we prepare for our families. We will see degraded lands that have been restored to native prairie, savanna, and wetlands where "crops" being produced include native plant seeds, soil microbes, wildlife and game, and important pollinators that support other crop production.

SEPTEMBER

Paddle Expedition on the Lower Sugar River

WHEN: Saturday, September 6-1:00 PM to end of paddle (approximately 2 HR paddle). NOTE: rain date scheduled for Sunday, September 7 at the same time.

MEETING PLACE: Yale Bridge Road boat landing in Illinois. We will unload and shuttle vehicles to the end point at Two Rivers Forest Preserve boat landing on Shirland Road.

REGISTER & CONTACT FOR DETAILS: Meredith Tripp at brodheadbillie@msn.com. There is no cost to participate, but please contact Meredith to register. A map of the route, with put in and take out points will be emailed to you. Bring your own equipment: canoes or kayaks, paddles, life jackets, water, hat, sunscreen, insect repellent, snacks, binoculars. The outing will occur with light rain, so rain gear is also advised.

SKILL LEVEL & WAIVER: Intermediate to advanced paddlers; not recommended for beginners. All paddlers will be required to wear PFDs. Participants will be asked to sign a waiver exempting LSRWA of liability. Youth under the age of 18 must have a parent or guardian sign the exemption form.

Canoeing and tubing are popular on the Sugar River from Albany to Brodhead, but not as many folks have explored the final stretch of the Sugar River before it empties into the Pecatonica. This scenic and remote route runs through several Illinois Forest Preserves and ends near Shirland, IL. Canoeists and kayakers are encouraged to join us on a paddle through this interesting section of the Sugar River. Here the Sugar River winds through mostly undeveloped Illinois State Forest Preserves and Natural Areas, with opportunities to encounter the rich diversity of plants and animals of this wild reach of the river, including sycamore trees, eagles and river otter. The trip

ends at the confluence of two rivers, as you paddle under a picturesque truss bridge and into the Pecatonica River.

OCTOBER

Colored Sands Nature Hike with Lena Verkuilen

WHEN: Saturday, October 11-9:00 AM to NOON

MEETING PLACE: Main parking lot of the Colored Sands Forest Preserve, 10602 Haas Road, Durand, IL

CONTACT FOR DETAILS: To sign up, please contact Lena Verkuilen at info@weltycenter.org or (608) 361-1377 by October 8. Bring binoculars, camera, sun screen, hat, bug repellent, and water bottle, and a BYO picnic lunch to enjoy in the park at the end of the hike.

October is an ideal time to get out and enjoy the sights and sounds of a crisp fall day. Join Lena Verkuilen, Director of the Welty Environmental Center, for a hike through the picturesque Colored Sands Forest Preserve near Durand, IL. The Sugar River flows through this preserve and the adjoining Sugar River Forest and Sugar River Alder Preserves, all with miles of hiking trails. Our route will lead us through open areas where prairie restoration is taking place, and wooded hills leading to a fantastic overlook of the Sugar River. We will hike until about noon, then return to the park's picnic tables at the end of the walk to share a BYO picnic lunch. The Sand Bluff Bird Banding Station is located in the preserve, just off the parking lot. It will be open, weather permitting, from 8 am to 4 pm that day, and all are welcome to watch the bird banders in action!

Seasons of the Sugar River/*back roads & backwaters* Juried Art Exhibit & Fundraiser

WHEN: October 31-November 28; opening reception Friday, November 7, 5:00 - 7:00 PM

LOCATION: Monroe Arts Center, 1315 11th Street, Monroe WI

CALL FOR ART DETAILS: Artists, please go to our website at www.lsrwa.org for application and details on submitting artwork (click on "Get Involved" and go to "Juried Art Exhibit"); or contact Jill Sampson at basketladies2002@yahoo.com, (608) 214-6591.

Regional artists are invited to submit work inspired by "back roads & backwaters"-the hidden, out-of-the-way places in the watershed's countryside and natural places. The show will encompass the entire Sugar River Watershed from its headwaters in western Dane County to its confluence with the Pecatonica River in northern IL. Through the artistic expression of local artists and regional artists, we hope to share more broadly the mission of our organization to foster awareness, sense of place, and stewardship of the natural assets of our watershed community.

The Lower Sugar River Watershed Association is a not-for-profit volunteer organization dedicated to the care and enjoyment of our water resources.

Lower Sugar River Watershed Association | info@lsrwa.org | <http://www.lsrwa.org>

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Brodhead, WI 53520

LSRWA

LOWER SUGAR RIVER
watershed • association

Reminder - Fall Events!

fall is a great time to explore the watershed!

Paddlers, it's not too late to sign-up for the upcoming float Saturday, September 6 on the Lower Sugar River - see details below.

We've also recently teamed up with the **Wisconsin Entomological Society** to host an insect field outing and collection event in Avon Bottoms before mid-October. This will be an opportunity to meet WES members and to contribute to the knowledge of insect fauna in our watershed. *Watch for more details coming soon!*

SEPTEMBER

Paddle Expedition on the Lower Sugar River

WHEN: Saturday, September 6-1:00 PM to end of paddle (approximately 2 HR paddle). NOTE: rain date scheduled for Sunday, September 7 at the same time.

MEETING PLACE: Yale Bridge Road boat landing in Illinois. We will unload and shuttle vehicles to the end point at Two Rivers Forest Preserve boat landing on Shirland Road.

REGISTER & CONTACT FOR DETAILS: Meredith Tripp at brodheadbillie@msn.com. There is no cost to participate, but please contact Meredith to register. A map of the route, with put in and take out points will be emailed to you. Bring your own equipment: canoes or kayaks, paddles, life jackets, water, hat, sunscreen, insect repellent, snacks, binoculars. The outing will occur with light rain, so rain gear is also advised.

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OCTOBER

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CONTACT FOR DETAILS: To sign up, please contact Lena Verkuilen at info@wellycenter.org or (608) 361-1377 by October 8. Bring binoculars, camera, sun screen, hat, bug repellent, and water bottle, and a BYO picnic lunch to enjoy in the park at the end of the hike.

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Insect Outing & Collection Event in Avon Bottoms with Wisconsin Entomological Society

WHEN: before mid-October - watch for more details soon!

MEETING PLACE: Avon Bottoms area - meeting place to be determined

CONTACT FOR DETAILS: Please contact Susan Lehnhardt at info@lsrwa.org; WES members can also contact PJ Liesch at pliesch@wisc.edu.

Seasons of the Sugar River/*back roads & backwaters* Juried Art Exhibit & Fundraiser

WHEN: October 31-November 28; opening reception Friday, November 7, 5:00 - 7:00 PM

LOCATION: Monroe Arts Center, 1315 11th Street, Monroe WI

CALL FOR ART DETAILS: Artists, please go to our website at www.lsrwa.org for application and details on submitting artwork (click on "Get Involved" and go to "Juried Art Exhibit"); or contact Jill Sampson at basketladies2002@yahoo.com, (608) 214-6591.

Regional artists are invited to submit work inspired by "back roads & backwaters"-the hidden, out-of-the-way places in the watershed's countryside and natural places. The show will encompass the entire Sugar River Watershed from its headwaters in western Dane County to its confluence with the Pecatonica River in northern IL. Through the artistic expression of local artists and regional artists, we hope to share more broadly the mission of our organization to

foster awareness, sense of place, and stewardship of the natural assets of our watershed community.

The Lower Sugar River Watershed Association is a not-for-profit volunteer organization dedicated to the care and enjoyment of our water resources.

Lower Sugar River Watershed Association | info@lsrwa.org | <http://www.lsrwa.org>

17921 Smith Road, PO Box 256
Brodhead, WI 53520

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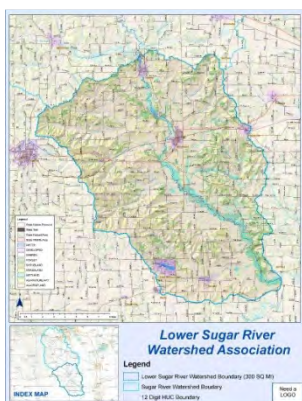


Early spring thaw in the Mt. Hope Cemetery Catchment

LSRWA | Lower Sugar River Watershed Association JOIN US FOR A WATERSHED FORUM!

March 29, 2013

Thank you for Attending the Annual Meeting & Spring Workshop 2013!



WHEN
mark your calendar!

FORUM 1
WED APRIL 3
6:00 - 7:00 pm

FORUM 2
WED MAY 1
6:00 - 7:00 pm

WHERE [directions](#)
Memorial
Public Library
1207 25th Street
Brodhead, WI 53520

For more information:
email us...
info@lsrwa.org

or call us...

Thank you!

We want to thank everyone who helped with and participated in our first annual meeting and spring workshop. Your commitment of time, hard work, and enthusiasm made this gathering a great success and sets the stage for great collaborations ahead.

We Want to Continue the Conversation...

To continue the conversation we started with the spring workshop on impaired streams, we want to bring you and others back together to learn and talk about the exciting conservation work underway in our watershed by our partners, local landowners, and volunteers. We will host--with our friends Green Rock Audubon Society--an hour-long evening forum once a month and feature natural resource experts and conservation practitioners making investments in our watershed. These sessions will be an open forum for you to ask questions and to discuss opportunities to get involved.

FORUM 1 - WEDNESDAY APRIL 3 Brodhead Public Library 6p - 7p

Jim Amrhein DNR Water Quality Biologist and Mike Foy DNR Wildlife Biologist for the South Central Region will talk about unique resources, critical resource issues, and current research, management, planning, and monitoring efforts in LSRWA. We will learn about opportunities for LSRWA volunteers to get involved.

Susan Lehnhardt
608.897.8641

FORUM 2 - WEDNESDAY MAY 1 Brodhead Public Library 6p - 7p

Jason Thomas Green County NRCS District Conservationist and Greg Stewart who farms in the Searles Creek Basin will join us to help us understand the typical relationship between NRCS and farmers and what situations/conditions trigger the implementation of conservation practices. We will learn about: the typical outcomes, measures of success, and long-term sustainability of such practices, what incentivizes or impedes farmers from implementing such practices, and what changes are on the horizon with the new farm bill.

Learn more about LSRWA on our website, and contact us with questions at info@lsrwa.org. Or contact us by phone 608.897.8641 and ask for Susan Lehnhardt.

See you at the Watershed Forum!

Sincerely,

Susan Lehnhardt
President
LSRWA

Lower Sugar River Watershed Assoc. | | info@lsrwa.org | <http://www.lsrwa.org>

17921 Smith Road, PO Box 256
Brodhead, WI 53520



LSRWA | Lower Sugar River Watershed Association

Dedicated to the care & enjoyment of our water resources

JOIN US FOR A WATERSHED FORUM in 2014!

February 20, 2014

Mark your calendar!

FORUM 1

WED MARCH 5

6:00 - 7:00 pm

FORUM 2 / Annual Meeting

SAT APRIL 5

10:00 am - 1:00 pm

FORUM 3

WED MAY 7

6:00 - 7:00 pm

directions

Memorial

Public Library

1207 25th Street

Brodhead, WI 53520

For more
information:
email us...

info@lsrwa.org

or call us...

Susan Lehnhardt

608.897.8641

Spring & Fall Watershed Forum Series

Mar/Apr/May—Oct/Nov/Dec

We are pleased to announce our line-up of exciting and informative public forum presentations for 2014, beginning with our spring series. Watch for details on the fall series later in the season. The themes of our presenters will range from early cultural history and land uses to trends, best practices, research and innovations in contemporary agriculture and ecosystem restoration and management. Our forums are intended to give you an opportunity to meet watershed partners and experts, to learn about the stewardship of natural and cultural resources in our region, and to ask questions and learn about opportunities to get involved in volunteer efforts. We hope you can join us!

FORUM 1 — Wednesday March 5

6 – 7pm / Brodhead Public Library

**NATIVE AMERICAN HISTORY ALONG THE SUGAR RIVER—
Changing Settlement Patterns, Land Use and Resource
Exploitation Through Time**

Dr. Philip G. Millhouse, Senior Research Archaeologist with Red Gates Archaeology LLC in Stoughton WI will join us to talk about the diverse native peoples that have occupied the Sugar River Valley for thousands of years through the present day Ho-Chunk. He will discuss plant domestication and animal uses, and how societies adjusted during periods of climate change and over-exploitation. We will learn about historic village sites and trading posts, as well as the early lead trade. We will also explore misperceptions of these cultures and what we know of Native American views of nature, land and culture and how we can learn and benefit from this perspective for the future.

FORUM 2 & ANNUAL MEETING

Saturday April 5

10am – 2pm / Brodhead Public Library

Our April Forum will be part of the program at our Annual Membership Meeting on Saturday April 5. We are pleased to welcome back Jim Amrhein WDNR Water Quality Biologist for our area. Jim will provide an update on the results of phosphorus, temperature, and habitat monitoring in selected streams in our watershed. Several of our volunteers took part in this sampling effort. Jim will update us on plans for continued and expanded sampling efforts and volunteer opportunities during 2014. We will also learn about the recently released *draft proposed list* of impaired waters for 2014 and implications for our watershed. If weather conditions allow, we will travel to sample locations to understand conditions that may be contributing to elevated phosphorus levels.

FORUM 3 – Wednesday May 7

6 – 7pm / Brodhead Public Library

Mark Mayer UW-Extension Agriculture Agent for Green County will join us to talk about our agricultural economy and overall trends in our area based on the most recent data, as well as implications related to the new farm bill. We will learn a bit about the role of our county agents past and present, including the early watershed organizations that sprung up in the 1950s within the farm community to respond to severe soil erosion and flooding.

Please contact us with questions at info@lsrwa.org. Or call 608.897.8641 and ask for Susan Lehnhardt.

See you at a Watershed Forum and at the Annual Meeting!

Sincerely,

Susan Lehnhardt
President
LSRWA

Lower Sugar River Watershed Assoc. | | info@lsrwa.org | <http://www.lsrwa.org>

17921 Smith Road, PO Box 256
Brodhead, WI 53520

LSRWA | Lower Sugar River Watershed Association
dedicated to the care & enjoyment of our water resources

JOIN US FOR A WATERSHED FORUM IN 2014!

October 26, 2014

Mark your calendar!

FORUM 1

WED SEPT 3

6:00 - 7:00 pm

FORUM 2

WED OCT 1

6:00 - 7:00 pm

FORUM 3

WED NOV 5

6:00 - 7:00 pm

WHERE directions

Memorial

Public Library

1207 25th Street

Brodhead, WI 53520

For more information:

email us...

info@lsrwa.org

or call us...

Susan Lehnhardt

608.897.8641

Fall Watershed Forum Series

Sep/Oct/Nov 2014

We are pleased to announce the fall line-up of informative public forum presentations. Themes will encompass the importance of the agricultural economy in our region and the ever increasing challenge of balancing expanding production with resource conservation. We will meet a local honey producer and learn about the importance of protecting pollinators in our productive landscapes. And more...

Our forums are intended to introduce watershed partners and experts, to learn about their commitment to stewardship of natural and cultural resources in our region, and to learn about new and ongoing opportunities to get involved in volunteer efforts.

We hope you will join us!

FORUM 1 - Wednesday September 3 6 - 7pm / Brodhead Public Library

AGRICULTURE IN THE LSRW--Past, Present, and Future

Mark Mayer UW-Extension Agriculture Agent for Green County and Professor of Ag & Life Sciences will join us to talk about our agricultural economy and overall trends in our area based on the most recent data, as well as implications related to the new farm bill. We will learn a bit about the role of our county

agents past and present in community outreach and education, including guiding the early watershed organizations that sprung up in the 1950s within the farming community to respond to severe soil erosion and flooding.

FORUM 2 - Wednesday October 1 6 - 7pm / Brodhead Public Library

BEEKEEPING--Sustaining Honey Production in the Current Agricultural System

Phillip and Sharon Raines of Raines Honey Farm located in Davis IL, will share their story and passion for beekeeping and the joys and challenges of large scale honey production in the region. We will learn about what drew them into the world of bees, what they've learned about the importance and plight of insect pollinators in our production landscapes and what is being done to expand their habitat and populations. They will share samples of some of the delicious honey they and their bees produce from diverse habitats in the Rock River System.

FORUM 3 - Wednesday November 5 6 - 7pm / Brodhead Public Library

TOPIC TO BE DETERMINED

Please contact us with questions at info@lsrwa.org. Or contact us by phone 608.897.8641 and ask for Susan Lehnhardt.

See you at the Watershed Forums!

Sincerely,

Susan Lehnhardt
President
LSRWA

Lower Sugar River Watershed Assoc. | | info@lsrwa.org | <http://www.lsrwa.org>

17921 Smith Road, PO Box 256
Brodhead, WI 53520

Avon calling

Local birders take advantage of wildlife area's rich habitat

By Catherine W. Idzerda Janesville Gazette Monday, June 16, 2014

cidzerda@gazettextra.com

TOWN OF AVON

Moments after they stepped out of their cars, their eyes turned upward to the tree canopy, looking.

It was a brief moment of hopeful bliss, interrupted by the urgent application of bug spray.

At 7 a.m. Saturday morning, a group of birders gathered at the Avon Bottoms Wildlife Area boat landing for a tour sponsored by Green-Rock Audubon Society and the Lower Sugar River Watershed Association.

The tour leader, Quentin Yoerger of Evansville, has led many guided trips to the area and knew what creatures it held: the yellow-billed cuckoo, grasshopper sparrow, prothonotary warbler and other birds not seen in urban settings.

Saturday's tour attracted about 15 people, most of them seasoned birders. It wasn't the quality of their scopes and binoculars that gave them away, but the way they used their eyes and ears. Seeing and hearing became one sense, with hearing taking precedence.

When people ask Yoerger about the first steps in becoming a bird watcher, he tells them, "Learn the 50 most common birds visually and then learn their songs—then learn how to ignore those songs."

To untutored ears, Avon Bottoms is a canopy, an avian miscellany of twitters, clucks, two-note trills, chirrups and lower-register honks.

To hear a cerulean warbler, a bird that is only occasionally seen in Avon Bottoms—and almost never seen in the rest of the county—you have to be able to block out the sounds of household birds.

Joshua Cullum, 15, Janesville, can do it.

"It's like white noise," Cullum said.

His young eyes, sharp ears and even sharper scope spotted the first treasure of the day: an oriole nest high in the trees over the boat landing. The tour had not even gotten underway.

For bird watchers, the nearly 3,000 acres of Department of Natural Resources land in the town of Avon is a treasure unmatched anywhere else in the county.

The DNR has designated it an "Important Bird Area" for the state.

The DNR is considering buying 205 acres from an Avon resident and adding it to the Avon Bottoms Wildlife area.

The 205-acre tract is surrounded on three sides by the wildlife area.

Town of Avon Chairman Michael Moore opposes taking more land off of the town's tax rolls.

The DNR pays the town money in lieu of taxes, but it doesn't come close to the cost of plowing and repairing the eight miles of roads within the boundaries of the wildlife area.

Yoerger stressed that the larger the contiguous habitat, the better for the birds.

When those habitats get fragmented, supporting viable populations of the lesserknown birds becomes difficult.

For example, the development of Avon Bottoms has been good for the Henslow Sparrow and the American Bittern. Other birds, such as the Northern Bobwhite, haven't done as well.

Avon Bottoms isn't just green space, Yoerger explained. It's the kind of specialized habitat not found in urban areas: forests interspersed with swampy primordial ponds, swathes of prairie dense with food and cover, wooded areas where dead trees have been allowed to stand—and then fall undisturbed, providing habitat for hundreds of creatures.

"It supports a diverse wildlife community," said John Patterson of Green-Rock Audubon Society. The wildlife area is also used for hunting and fishing.





Photos by Dan Lassiter/ dlassiter@gazettextra.com

Above: Joshua Cullum, 15, of Janesville searches for birds in the trees in Avon Bottoms Wildlife Area during a local Audubon Society birding tour on Saturday. Top: An oriole sits in a nest in a cottonwood tree in Avon Bottoms Wildlife Area during a birding tour Saturday.



Yoerger



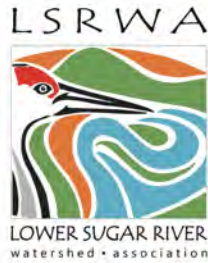
Dan Lassiter/ dlassiter@gazettextra.com

Quentin Yoerger, field trip coordinator with the Ned Hollister Bird Club of Beloit, points out an unusual bird to a group of birders at Avon Bottoms Wildlife Area on Saturday.



Patterson

<http://digital.olivesoftware.com/Olive/ODE/JanesvilleGazette/LandingPage/LandingPage.aspx?href=Sk5TLzlwMTQvMDYvMTY.&pageno=MQ..&entity=QXlwMDUwNQ..&view=ZW50aXR5>



LSRWA Event Evaluation Form—2014

Prepared by: Carol Aslesen and Susan Lehnhardt

Date: 12/31/2014

SECTION 1--Please complete the "Event Summary" and "Goals" as completely as possible.

EVENT SUMMARY

Name of event: Magnolia Bluff Potluck Picnic & Savanna Restoration Tour with Kevin Kuwala

Date of event: Saturday, June 21, 12:30 – 4:00 pm

Location/Meeting Place: Picnic Area at Magnolia Bluff County Park, 4002 North Croak Road, Evansville WI, Rock County, Magnolia Township, Allen Creek Basin in the Middle Sugar River Watershed

Event coordinator(s)--name & phone: Carol Aslesen (608.633.4331) and Susan Lehnhardt (608.558.5941)

Collaborating organization(s): Kevin Kuwala (lonerockprairienursery@gmail.com), volunteer restoration steward at Magnolia Bluff County Park, a property in the Rock County Parks system; served as tour guide/presenter, but did not actively co-sponsor the event, nor did Rock County Parks

Collaborating organization contact(s) for this event--name & phone:

Kevin Kuwala, lonerockprairienursery@gmail.com

Attendance: Expected: 15 – 20 **Actual:** 13 **Maximum capacity:** 20 - 30

Brief description of event: This family event was part of LSRWA's "get to know your watershed" program. The event featured Magnolia Bluff County Park, one of Rock County's natural resource treasures occupying a prominent sandstone and dolomite outcropping in the Allen Creek Basin of the Sugar River Watershed. The Saturday, June 21 event was designed to provide participants with an opportunity to share a potluck meal and connect with others in the watershed, learn about the important features and restoration activities underway at the park, learn about the mission and work of LSRWA, and simply soak up the spectacular view of the river valley from the second highest point in Rock County. Our special guest presenter, Kevin Kuwala of Lone Rock Prairie Nursery, talked about the volunteer efforts he and other stewards have undertaken to restore the prairie and savanna habitats in the park, a significant portion of which is now designated as a State Natural Area protecting a population of one of Wisconsin's state threatened plants kitten tails (*Besseyia bullii*). Although no children attended this year's event, special activities were planned by Lena Verkuilen, Director of the Welty Environmental Center, to ensure children enjoyed the day.

What went well or what needed improvement? There were a limited number of picnic tables, which could have been challenging with a larger group. We had recommended that people bring lawn chairs, which some did, and this was an appreciated amenity for relaxing. There was no picnic shelter at this location, so a portable canopy would have provided protection for the watershed map exhibits on display. Wind is a common feature on this high ridge, so a portable shelter would have required staking. This site has abundant parking facilities and upgraded toilet facilities, which were appreciated. The trails are easy to walk and are well distributed throughout the park. Some trails are shared with horses.

Would you do this event again? Why/why not? Yes, a picnic combined with educational content, such as Kevin's tour, was enjoyable and a great outdoor venue for show and tell education. Education & Outreach

planners have discussed future potluck tours, featuring other unique locations and educational opportunities with local expert interpreters in the watershed. For 2015, it was suggested we tour local cemeteries with settler graves and/or other historic landmarks in the watershed, ending or beginning with the potluck at one of these locations. It will be important to plan ahead to connect with local experts willing to participate and lead the tour, and to scout out locations for an enjoyable potluck location with adequate toilet facilities, shade, seating, and other necessary protection from the elements. Accommodations for possible emergencies and attention to safety are paramount for executing these events.

What things happened that were unanticipated and that should be planned for next time? It started raining during the picnic, fortunately not a real hard rain, and most people had eaten. We had thought that there were covered shelters at the park, but there are not, and, although many of us have visited this park previously, we had not scouted it out before hand to confirm what facilities were available. Next time, we would recommend bringing at least one collapsible canopy. Always recommend that people bring rain gear, sunscreen, and insect repellent for outdoor activities.

Interestingly, we encountered a group from Madison. An independent film maker was filming a puppet movie in the Magnolia Bluff woods, until the rain started. We had an interesting conversation with them, and they seemed interested in the LSRWA organization.

GOALS

What were the goals or objectives of this event? 1) To provide an opportunity for residents and visitors of the watershed, particularly for families, to experience and become aware of the unique natural and cultural features and scenic beauty in their environment, 2) to raise awareness of our responsibility to preserve and protect these important resources and to provide an example of volunteer stewards making such an effort, and 3) to encourage participation in and support of the work of LSRWA and others caring for natural and cultural resources in our region that collectively improve our shared quality of life.

Were these goals/objectives met? Give examples: Yes, our goals were met by this event by 1) locating the picnic at one of Rock County Parks important natural features overlooking the Sugar River Valley, where important native landscape restoration is occurring due to the efforts of volunteer stewards, 2) providing an educational experience to enlighten participants on the level of effort and extent of restoration work needed to restore native landscapes in our region and what restored native prairie and savanna look like, 3) providing watershed maps to orient participants to their location in the watershed geography, 4) sharing information about other upcoming events that participants can take advantage of in their locale, and 5) encouraging new participants to consider becoming a member of LSRWA.

Did this program help the LSRWA achieve its mission? Give examples: *Mission: The Lower Sugar River Watershed Association brings people together in an open exchange, empowering all with experience and knowledge to steward land and water resources for the benefit and enjoyment of our communities, today and for generations to come.* Yes, this event supported the mission of LSRWA by achieving the goals and objectives stated above. Participants gained both experience and knowledge about their environment, which will contribute to their ability to make sound decisions about the care of the natural resources that we all rely upon, particularly water.

SECTION 2—Evaluate and comment on any of the following items that pertain to this event or make recommendations for future events. Every question does not have to be answered. This covers a broad range of topics--comment on the things that you have knowledge of or experience with in this event.

LOGISTICS

Location (suitable for needs, size, aesthetics, cost): Location was determined by the purpose of the event.

Event set up (include diagrams, etc): Event was very informal, so no elaborate set-up was needed.

Date (availability of desired locations, conflicts with other events, adequate time for planning/implementation, weather issues): Weather is an important consideration, and reserving space for park use is necessary.

Planning deadlines---how far in advance does planning need to start? At least two months or more, particularly to reserve park facilities. Selecting a date needs to be part of the annual LSRWA event planning, which needs to be done early in the year.

Supplies/ equipment needed: Tables, lawn chairs, canopy/shelter; there were very few picnic tables available and no covered shelters at this location. If this event becomes an annual event located in varying locations, such needs will be influenced by site selection and will also vary from year to year.

Hospitality (food, beverages, catering, costs): Potluck provided by participants. Limited to cold food, as there were no electrical outlets. For summer, this was fine. If we visit cemeteries next summer, we may want to recommend that people bring their own bag lunches. Maybe provide them with something like a beverage and/or some fresh fruit or cookies to supplement their lunch.

Misc: permits, licenses, regulations, insurance, security: A park reservation was required and was filled out and submitted electronically.

Amenities: Restroom facilities are necessary for this event.

Utilities: No electricity was available at this particular park.

Information/signage: We did not post signage announcing the location of the event.

Special services required: No special services were required for this event.

MARKETING

Who was the target audience (age, race/ethnicity, geographic area, lifestyle, values)? Residents, visitors, and families in the watershed.

Did the program reach its target audience? If not, why not? Evaluate product, price, place, & promotion. Yes, but numbers were very low, perhaps due to competition from other summer events going on in the region. Most in attendance were active LSRWA members who had organized the event and other EOAT members. We were encouraged by the attendance of members of the Green Rock Audubon Society and their visiting friends, as well as two Beloit College students (one a family member), who shared their interest/studies in natural resources and biology. The event was free, but all who participated were required to bring food to share, so there was a level of commitment and planning required by participants. This may have discouraged some who had forgotten to prepare food. Promotion was proactive, with press releases and eblasts, some phone calls to Scout and 4-H groups. Scout and 4-H groups did not attend, perhaps because they plan their own events, and they see no overlap with our mission. Some additional outreach will be important.

How effective were the marketing tools you used? (Attach examples of fliers, copy, etc.) How would you market differently next time? The eblast announcement is inserted below. We'd like to explore other approaches to promoting our events to attract more families and young people, including Scout and 4-H groups.

- **Press releases:** Yes, see comments above.
- **Fliers/posters (hand delivered):** No
- **Web site announcement:** Yes, but the announcement did not stay on the website.
- **Face book announcement:** No
- **Advertising:** No radio or regular advertising
- **Other:** Yes, one or more eblasts, and an announcement at our annual meeting.

Magnolia Bluff Potluck Picnic & Savanna Restoration Tour with Kevin Kuwala

WHEN: Saturday, June 21—12:30 to 4:00 PM

MEETING PLACE: Picnic Area at Magnolia Bluff County Park—4002 North Croak Road, Evansville, WI 53536

CONTACT FOR DETAILS: Carol Aslesen 608.633.4331 / cgaslesen@gmail.com

BRING: Potluck dish to share

Families are invited to come discover Magnolia Bluff County Park, one of Rock County's hidden treasures. Share a potluck meal, meet new friends, enjoy special children's activities and soak up the spectacular view from the second highest point in Rock County. A portion of the park is designated as a State Natural Area, for the purpose of protecting remnant dry prairie and oak savanna habitats that support some of our most uncommon native plant species, including the state threatened plant kitten-tails (*Besseyia bullii*). Kevin Kuwala, our special guest, will talk about the volunteer efforts to restore these unique areas of the park. Children's activities will be provided by Lena Verkuilen, director of the Welty Environmental Center. The potluck will begin at 12:30, followed by the guided tour at 2:00 PM. Please bring something to share: cold sandwiches, a salad, side dish, or dessert and your own plates, glasses, and utensils. Lemonade will be provided. Some picnic tables are available; however, we suggest bringing folding chairs. Email Carol at cgaslesen@gmail.com to sign up for this family event!

ADMINISTRATION

If you collaborated with other organizations, were the goals of collaboration met? We did not collaborate on this event with other organizations per se; however we consider inviting the presenter Kevin Kuwala a form of support and acknowledgement of his and others volunteer steward efforts in undertaking the savanna/prairie restoration efforts in the Park.

How much time was spent on this project?

Duration of Event (hours): 4

Board member (hours): 4 (Susan Lehnhardt: communication with Kevin, prep/launch eblasts, contact Rock County Parks to coordinate/submit reservation form for use of the picnic area; organize/manage map display, sign-up and membership forms, etc; followup contact list update and other communications)

Staff (hours): 0

Volunteer (hours): 3 (Carol Aslesen: press releases and communications; Lena Verkuilen: prepare for possible children's activities)

Finances:

What was the budget for this event? (if there was a detailed budget, please attach): There was no budget developed for this event.

What was the total amount for expenses? Some bottled water from other LSRWA events was put on ice and provided at the event.

What was the total amount for income? There was no income generated at this event.

Who were the sponsors of this event? LSRWA was the only sponsor of the event.

If this event was held again, what are the possible income sources and amounts from each source?

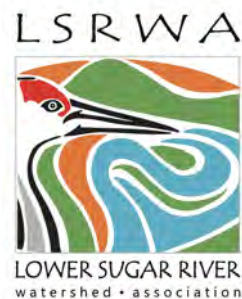
\$ _____	Earned program revenue
\$ _____	Business/corporate sponsorship
\$ _____	Foundation
\$ _____	Individuals (fees, donations)
\$ 80 _____	In-kind: Value of speaker or tour guide

Date: July 18, 2014

Press Release for Southwestern/South Central Wisconsin

FOR IMMEDIATE RELEASE

Carol Aslesen, 608-633-4331 cgaslesen@gmail.com



First Annual Watershed Field Day

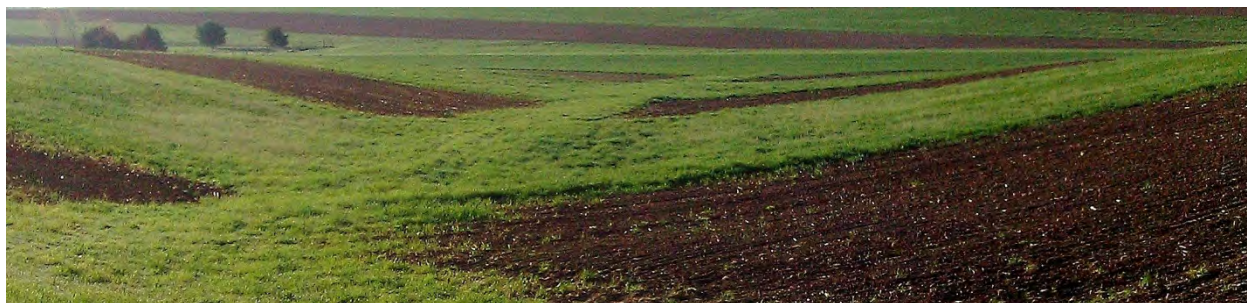
Juda, Wisconsin. Don't miss homemade ice cream, root beer floats, icy lemonade, and an opportunity to meet local producers and neighbors at the FIRST ANNUAL WATERSHED FIELD DAY scheduled for Saturday, August 2 in the Lower Sugar River Watershed. This free event is hosted by the Lower Sugar River Watershed Association in collaboration with the Juda FFA Club and Alumni.

Participants will board a bus at the Juda High School Upper Parking Lot at 9 AM and will return to the parking lot around 1PM. The guided tour will include lands in the western upland and bottomland portions of the watershed, including stops at three local farms, where landowners will talk about their conservation land management practices. Participants are encouraged to dress for the weather conditions and bring your own sack lunch, water bottle, and cup for the home-made lemonade and root beer floats that will be available at two of the tour stops.

As the bus travels the rural roads, we will look back at the early days of farming and the legacy of watershed conservation efforts in Green County. We will consider the changing economies and land use practices since that time that have challenged our ability to maintain healthy soils and water quality. At tour stops we will see differing approaches to crop production, conservation, and management practices which promote healthy soils, clean water, and wildlife. We will find out how crop rotations, contour farming, and cover cropping maintain healthy soils for generations of productive crop yields, and learn about how healthy soils are essential to providing proper nutrition in the meals we prepare for our families. We will see degraded lands that have been restored to native prairie, savanna, and wetlands where "crops" being produced include native plant seeds, soil microbes, wildlife and game, and important pollinators that support other crop production.

To sign up, email or call Susan Lehnhardt at susan@appliedeco.com, (608) 897-8641 x20; or Ralph Johnson at rj@judaschool.com, (608) 934-5251 x260.

The Lower Sugar River Watershed Associations (LSRWA) is a volunteer organization dedicated to the care and enjoyment of our water resources. | <http://www.lsrwa.org> | info@lsrwa.org Brodhead, WI 53520.



LSRWA - First Annual Watershed Field Day Tour Map August 2, 2014

Legend

★ Tour_Stops (Labeled)

Tour Segments

1-Tour Start / Juda School

2-Kaderly Farm

3-BMPs

4-AES

5-Avon Bottoms

6-Stone Prairie Farm

7-Juda School

Subwatersheds (With Names)

Rivers and Streams

Highway

Major Road

Local Road

Railroads

State Wildlife Area

N

1-Tour Start / Juda School

2-Kaderly Farm

3-BMPs (Potential Stop)

6-Stone Prairie Farm

4-Applied Ecological Services

Avon

5-Avon Bottoms

LSRWA



LOWER SUGAR RIVER
watershed association

03012016



RP-229-13 LSRWA

Map Date: 7/29/2014

Map By: Applied Ecological Services

Welcome to the First Annual Watershed Field Day

Co-sponsored by the Lower Sugar River Watershed Association and The Juda School FFA Club and Alumni

Please use the map provided to follow today's color-coded tour route through a portion of our watershed. We will travel through four tributary basins: Juda Branch, OK Creek-Sugar River, Spring Creek, and Mt. Hope Cemetery. The hill shade features on the map indicate the high relief ridges and valleys of the western sector, which fall to the broad flat glacial outwash bottomlands of the Sugar River below. During the tour, we will travel along back roads and share what we know about some of the early settler's cabins and other historic features along the way, based on historic maps. Following is information about the major stops along the route and other features during the tour:

Juda School and FFA Buffer Test Plots: The Juda School supports one of the largest FFA clubs per student capita in the state. The school recently added ecology to its curriculum and has established an outdoor laboratory to conduct a long-term buffer experiment and to measure water quality response in the adjacent North Fork Juda Branch (NFJB). NFJB is an impaired stream reach in the watershed due to phosphorous and sediment. The school and its partners, Grande Cheese, Lower Sugar River Watershed Association, Applied Ecological Services, Green County Conservation District, and Wisconsin Department of Natural Resources have undertaken this project with support from the Wisconsin Environmental Education Board (WEEB) to raise community awareness and to restore health to our local stream.

Ed and Caroline Kaderly Farm: We will enjoy beautiful views of the OK Creek basin from a high hill on the Kaderly farm, while learning about soil health and nutrition. These topics are important aspects of Ed's farm management program, and they serve as guiding principles in the best management practices he employs: crop rotation, contour strips, grassed waterways, and other practices which he will tell us about in his dynamic field presentation. The Kaderly family has farmed in the watershed for three generations, and played a role in the early watershed conservation efforts in Green County in the 1950s to address the growing problem of soil erosion and flooding.

Applied Ecological Services and Taylor Creek Restoration Nurseries: AES and TCRN have been operating in the watershed since 1978. Together, with their contracting division, they design and build ecological restoration projects throughout the United States and around the world. We will visit the 200-acre native plant nursery, with many beds in full bloom, on our way to Avon Bottoms.

Avon Bottoms Conservation Area: We will travel through some of the most extensive floodplain forest habitat and buffering conservation grasslands in southern Wisconsin, providing habitat for rare forest birds, such as the beautiful Prothonotary Warbler and the curious Yellow-billed Cuckoo, and for an abundance of grassland birds and waterfowl.

Virgil and Bev Deininger Farm: As a young boy, Virgil moved to this picturesque farm on Peedee Road with his family in 1941, and took over the farming operation with his wife Bev in 1960. From the beginning, the Deininger's have employed conservation practices such as contour strips, grassed waterways, crop rotation, and other practices that Virgil will tell us about. We will enjoy a view of the Sugar River Valley, overlooking the striking pattern of corn and bean strips on the Deininger farm and on that of several of their neighbors, all of which contribute to water quality in the upper reaches of the OK Creek basin.

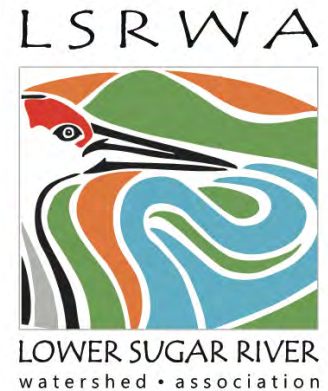
Stone Prairie Farm: We will visit with Steve Apfelbaum and Susan Lehnhardt to learn about their restored prairie and savanna located on Mill Road. We will walk the trails to observe and learn about some of the hundreds of plant and animal species that occupy 80 acres of mostly highly erodible soils

Geology: We will travel through the western uplands of the watershed, which are just beyond the edge of the Driftless Area, where glacial deposits are largely absent. Here, however, narrow bedrock ridges which extend into the Sugar River Valley are covered with till (gravel, sand, and sediment) from the ancient Illinois glacier and, in the broad flat Sugar River bottomlands, sandy outwash from the more recent Wisconsin glacier. We will point out glacial landforms and evidence of underlying bedrock features, which occasionally outcrop to form familiar way points, such as "Rock Hill" on Rock Hill Road. And, talk about the legacy of springs throughout this sector of the watershed that gave one of our Townships its name—Spring Grove Township.

Special Guest: Francisco Arriaga is Assistant Professor of applied soil physics, soil and water management, and soil conservation at UW-Madison, Department of Soil Science. His research supports the development of management systems that promote crop productivity, as well as soil and water conservation. His interests include tillage, soil compaction, crop residue management, cover crops, and water quality and quantity. During the tour, Professor Arriaga will participate in the conversation about how to recognize some of these practices at work on the landscape, and what practices can have the biggest impact on improving watershed health. At the end of the tour, Professor Arriaga will visit the Juda School FFA buffer test plots to discuss details of the experimental design. All are welcome to join us at that time.

Date:

Press Release for Southwestern Wisconsin and Northern Illinois



Canoe Trip on the Lower Sugar River

Canoeing and tubing is popular on the Sugar River from Albany to Brodhead. Not as many folks have explored the final stretch of the Sugar River before it empties into the Pecatonica. This scenic and remote route runs through several Illinois Forest Preserves and ends near Shirland.

The Lower Sugar Watershed Association (LSRWA) invites local canoeists and kayakers to join us on a paddle through this interesting section of the Sugar River on Saturday afternoon, September 6. Meet at the Yale Bridge boat landing in Illinois at 1 pm. We will unload and shuttle vehicles to the end point at Two Rivers Forest Preserve boat landing on Shirland Road.

Paddle time on the river will be about two hours. This area of the Sugar River winds through mostly undeveloped Illinois State Forest Preserves and Natural Areas, with opportunities to see and hear many birds: heron, woodpeckers, eagles, cardinals and more. Toward the end of the route, several large Sycamore trees, with their distinctive, smooth, white bark lean over the river. The trip ends at the confluence of two rivers, as you paddle under a picturesque truss bridge and into the Pecatonica River.

Bring your own equipment: canoes or kayaks, paddles, life jackets, water, sunscreen, mosquito repellent, snacks, binoculars. In case of rain, the trip will be rescheduled for Sunday, September 7 at the same time.

This trip is suitable for intermediate to advanced paddlers; not recommended for beginners. All paddlers will be required to wear PFDs. Participants will be asked to sign a waiver exempting the LSRWA of liability. Youth under the age of 18 must have a parent or guardian sign the exemption form.

There is no cost to participate, but please register for the trip by emailing Meredith Tripp at brodheadbillie@msn.com. A map of the route, with put in and take out points will be emailed to you.

The Lower Sugar River Watershed Association is a volunteer organization dedicated to the care and enjoyment of our water resources. info@lsrwa.org | <http://www.lsrwa.org> Brodhead, WI 53520

####

Carol Aslesen, 608-633-4331 cgaslesen@gmail.com

Lower Sugar River Watershed Association (LSRWA) Trip Registration and Waiver of Liability/Personal Assumption of Risk Form

September 13, 2015 Sugar River Canoe Trip

Name (print)_____

Street Address_____

Town/City_____

State_____ Zip Code_____

Phone_____ Email_____

Are you paddling a Canoe or kayak? ☐ canoe ☐ kayak

How would you rate yourself as a paddler?

Paddler #1 ☐ Beginner ☐ Intermediate ☐ Advanced

Paddler #2 ☐ Beginner ☐ Intermediate ☐ Advanced

Liability Waiver Form:

Lower Sugar River Watershed Association (LSRWA) Trip Waiver of Liability/Personal Assumption of Risk

1. I, the undersigned, as a member or guest of the LSRWA, know that canoeing, kayaking and other water sports are hazardous activities. I acknowledge and assume all risks in these sports, including but not limited to drowning, inclement weather, dangerous conditions, and equipment failure.
2. I recognize that the LSRWA, its officers, trip leaders, and members, in no means accept or imply to accept responsibility for providing instruction, guidance, or safety, or rescue.
3. While on water, I agree to have in my possession at all times a U.S.G.S. approved Personal Flotation Device, and use other protective gear as customary and prudent.
4. I agree that in the event of my injury or ill health, other participants in my group may make whatever rescue or first aid decisions they deem appropriate on my behalf, and that I will assume all costs incurred thereby.
5. I do, on my own behalf, and on the behalf of any minors in my care that accompany me, waive and release the LSRWA, and its officers, trip organizers, and members, from any and all claims and liabilities arising from participation in club events.

Name (please print) ↓	Emergency Contact Person ↓	Medical info: ie: medications, allergies, heart condition, etc. ↓
Signature ↓	Emergency Phone Number ↓	

Date: _____

Name (please print) ↓	Emergency Contact Person ↓	Medical info: ie: medications, allergies, heart condition, etc. ↓
Signature ↓	Emergency Phone Number ↓	

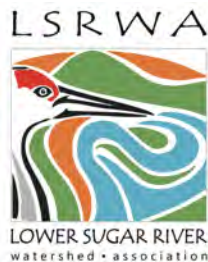
Date: _____

Pre-registration Directions: Print form, fill out, and send along with check for \$10 per **craft** payable to LSRWA (Lower Sugar River Watershed Assoc.). Mail to Meredith Tripp, N3852 Park Rd, Brodhead, WI 53520. In case of cancellation your registration fee will be returned. Pre-registration is desirable to reduce the time spent processing paperwork before launching.

Directions to Head Gates Park: Get yourself to Brodhead. Proceed going east on HWY11 and just outside of town take a left onto CTY E, drive 1.7 miles and take a left on Golf Course Rd. Take the first left, a dirt road to Head Gates Park.

Map: Map will be sent in separate email.

Questions: Email Meredith Tripp: mgtripp@icloud.com



LSRWA Event Evaluation Form—2014

Prepared by: Meredith Tripp

Date: 12/31/2014

SECTION 1--Please complete the "Event Summary" and "Goals" as completely as possible.

EVENT SUMMARY

Name of event: Fall Paddling Trip-Lower Sugar River, Yale Bridge Rd-Pecatonica (IL)

Date of event: 9/06/14

Event coordinator (name & phone): Meredith and Dick Tripp 608-897-6091

Collaborating organizations: N/A

Contacts for this event--name & phone: Carol Aslesen 608-633-4331, assistant

Attendance: Expected: _____ **Actual:** 32 **Maxi capacity:** Recommend max of 10 water craft

Brief description of event: The southern tip of the Lower Sugar River Watershed extends into Winnebago and Stephenson Counties of north central Illinois. From the Wisconsin border to its confluence with the Pecatonica River, the approximately 9.5 mile stretch to the Sugar, a designated Illinois Natural Area is a wide corridor of upland forests, bottom land forests/swamps and non-forested wet lands. This Natural Area makes up 20% of the Illinois Sugar River Resource Rich Area (RRA) of 15,144 acres.

- Put-in: Met at 1 p.m. at canoe landing off Yale Bridge Rd. where road crosses river. Landing has parking places, toilet facilities and three picnic tables. Put-in here is much easier than one mile upstream off Hass Rd., but you do miss seeing the sandy bluffs.
- Take-out: Two Rivers Preserve and Landing on Pecatonica River off Shirland Rd. To reach the take-out on the Pecatonica one needs to paddle upstream about 200 yards by taking a right hand turn after the trestle bridge. The take-out is a concrete boat landing on the right.
- Length of trip: 7+ miles trip takes about 2.5 hours.
- Weather: balmy in the low seventies. Perfect day for paddling.
- Everyone had to sign a generic liability release form and general sign-in form. No memberships were sold.
- No one dumped.

What went well or what needed improvement? **Went well--see comments above. To improve--see below:**

1. Limit number of watercraft to 10
2. Charge a registration fee
3. If large group, divide and make start times 1 hour apart.
4. More vehicles at the take out point.
5. Turnout was beyond expectation. Trying to manage that many people and their crafts took some on the spot decisions but all turned out well. No one complained and feedback about the trip was positive. In the future to enhance the paddler's nature experience I recommend that we limit our trips to 10 crafts and maybe charge a registration fee of \$10 per craft.

Would you do this event again? Why/why not? Yes, this was our best attended event and brought a wide range of people out, LSRWA members and non-members alike, and provided a hands-on recreational watershed experience.

- Canoe trip in 2015--do a different section of the river, possibly see Reuben's cave.

- Join with City of Brodhead on one of their weekend festivals by offering a paddling adventure on the Sugar.

What things happened that were unanticipated and that should be planned for next time?

- Too large a group. Released in groups of 6-7 canoes/kayaks in three groups 5 min. apart. About 20 canoes/kayaks in all. Each group had a lead canoe responsible for their group. Each lead canoe had a first aid kit and throw rope. Even though we had designated groups, the groups seems to self-regulate—faster paddlers ended up going ahead and slower ones grouped together further back.
- Water conditions: Due to recent rains, river was running high and fairly fast. Because of this we did not stop as landing spots were mostly covered with water or very muddy. The best landing spot is at the Sugar River Nature Preserve, which has access to the shore and picnic tables and bathrooms on the left river bank. However, this is only about a mile or so downstream from the put in, so really too early for a stopping point. Last mile of IL segment contains three problematic partial blockages/strainers which were readily passable due to high water.
- Time to car ferry between put-in and take-out: 15 min.; round trip 30 min. Completed one ferry caravan of four vehicles to take-out (one vehicle had to return to put-in). We started too late to complete another ferry trip. We needed more vehicles at take-out to drive paddlers back to their cars at put-in, but we managed to cram everyone in the vehicles we had.
- Illinois residents need to register their boats with the Illinois DNR. Wisconsin residents do not. Did not know this. Park district law enforcement officer at take-out checking cars for Illinois license plates. He did not ticket anyone, but gave us verbal warnings.

Goals

What was the goal or objectives of this event? Bring people together to enjoy an outdoor activity in the watershed. People will see part of the watershed they have not seen before, including the river, the river landscape, flora and fauna.

Were these goals/objectives met? Give examples:

Wildlife Sightings: Two bald eagles, hornet's nest hanging over water from fallen tree, many botanical observations including sycamore trees and cardinal flower, whitetail deer, many other bird sighting's including blue heron and king fisher, turtle basking on log.

Did this program help the LSRWA achieve its mission? Give examples:

Mission: The Lower Sugar River Watershed Association brings people together in an open exchange, empowering all with experience and knowledge to steward land and water resources for the benefit and enjoyment of our communities, today and for generations to come. This get to know your watershed event focused on the highlighted portions of the mission statement above. Participants came together to experience and enjoy the watershed. Hopefully, this appreciation will motivate participants to want to learn more about how they can be stewards of these resources---opportunities for learning are offered at other venues/events of the LSRWA, including web site articles, forums, and training sessions, data collection.

SECTION 2---Evaluate and comment on any of the following items that pertain to this event or make recommendations for future events. Every question does not have to be answered. This covers a broad range of topics--comment on the things that you have knowledge of or experience with in this event.

Logistics

Location (suitable for needs, size, aesthetics, cost): Put in and take out need to have adequate parking/access. Good to have bathroom facilities on end. Scout ahead of time to know length of trip and possible rest points. Allow time for ferrying cars when determining start time.

Event set up (include diagrams, etc):

Date (availability of desired locations, conflicts with other events, adequate time for planning/implementation, weather issues): September is a good time for canoeing, if the water is not too low. Not as many insects as in the summer, weather can be very pleasant. Good to set a rain date---schedule trip on Sat, and make Sun rain date.

Planning deadlines---how far in advance does planning need to start? Get on LSRWA event calendar at beginning of the year.

Supplies/ equipment needed: Registration form, first aid kit for leader's canoe, release of liability forms, pens, membership forms/LSRWA brochures. Cell phone, sunscreen, insect repellent, binoculars, camera, rain gear. Participants all brought their own watercraft--canoes or kayaks, PFDs, and mode of transporting their craft.

Hospitality (food, beverages, catering, costs): snacks/water (ask participants to bring their own.) Have some extra waters, nuts or protein snack to share if someone did not bring any.

Misc: permits, licenses, regulations, insurance, security: If paddling in Illinois, residents need to register their boats with the Illinois DNR. Wisconsin residents do not. Require all participants to wear PFD--Put this in the announcements and advertising. Participants sign release of liability form.

Amenities:

Utilities:

Information/signage:

Special services required:

Marketing

Who was the target audience (age, race/ethnicity, geographic area, lifestyle, values)? WI and IL residents who enjoy canoeing and kayaking. This event was for experienced paddlers. We may want to consider other events more local to Brodhead that would help to introduce people to canoeing the river.

Did the program reach its target audience? If not, why not? Evaluate product, price, place, & promotion. Yes, turn out was good, some paddlers came from the Madison area, having read about it in a paper.

How effective were the marketing tools you used? (Attach examples of fliers, copy, etc) How would you market differently next time? Be sure web site is functioning, show pictures from last year, use FB

- Press releases---good, distributed to media sources in the month prior and by eblast.
- Fliers/posters (hand delivered)
- Web site announcement--placed on Web site in month prior (I think, though it may have gotten lost this will be improved on next year.
- Face book announcement ---Can do this next year.
- Advertising
- Other--Personal email invite to some friends. I sent one to Frank Kappel of the LWSRIA and he came. Invited boy scout, girl scout, and 4-H groups. No participation. Expand list of these contacts.

Administration

If you collaborated with other organizations, were the goals of collaboration met? N/A

How much time was spent on this project?

Board members _____ **hours** **Staff** _____ **hours** **Volunteers** 4 **hours** (press releases, scouting)

Finances N/A

What was the budget for this event? (if there was a detailed budget, please attach)

What was the total amount for expenses?

What was the total amount for income?

Who were the sponsors of this event?

If this event was held again, what are the possible income sources and amounts from each source?

\$ 100 **Earned program revenue---canoe/participant registration.**

\$ _____ Business/corporate sponsorship

\$ _____ Foundation

\$ _____ Individuals (fees, donations)

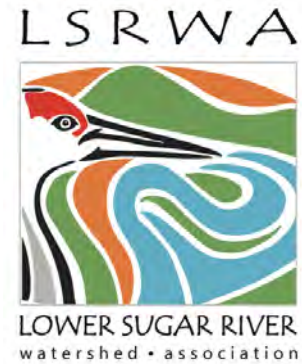
\$ _____ In-kind

Date:

Press Release for Southwestern Wisconsin

FOR IMMEDIATE RELEASE

Colored Sands Nature Hike



Durand, IL. October is an ideal time to get out and enjoy the sights and sounds of a crisp fall day. Saturday, October 11, you are invited to join Lena Verkuilen, director of the Welty Environmental Center, for a hike through the Colored Sands Forest Preserve near Durand. The Sugar River flows through this preserve and the adjoining Sugar River Forest and Sugar Rive Alder Preserves, all with miles of hiking trails. According the Verkulien, the trail provides a variety of scenery. Sandy trails lead through open areas where prairie restoration is taking place. Wooded areas and moderate hills lead to a fantastic overlook of the Sugar River.

The Sand Bluff Bird Banding Station is located in the preserve, just off the parking lot. It will be open, weather permitting, from 8am to 4pm that Saturday, and all are welcome to watch the banding process happening.

Meet at the Colored Sands Forest Preserve parking lot, 10602 Haas Road, Durand, IL, at 9 am. Verkuilen advises bringing a water bottle, camera, sunscreen and insect repellent. The hike will end at noon, so you may want to pack along a picnic lunch to enjoy in the park at the end of the hike. Picnic tables are available.

To sign up, please contact Lena at info@weltycenter.org or (608) 361-1377.

This event is sponsored by the Lower Sugar River Watershed Associations (LSRWA), a volunteer organization dedicated to the care and enjoyment of our water resources. | <http://www.lsrwa.org>
Brodhead, WI 53520

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Carol Aslesen, 608-633-4331 cgaslesen@gmail.com



**Proposal—“Seasons of the Sugar River”
A Juried Art Show, Fundraiser, and Membership Event for the
Lower Sugar River Watershed Association
December 31, 2012**

**Submitted to Dunnelle ____, Monroe Arts Center, Monroe Wisconsin
Submitted by Jill Sampson, on behalf of the Education and Outreach Action
Team and Board of Directors of LSRWA, Contact: Jill Sampson, 608.214.6591**

Introduction—who is LSRWA?

The Lower Sugar River Watershed Association (LSRWA) is a nonprofit, grassroots organization formed in 2011, in partnership with its twelve-year-old sister organization the Upper Sugar River Watershed Association (USRWA). LSRWA was established by a group of local people who love the Sugar River and the rich, productive landscapes of Southern Wisconsin and Northern Illinois that surround the river and its tributary streams, all of which form our watershed and connect us to each other and to the land. We believe the natural assets of our watershed—the deep agricultural soils, forest and wetland habitats, aquatic environments, and wildlife—are integral to our regional economy and culture, and sustain our lives. We believe these assets benefit from our collective stewardship, now and into the future.

The mission of LSRWA is to serve as a community forum for individuals and diverse stakeholder groups to come together to learn about, celebrate, and steward the natural and cultural resources in the watershed. Since its formation, LSRWA has made significant strides in establishing and building its organizational capacity and public support through the following efforts:

- **Public Engagement/Outreach, Education, and Partnership-Building:** April 2011 public kick-off/brainstorming event, website development, online survey, event exhibits, press releases, “get-to-know-your-watershed” events, including wildflower walks, CAFO tour, watershed primer presentations, with more events planned for 2013—Conservation on the Farm, Flying the Watershed, and more.
- **Watershed Rapid Assessment:** LSRWA has trained over fifty adult and student Citizen Science volunteers in a watershed assessment effort to “take the pulse of the watershed”, as part of initial steps in developing a watershed plan and starting a conversation with landowners and others in the watershed about resource concerns and stewardship opportunities.
- **Grant awards (3):** River Planning Grants (DNR), Citizen-Based Monitoring Partnership Program (DNR)
- **Invasive Species Management:** LSRWA in a public/private partnership conducted an Early Detection Rapid Response effort to eradicate water celery (*Oenanthe javanica*), a new aquatic invasive species in WI discovered in the Sugar River floodplain.

- **Organization Development:** LSRWA is supported by a volunteer board of directors, one part-time staff person, and four action teams (Organization, Science/Technical, Education/Outreach, and Grant Writing). The organization is currently engaged in a strategic planning process to develop a five-year plan.

Show Proposal

To fulfill one of the objectives in its River Planning Grant, LSRWA requests the Monroe Art Center's consideration of a Juried Art Show, fundraiser and membership event in the Frehner Gallery entitled: *Seasons of the Sugar River*. The purpose of the show is to grow membership and financial resources to support the organization's work and to foster citizen awareness, sense of place, and stewardship in the Watershed through the artistic expression of local and regional artists. Single or sequential seasonal depictions of the river and surrounding upland natural and agricultural landscapes in the Watershed are envisioned. The show would highlight not only the artist's interpretations of the natural beauty and cultural character of the Watershed, but would also showcase through additional photo, map, and video exhibitry the Association's DNR grant-funded work with Citizen Science volunteers to "take the pulse" of the watershed and other educational outreaches and collaborations with Educators and Students in the five school districts in or near the Watershed. Additionally, Middle School and High School Student Art Work completed within the auspices of the grant—to learn about the watershed and its ecosystems and the importance of stewardship and the work of LSRWA, and to collaboratively develop logo and promotional designs in charrette with professionals—will be shown in the Wesley Hall. Our hope is that this community event will educate and inspire artists and MAC patrons to appreciate and recognize "places of the heart" in the Lower Sugar River Watershed, delight in its natural beauty, and inspire all to help steward and protect this place we call home.

We hope this premiere show will become an annual tradition between MAC and LSRWA at the Frehner Gallery to expand audiences and patronage for the Center, to grow the membership and support for the mission and vision of LSRWA, as well as to provide a unique and regular outlet for artists, who love the natural environment and who seek opportunities to support a local conservation mission. To help promote the show, the artists and MAC, LSRWA proposes to showcase the artist's profiles and selected work on our website, and include a link to the MAC website, if desired. Our goal is that this and future shows might also showcase area restaurants providing wine and appetizers/desserts. Should the show become a successful annual event, we hope to eventually produce a calendar and possibly other products featuring the art work. Regarding the financial arrangements for the show, we propose no cash prizes, but rather a partnership where proceeds from art sales are split, such as artist 50%, MAC 35%, and LSRWA 15%, with a minimum of \$250/art piece. We look forward to your input on these details, as well as the proposed criteria below, all of which will be important in preparing the Call for Art announcement.

Show Criteria (to be negotiated with MAC)

- Exhibiting artists must be Middle School or High School age for student art produced under the DNR Grant displayed in Wesley Hall.
- Exhibiting artists must be 18 years of age or older for work displayed in The Frehner Gallery.
- All art work must be original.

- Eligible techniques for 2-D works could include media such as photography, painting, drawing, mixed media, printmaking, and video. All 2-D work must be delivered with appropriate hardware suitable for hanging. Video work must be delivered electronically on a thumb drive.
- Techniques for 3-D mixed media works could include media such as sculpture, textiles, clay, metal, glass, and wood.

Thank you very much for considering our proposal. We are very excited to have the opportunity to work with MAC and area artists in this special effort.

Very truly yours,

Jill Sampson
LSRWA Education/Outreach Action Team
Art Fundraiser Project Coordinator



2014 Seasons of the Sugar River – *back roads and backwaters* Juried Art Event and Fundraiser
October 31 – November 28, 2014 @ The Monroe Arts Center

SHOW CRITIQUE

As needed, (please rate from 1=strongly disagree to 5=strongly agree)

1. How did you hear about applying for the Seasons of the Sugar River – *back roads and backwaters* 2014 Juried Art Event and Fundraiser?

I heard about this from Jill Lazordnick-Simpson, the event chair. She's a splendid ambassador and a tireless advocate!

"Call for Art" and Application Process

2. LSRWA's description of goals for the 2014 show at MAC and "Call for Art" was easy to understand?

1 2 (3) 4 5

Comments:

The fundraising component could be emphasized more, I think, especially as both the LSRWA and the MAC benefit from sales.

3. LSRWA's application was easy to complete and return to the LSRWA's offices?

1 2 (3) 4 5

Comments:

When. WAY too complicated and detailed. I understand that a CV helps the jurying process, but this is a fundraiser, not a grant or museum application. The work should speak for itself.

4. In the future, how would you like to execute the completion of the show application and submitting of images of your artwork to the LSRWA jury?

___ a. As it is done now with a paper application, copies of required paperwork and a disc w/images of my artwork? OR

Comments:

X

b. Complete paperwork and submit images of artwork electronically? (i.e. 1. Download and complete application 2. Scan completed application, required paperwork/artist vitae, etc. and return as an e-mail attachment 3. Attach artwork images as e-mail attachments or jpeg attachments).

Comments:

Definitely do this electronically. PLEASE make sure that docs are readable AND downloadable on a Mac, thanks.

Notification Process

5. LSRWA's 2014 notification of acceptance or rejection of artwork into show was timely and easy to understand?

1 2 3 4 5

Comments:

Fine.

Drop-off of Artwork @MAC

6. LSRWA's drop-off instructions and the ease of dropping off accepted artwork at the MAC offices?

1 2 3 4 5

Comments:

Fine

Opening Event Reception @MAC

7. ☒ I attended this year

8. ☐ I was unable to attend this year

Comments:

lovely show, better lighting for the LSRWA scientific exhibits, and GREAT food ☺

9. Quality of the juried artwork in Frehner Gallery

1 2 3 4 5

Comments:

OK - would like to see more artists, if possible

Displays in Wesley Hall

10. Quality and informativeness LSRWA's Science displays/videos etc. in Wesley Hall during the opening reception?

1 2 3 4 5

Comments:

These are great. Better lighting this year helped. Exhibitors should have BIG name badges with their names, affiliation

12. Variety and Quality of the beverage offerings was:

1 2 3 4 5

Comments:

Well, I'm a water drinker - but everything seemed fine.

Artist pick-up off unsold artworks

13. Ease of picking up unsold artworks @MAC was:

1 2 3 4 5

Comments:

Thanks for offering Friday evening as an option. -
Sunday of Thanksgiving weekend is NOT a good time. (Maybe
a different weekend altogether?)
LSRWA's Mission and the Artist's shared role as stewards of the watershed

14. Effectiveness of the 2014 show in supporting the mission of LSRWA to raise awareness about water quality and our shared role as stewards of this resource in the watershed was:

1 2 3 4 5

Comments:

Keep this show going for sure!

Additional Comments

15. Not necessary to do postcards - printing & postage are prohibitive. Some posters for local (Monroe) display are fine - can printing be donated? Send the word out electronically, with images! Ask each artist for email addresses of potential guests (OPTIONAL).
Future Sub-Theme Ideas (for upcoming shows)
Seasons of the Sugar River - WATERFORMS - water in all of its possibilities -
ice, snow, rain, frost, clear water on a sunny day, melting/thawing, rainbow, abstract crystallization
(OPTIONAL)
Artist Name:
Contact information:

Gerogene Pomplun
pomplun11c@gmail.com

5. Objective 5 Attachments

Objective 5: Communications Record Regarding Process for School/Teacher Engagement

Email Communication per Lindsay Andrews PC, dated 9/15/2012, kicking-off communications with the Education/Outreach Action Team regarding engaging watershed area schools and teachers in the River Planning Grant Objective 5 student design activities, and to provide drafts of fliers for review (see attached fliers):

Hello Ed/Outreach Action Team,

For those of you I have not met, I am the new staff person at LSRWA. I'm happy to have the opportunity to be a part of meaningful projects in the watershed, and look forward to working with everyone.

I have attached drafts of two different options for fliers or handouts to use when we are contacting teachers for our design charrette program. There is also a document with some general information about the program that will be helpful for answering any questions teachers may have. Sorry I didn't get this out yesterday as discussed at the September meeting. The end of the week got pretty busy.

One of the fliers is a more attractive version with a background photo, but it may take more printer ink than necessary. The other is designed to be a half-sheet handout using the same text as the other flier. For now, I have identified myself as the main contact for teachers interested in working with us, but if anyone would like to do this, they are more than welcome. Please take a look, and get back to me with any suggestions for content or design.

Thanks everyone,
Lindsay

Email Communication per Lindsay Andrews PC, dated 9/20/2012, with the Education/Outreach Action Team to provide an update on status of teacher/school outreach and associated documents (see attached documents):

I have attached a pdf version of the general info document. I'm not quite sure what went wrong when I saved the Word doc, but sorry for the delay in getting out a version that will open for everyone.

Thanks for your input on the fliers so far. I will have a final version done tomorrow unless I get more comments between now and tomorrow afternoon. I will send it out on Saturday morning at the latest.

I was hesitant to put a timeline on the fliers since we didn't have anything finalized, but there's certainly no harm in saying we will do this in fall of 2012 and will present the final logo design in early January. On that note, I have been putting together on a work schedule for the second River Planning Grant, and have set some tentative dates and steps

for completing the charrette:

Contact teachers: late September to early October

First webinar: late October

Second webinar: early November

First design session (individual classes): early/mid November

Second design session (school/ district): mid/late November

Final design session (all schools): late November/ early December

Post final design concepts on website and open voting: ASAP after final design session

Close voting and present results: Early January

I think this kind of timeline is the best way to go if we want to space events out evenly over the semester. I also considered condensing the events into a shorter time frame in order to be sure participants do not lose interest. In any case, we need to get started with our outreach to teachers as soon as possible so they can work our program into their curriculum. Any input on this timeline or the steps I have included would be greatly appreciated, hopefully I interpreted the design process correctly.

Since we do need to get moving, I agree with Carol that we should decide which schools everyone will contact via email before our next meeting on October 3rd. Since I live in Monroe, I would definitely be able to contact some teachers here, although I'm open to reaching out to any other schools as well.

Thanks again for all your input, and sorry for the lengthy email!
Lindsay

Email Communication per Lindsay Andrews PC, dated 9/22/2012, with the Education/Outreach Action Team to provide an update on status of teacher/school outreach and associated documents, based on teacher input (see attached documents):

In response to Susan's email about her conversation with Lisa Biber, I will put together a list of contacts from each school district and will email the list to everyone tomorrow along with assigned names for each action team member to call. I will include a reworked version of the charrette outreach flier aimed at students rather than teachers. I can make one that specifically mentions a senior project and another that is more general to include schools and grade levels that don't require a final project.

Susan, could you put together the main text of the email announcement that will go out to the contacts I find? You have probably done similar write-ups before, so I feel it would be the fastest way to get the email out to teachers by tomorrow night/ early Monday morning. Either you or I could actually send the email, we would just have to exchange information (text from you, flier and contacts from me). Besides monitoring and the charrette, I think students may be interested in helping out with "getting to know your watershed" and "conservation on the farm" events. There may even be some students who would want to help out with a membership campaign.

Jill, if you think your contacts at the MAC would like to be included in this email to teachers, please send me their addresses as soon as possible.

Thanks for everyone's work on this,
Lindsay

Email Communication thread per Lindsay Andrews PC, Jill Sampson, Susan Lehnhardt, and EOAT members, dated 9/24/2012, to discuss next steps in the school/teacher engagement process. At this point, following initial teacher input, it was clear that schools and teachers would engage differently and would require extensive lead time in many cases to work LSRWA activities, such as the student logo design charrette, into their lesson plans (see attached documents):

Last Spring I contacted a number of science and art teachers/educators/administrators from Monroe on the lists I sent you in regard to setting up a meeting to discuss the watershed project and what time of year worked best for them to implement into their curriculum. Jan Douglas MHS Art and Nadine Whiteman MMS Science were the only ones that responded via email and were excited about art project and the student volunteer opportunities. Mark Dickson MHS Biology/Science was also very excited and Bob led his class on two field trips, stream sampling and a tour of Grande's Waste Water Treatment Plant. Mrs. Christenson MHS Biology/Science teaches a class in Field Ecology with lots of field trips and teaches some of the AP classes for the Science Department. She would be an excellent person to set up a meeting with for possible long term collaboration. Mark Dickson is open to this as well....Needless to say, some individuals are already aware of the group and the outreaches and will be welcoming in their reactions/responses!!!

Jill Sampson

Jill, thanks for recapping your previous discussions. Lindsay, how is your thinking evolving about followup contacts as you compile the long list of educators? We had discussed dividing up the list amongst our team to make calls. Does this still make sense, and if so, we all need to be on the same page to understand how to direct these followup conversations. As I read Jill's note below, I get a sense that different teachers may have different needs and may in fact want to incorporate activities into their yearly plans, such as field trips or presentations. As well as student projects. Perhaps our followup calls, in addition to answering questions, can serve as a survey of sorts to find out how teachers would like to tap LSRWA?

Thoughts everyone? I would propose putting together a list of three or so talking points for us to use when making the call?

Thanks, Lindsay, Jill, and all.

Susan

Susan, thanks for the letter. I felt it was best to just send a brief email and attach your letter and the fliers so teachers could have the greatest amount of detail on each project without sending a lengthy email.

Since we have a known deadline for the Brodhead senior projects, I emailed all 9 of the teachers and counselors on that list already this morning. I think the Albany and Juda lists are short enough that I could email them all today as well, but even after I moved the middle school contacts to another spreadsheet, the list was quite long for Durand and Monroe. Since I was already planning on contacting the Orfordville guidance counselor to get input on which teachers to contact, I think I will take the same route for Monroe and Durand as well. Thanks to Jill, we already have some ideas on who to contact in Monroe, but I didn't want to email those teachers and leave out others who may be interested on the first round of contacts.

To proceed then, my idea is to email the teachers on the list for Albany and Juda, and then just email the counselors in Orfordville, Durand, and Monroe for now. I will give the counselors a day or so to read the email and attachments, then I will call them to get a list of teachers who may be interested before emailing teachers in those districts. My hope is by then, we may have a short enough list that it would be feasible to assign teachers for action team members to contact by phone. There are 6 schools, so the list still may be long. Maybe we could just call teachers who contact us for more information or who have shown interest in the past?

Once we do nail down the process for follow-up calls, I think a list of talking points would definitely be useful. One of those talking points could be a question about how the teacher sees LSRWA fitting into their schedules (e.g. within curriculum or extracurricular), which would address the issues brought up by Jill and Susan.

I will get the email out to the rest of the schools today, and will plan on calling counselors tomorrow. I'll keep everyone posted on any feedback I get via email or in my calls with counselors. Also, I've attached the fliers I sent with Susan's letter just so everyone knows what's going out.

Lindsay

Email Communication per Lindsay Andrews PC, dated 9/26/2012, with the Education/Outreach Action Team documenting communications with watershed area schools and teachers (see attached documents):

I have sent out emails to about 50 teachers, counselors, and administrators: 8 in Albany, 6 in Juda, 9 in Brodhead, 12 in Durand, and 17 in Monroe. I have been having trouble with emails bouncing back from Orfordville schools, so will just get in contact with the

guidance counselor there by phone. How does everyone think we should deal with follow-up calls given the large number of teachers? Depending on how many responses we get, we may just want to follow-up with people we know have shown interest, including Lisa Biber and the teachers Jill and Bob have already been in contact with.

So far, I've gotten 2 emails from teachers that I wanted to share and get some input on. I have attached a pdf with the responses rather than forwarding multiple emails. I emailed both back with more information, and said I would be calling by Friday to discuss things further.

-Andrea Waski, Ag teacher at Brodhead HS, has a natural resource class that may be interested in working on the Green Map project.

-Lisa Franke, Science teacher at Durand HS, has an environmental science class and an environmental club that are interested in the watershed assessment, Green Map, and Conservation on the Farm.

Lisa has already responded again saying her class would be able to start monitoring as early as Friday, which is great since we are coming up on that deadline. Susan, I looked at the points we have left to assess in Otter Creek and North Otter Creek, and it looks like there are several within walking distance of the high school. What are your thoughts on how to proceed? I would like to email Lisa a map of the sampling points and a copy of the data sheet for her to look at before I talk to her tomorrow, but don't have the detailed maps for either of those subwatersheds. Would you be able to find and email those to me?

Thanks for everyone's input thus far,

Lindsay

LSRWA Logo Design Charrette: General Information for Teacher Outreach

Timeline (from River Planning Grant application): September-December 2012.

Project Goal (from RPG application):

Sponsor a non-competitive student design charrette in collaboration with art teachers and students in schools throughout the watershed to develop a professional quality logo for LSRWA and to foster watershed awareness and student participation in the efforts of the organization.

Discussion of Methods and Activities (from RPG application):

We will invite art teachers and students in schools throughout the watershed to participate in a collaborative program to develop a professional quality logo for LSRWA. Participating art and science students from each school will attend a 40-minute webinar hosted by LSRWA on the exciting world of watersheds, how they work, and why we should protect them! They will learn about the work, vision, and mission of LSRWA and about opportunities to get involved in fun projects, like the logo project. A subsequent webinar will focus on how to develop a “brand” idea and design a logo for the organization based on what they learned in the first webinar. Students under the direction of the teacher will submit concept sketches and conduct their own internal charrette and selection process for identifying the most effective logo designs. Student-selected designs and the student designers (up to twelve total) will attend an in-person final design charrette session led by a professional designer to collaboratively create up to three final concept designs for public viewing on the LSRWA website. The public will be invited to visit the website to vote for their favorite design. A final selection will be made based on the vote. All designs generated during the logo project will be posted to the LSRWA website along with the names of students and schools participating in the project, with their permission. All logo designs may be used to produce t-shirts and other promotional items for the organization in their fund raising efforts.

Notes from Ed/Outreach Action Team June Minutes:

Charrette (as defined by Wikipedia): The word *charrette* may refer to any collaborative session in which a group of designers drafts a solution to a design problem. While the structure of a charrette varies, depending on the design problem and the individuals in the group, charrettes often take place in multiple sessions in which the group divides into sub-groups. Each sub-group then presents its work to the full group as material for future dialogue. Such charrettes serve as a way of quickly generating a design solution while integrating the aptitudes and interests of a diverse group of people. need to find out when curriculum planning is done to fit into that.

Plan: Promote design charrette idea to teachers. Have it incorporated into their school schedule of activities. Will need to be preceded by information: Who are we (LSRWA)? What is a watershed—the science of it. Then students will be able to incorporate these ideas into a logo. Jay Blue or Susan Guy may assist with this; have expertise in this area.

Want to Get Involved in Your Community?

Here is a Unique Opportunity to Work with Your Local Watershed Organization!

The Lower Sugar River Watershed Association is pleased to offer opportunities for student participation in our activities for the 2012-2013 school year. LSRWA is a local volunteer organization established in 2011 to serve as a community forum for watershed conservation in lands surrounding the Lower Sugar River and its tributaries in Wisconsin and Illinois.

Ongoing and upcoming projects include:

- ~ Citizen Science Rapid Watershed Assessment
- ~ Design Charrette to Create a Logo for LSRWA
- ~ Help Organize a "Conservation on the Farm" Event
- ~ Help Plan and Implement a "Get to Know Your Watershed" Event
 - Fly-the-Watershed with Brodhead airport and local pilots
 - Canoe-the-Watershed on the Sugar River
 - Bike-the-Watershed on the Sugar River bike trail
- ~ Create a Watershed "Green Map"

If you are interested in participating in any of these programs or would like more information, please contact Lindsay Andrews at LindsayKAndrews@gmail.com or talk to your teachers and school counselors.

Check out our website at www.lsrwa.org or find us on Facebook



These programs are supported by a River Planning Grant from the Wisconsin Department of Natural Resources.

Need a Senior Project Idea?

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Check out our website at www.lsrwa.org or find us on Facebook



These programs are supported by a River Planning Grant from the Wisconsin Department of Natural Resources.

03/01/2013

From: Andrea Waski, Brodhead HS

My name is Andrea Waski, and I'm the ag teacher/FFA advisor at Brodhead HS. I have a natural resources class this year, that meets during 8th hour (last class of the day), and if there is a project they could work on, like the "Green Map", that would be a valuable learning experience. I would need outside expertise to develop what they are looking for. Let me know what ideas you might have, so I can adjust my semester units timeline accordingly...around WI weather.

From: Lisa Franke, Durand HS

I would be very interested in participating in some of your programs. I am one of the high school science teachers at Durand, and I think I could incorporate the watershed assessment task with my Intro to Environmental Science class. We have Otter Creek literally in our school's backyard...just let me know what we need to do, and we can go from there. We could also probably help out with creating the "Green Map".

I am also interested in the "Conservation on the Farm" event. Do you know of any farmers in the Durand area that would be interested in doing this? My Environmental Club would be interested in helping out with something like this. Just let me know what you have planned for this, too.

Are there any programs that might be geared towards elementary students? Just curious.

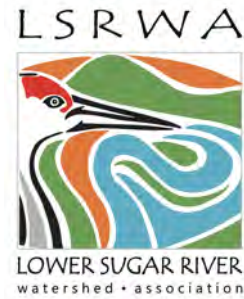
6. Objective 6 Attachments

Date: July 18, 2014

Press Release for Southwestern/South Central Wisconsin

FOR IMMEDIATE RELEASE

Carol Aslesen, 608-633-4331 cgaslesen@gmail.com



First Annual Watershed Field Day

Juda, Wisconsin. Don't miss homemade ice cream, root beer floats, icy lemonade, and an opportunity to meet local producers and neighbors at the FIRST ANNUAL WATERSHED FIELD DAY scheduled for Saturday, August 2 in the Lower Sugar River Watershed. This free event is hosted by the Lower Sugar River Watershed Association in collaboration with the Juda FFA Club and Alumni.

Participants will board a bus at the Juda High School Upper Parking Lot at 9 AM and will return to the parking lot around 1PM. The guided tour will include lands in the western upland and bottomland portions of the watershed, including stops at three local farms, where landowners will talk about their conservation land management practices. Participants are encouraged to dress for the weather conditions and bring your own sack lunch, water bottle, and cup for the home-made lemonade and root beer floats that will be available at two of the tour stops.

As the bus travels the rural roads, we will look back at the early days of farming and the legacy of watershed conservation efforts in Green County. We will consider the changing economies and land use practices since that time that have challenged our ability to maintain healthy soils and water quality. At tour stops we will see differing approaches to crop production, conservation, and management practices which promote healthy soils, clean water, and wildlife. We will find out how crop rotations, contour farming, and cover cropping maintain healthy soils for generations of productive crop yields, and learn about how healthy soils are essential to providing proper nutrition in the meals we prepare for our families. We will see degraded lands that have been restored to native prairie, savanna, and wetlands where “crops” being produced include native plant seeds, soil microbes, wildlife and game, and important pollinators that support other crop production.

To sign up, email or call Susan Lehnhardt at susan@appliedeco.com, (608) 897-8641 x20; or Ralph Johnson at rj@judaschool.com, (608) 934-5251 x260.

The Lower Sugar River Watershed Associations (LSRWA) is a volunteer organization dedicated to the care and enjoyment of our water resources. | <http://www.lsrwa.org> | info@lsrwa.org Brodhead, WI 53520.



LSRWA - First Annual Watershed Field Day Tour Map August 2, 2014

Legend

★ Tour_Stops (Labeled)

Tour Segments

1-Tour Start / Juda School

2-Kaderly Farm

3-BMPs

4-AES

5-Avon Bottoms

6-Stone Prairie Farm

7-Juda School

Subwatersheds (With Names)

Rivers and Streams

Highway

Major Road

Local Road

Railroads

State Wildlife Area

N

1-Tour Start / Juda School

2-Kaderly Farm

3-BMPs (Potential Stop)

6-Stone Prairie Farm

4-Applied Ecological Services

Avon

5-Avon Bottoms

LSRWA



LOWER SUGAR RIVER
watershed association

Dedicated to the land and enjoyment of our water resources

RP-229-13 LSRWA

Map Date: 7/29/2014
Map By: Applied Ecological Services



Welcome to the First Annual Watershed Field Day

Co-sponsored by the Lower Sugar River Watershed Association and The Juda School FFA Club and Alumni

Please use the map provided to follow today's color-coded tour route through a portion of our watershed. We will travel through four tributary basins: Juda Branch, OK Creek-Sugar River, Spring Creek, and Mt. Hope Cemetery. The hill shade features on the map indicate the high relief ridges and valleys of the western sector, which fall to the broad flat glacial outwash bottomlands of the Sugar River below. During the tour, we will travel along back roads and share what we know about some of the early settler's cabins and other historic features along the way, based on historic maps. Following is information about the major stops along the route and other features during the tour:

Juda School and FFA Buffer Test Plots: The Juda School supports one of the largest FFA clubs per student capita in the state. The school recently added ecology to its curriculum and has established an outdoor laboratory to conduct a long-term buffer experiment and to measure water quality response in the adjacent North Fork Juda Branch (NFJB). NFJB is an impaired stream reach in the watershed due to phosphorous and sediment. The school and its partners, Grande Cheese, Lower Sugar River Watershed Association, Applied Ecological Services, Green County Conservation District, and Wisconsin Department of Natural Resources have undertaken this project with support from the Wisconsin Environmental Education Board (WEEB) to raise community awareness and to restore health to our local stream.

Ed and Caroline Kaderly Farm: We will enjoy beautiful views of the OK Creek basin from a high hill on the Kaderly farm, while learning about soil health and nutrition. These topics are important aspects of Ed's farm management program, and they serve as guiding principles in the best management practices he employs: crop rotation, contour strips, grassed waterways, and other practices which he will tell us about in his dynamic field presentation. The Kaderly family has farmed in the watershed for three generations, and played a role in the early watershed conservation efforts in Green County in the 1950s to address the growing problem of soil erosion and flooding.

Applied Ecological Services and Taylor Creek Restoration Nurseries: AES and TCRN have been operating in the watershed since 1978. Together, with their contracting division, they design and build ecological restoration projects throughout the United States and around the world. We will visit the 200-acre native plant nursery, with many beds in full bloom, on our way to Avon Bottoms.

Avon Bottoms Conservation Area: We will travel through some of the most extensive floodplain forest habitat and buffering conservation grasslands in southern Wisconsin, providing habitat for rare forest birds, such as the beautiful Prothonotary Warbler and the curious Yellow-billed Cuckoo, and for an abundance of grassland birds and waterfowl.

Virgil and Bev Deininger Farm: As a young boy, Virgil moved to this picturesque farm on Peedee Road with his family in 1941, and took over the farming operation with his wife Bev in 1960. From the beginning, the Deininger's have employed conservation practices such as contour strips, grassed waterways, crop rotation, and other practices that Virgil will tell us about. We will enjoy a view of the Sugar River Valley, overlooking the striking pattern of corn and bean strips on the Deininger farm and on that of several of their neighbors, all of which contribute to water quality in the upper reaches of the OK Creek basin.

Stone Prairie Farm: We will visit with Steve Apfelbaum and Susan Lehnhardt to learn about their restored prairie and savanna located on Mill Road. We will walk the trails to observe and learn about some of the hundreds of plant and animal species that occupy 80 acres of mostly highly erodible soils

Geology: We will travel through the western uplands of the watershed, which are just beyond the edge of the Driftless Area, where glacial deposits are largely absent. Here, however, narrow bedrock ridges which extend into the Sugar River Valley are covered with till (gravel, sand, and sediment) from the ancient Illinois glacier and, in the broad flat Sugar River bottomlands, sandy outwash from the more recent Wisconsin glacier. We will point out glacial landforms and evidence of underlying bedrock features, which occasionally outcrop to form familiar way points, such as "Rock Hill" on Rock Hill Road. And, talk about the legacy of springs throughout this sector of the watershed that gave one of our Townships its name—Spring Grove Township.

Special Guest: Francisco Arriaga is Assistant Professor of applied soil physics, soil and water management, and soil conservation at UW-Madison, Department of Soil Science. His research supports the development of management systems that promote crop productivity, as well as soil and water conservation. His interests include tillage, soil compaction, crop residue management, cover crops, and water quality and quantity. During the tour, Professor Arriaga will participate in the conversation about how to recognize some of these practices at work on the landscape, and what practices can have the biggest impact on improving watershed health. At the end of the tour, Professor Arriaga will visit the Juda School FFA buffer test plots to discuss details of the experimental design. All are welcome to join us at that time.

7. Objective 7 Attachments

Green Map Project (GMP)

Proposal to Partners of Lower Sugar River Watershed Association (LSRWA)

January, 2015

Prepared by: LSRWA Green Map Project Team (Science, Education/Outreach, and Technical Action Teams)

Introduction: LSRWA has committed to creating a “green map” of our watershed in 2015. A “green map” as we envision it, is a representation of the natural resources and locations where people and communities are practicing conservation to protect and improve water quality and other “ecosystem services” for the benefit of residents and visitors to our watershed.

Vision Statement: Our watershed “green map” will identify resources, both natural and human, that contribute to water quality and the sustained health and availability of water and other natural resources (ecosystem services) for the well being of our communities and of those who visit our watershed. The “green map” will be available to all partners and stakeholders in the watershed to help raise awareness of the importance of water quality to the health of our communities, and of our individual and collective role in achieving and sustaining clean water for our use and enjoyment.

Goals: The following goals of the GMP are identified to achieve successful completion and use of our “green map”:

1. Create a “green map” that identifies resources, both natural and human, that contribute to water quality and the sustained health and availability of water and other natural resources (ecosystem services) for the well being of our communities.
2. Identify and engage partners to help develop criteria for selecting content, as well as the design, functionality, and best use of the “green map”.
3. Complete the draft “green map by” September 2015, for launching on LSRWA and other partner websites for testing.
4. Maintenance and periodic updating of the “green map” on an annual basis.

Objectives: The following objectives of the GMP are identified to create a “green map” for our watershed:

1. Identify “green map” lead and design team members from the LSRWA Science, Ed/Outreach, and Technical Actions Teams.
2. Engage potential partners in helping to develop criteria and identify features and entities to include on the map, as well as to provide input on the design, functionality, and best use of the “green map”.

3. Develop draft “green map” as an online, interactive resource and as a decorative, educational map/poster that can be distributed or sold at fundraising and educational events, at local businesses, and other venues.
4. Launch the “green map” online and solicit partner and public input on the design, functionality, and educational/promotional effectiveness of the draft map.
5. Gather and apply critical input from partners/public to revising and finalizing the “green map”.
6. Post revised “green map” online and publish hardcopies for distribution/sale.
7. Periodically review and update the “green map”.

Potential partners/partner role: Partners of the GMP will assist in defining criteria for resources and entities to be included on the Green Map. Partners will have access to and use of the Green Map, as desired, for promotional and educational use. Proposed partners will include the following (in alphabetical order), along with proposed area of interest for identifying entities and criteria for inclusion on the “green map”.

Proposed Partners	Proposed Entities for Inclusion on Green Map	Potential Criteria	Potential Contact
University Extension	WAV and P sampling sites, water quality and other conservation programs	Active WAV/P sampling sites	Green County Rock County
County NRCS and Land & Water Conservation Departments; and Landowner/producers/operators	CLWCDs providing conservation field days and conservation programs for students; lands/operations implementing conservation BMPs	Conservation innovation; long-term practices and consent of landowner participants	Green County LWCD Rock County LWCD IL counterpart Landowners/producers/operators
WDNR	State protected and managed wildlife and natural areas	State properties protecting natural resources and providing public access to natural resources	Basin Coordinators Water Quality Specialists Wildlife Biologists State Properties
Regional RC&Ds	RC&D conservation program areas	Active conservation program areas	SW Badger RC&D Town & Country RC&D
School Districts	Schools w/ Green Teams, recycling or water use programs, ecology projects	Minimum one program or project, consent of school district	Juda School District Albany School District Brodhead School District Monroe School District Durand School District Orfordville School District

Municipalities	City water use programs, recycling, alternative stormwater projects to improve water quality and reduce polluted runoff	Natural resource protection programs, Water Star Community designation, alternative stormwater projects, Bird City USA designation	Albany Brodhead Orfordville Juda Monroe Durand
Lake Associations	Associations with conservation agendas/programs	Projects to protect and improve water quality and other natural resources	DLMRA Lake Summerset
Conservation/Outdoor Education Organizations	Organizations, projects and programming, private lands conservation (prairie, wetland, and woodland/savanna restoration projects)	Non-profit organizations dedicated to conservation of water and other natural resources and providing public education	USRWA Natural Land Institute Welly Environmental Center LWSRIA Prairie Enthusiasts Green Rock Audubon Green Co Conservation League Scouting Organizations FFA Organizations
Business/Industry	Businesses engaged in, promoting, and providing services to support conservation BMPs	For-profit organizations dedicated to, supporting, and promoting conservation of water and other natural resources	Community Chambers of Commerce Kiwanis Economic Development Groups Regional RC&Ds

Timeline/schedule:

	Task/subtask	J	F	M	A	M	J	J	A	S	O	N	D	Lead/Team	Notes
1	Organize GMP team & partners														
1.1	Assemble GMP team	x												Susan	
1.2	Conduct partner outreach	x	x											GMP team	
1.3	Kick-off meeting, id project needs, next steps/roles & responsibilities		x											GMP team/partners	
2	Gather & assemble GIS data, background info & “green map” content														
2.1	Research existing “green map” models, resources and data support needs		x											GMP team	
2.2	Develop “green map” content criteria		x	x										GMP team/partners	
2.3	Gather/assemble GIS database		x	x										GIS technician	
2.4	Gather/develop “green map” content & features			x	x									GMP team/partners	
3	Create “green map” base map & draft features layers														
3.1	Develop map layers			x	x									GIS technician	
3.2	Apply “green map” features				x	x								GIS technician	
4	Team meetings & map review														
4.1	Web-based meetings/review sessions			x	x	x	x							GMP team/partners	
5	Finalize “green map”														
5.1	Create final “green map”							x	x					GIS technician	
6	Launch/distribute “green map”														
6.1	Post “green may” to LSRWA/partner websites									x				GMP team/partners	
6.2	Publish/print hardcopy maps for distribution									x				GMP team	

Purpose

This project focused on investigation of the options, opportunities and requirements for a future, publicly interactive (live-map) function available through the LSRWA web site. Going beyond the static maps typically provided in an image or document format such as PDF, the live-map allows for 1) viewing of more or less continuous updates to the map, 2) scaled symbolism for effective and high-resolution exploration by zooming and panning, 3) public viewer control over the content or themes that are displayed, 4) search and query of tabular attributes associated with features in the map, 5) clickable links to other web sites or multi-media resources, 6) downloading of data represented in the map, 7) options for sequential presentation of map-related material by the user and 8) options for users to upload their own data to be included in the map.

Scope and Assumptions

This investigation assumes LSRWA will rely primarily on applications currently provided by other parties rather than develop extensive in-house capabilities. Most of these options rely upon the largest internet map engine providers such as Google (Google Maps), Microsoft (Bing Maps), ESRI (ArcGIS Online) and the OpenStreetMap. With varying degrees of customization and programming these core technologies can provide very sophisticated functionality. Many government provider mapping sites are also available and can be combined with other data sources to produce 'mash ups' for specific purposes. Discussion will consider both low-cost and higher cost options if resources are available in the form of additional funding or cooperative relationships. This project also assumes a significant amount of professional GIS support from primary partners such as Applied Ecological Services for data preparation and migration to a web-based platform.

LSRWA Functional Requirements

The following are core or minimum requirements needed:

- 1) Base map engine providing both a symbolized feature map (typically streets and major facilities) and an aerial imagery or satellite view of the watershed area and beyond. Most map services also provide combined and topographic views also.
- 2) Ability to bulk upload existing GIS data such as watershed boundaries, routes, and significant sites represented as points.
- 3) Flexibility in symbolizing groups of features using custom icons, area fill patterns, colors and transparency.
- 4) User access to feature attributes and URL links via clickable pop-up window.
- 5) Easily understandable navigation (pan/zoom) and display (legend/layers) controls for multiple data themes per map.
- 6) Associated data form for input of single point location coordinates and attributes by the general public to be submitted for inclusion on the map via a LSRWA moderator.
- 7) Ability to create a printable or exportable view of a map as displayed by a user.

The following are advanced requirements desired but not core:

1. Associated data input form that has a map-based coordinate look-up function that automatically populates the coordinate input boxes on the form based upon a user-placed icon on the map. [See <http://itouchmap.com/latlong.html> for an example.]
2. Advanced symbolism that can be developed using desktop GIS (ESRI's ArcMap) and added to the web map (example feature annotation).

3. Additional data types that can be added to the web map including grid-based thematic layers and locally derived georeferenced aerial imagery.
4. Links to other applications that allow alternate visualization of certain features such as Google Earth.
5. Shareable and downloadable datasets and desktop GIS projects (ArcMap).
6. Public data input form that allows submission of multiple features stored in a file such as Excel, GPX, or ESRI Shapefile.
7. Ability to easily make map-centric, multi-media presentations based on selected content within a map and presented on the web.
8. Ability for multiple and tiered editing privileges within authorized groups for advanced collaboration and division of workload in moderating the site and creating presentations.
9. Mobile apps for viewing maps and/or submitting data to be included in the maps.

Summary of Mapping Opportunities Investigated

Google Maps (Google)

Google Maps is fast, ubiquitous and largely free mapping engine that is easily embedded on any web page. The primary costs involve adding data and symbolism to a Google Maps base map and customizing interactive functionality around it. Data can be bulk uploaded but symbolization must be done manually for each dataset and these are not easily transferrable to a different map. Programmatic customization options are extensive and there are third-party vendors that provide fee-based templates for basic customization. **BuildAmap.com** is an example of such and is used by the Upper Sugar River Watershed Association (see <http://usrwa.org/interactive-map/>). Pricing is as low as \$8 per month with no ads. This is an excellent, inexpensive option for quick and/or temporary maps but is not very scalable without serious programmatic customization.

Bing Maps (Microsoft)

This application was not explored in depth but is similar to Google Maps. Personalized maps can be created and shared here also and extensive programmatic customization is available. Basic level help was hard to find when explored by this writer.

OpenStreetMap

This application bills itself as the “Wikipedia of maps” as it is ‘open source’ and allows credible users to supply edits to its base map. At a minimum it offers base maps of symbolized features (Streets, etc.), terrain (shaded relief) and satellite imagery. Similar to Google and Microsoft it has its own site for user defined mapping (www.openstreetmap.org). This option was only lightly investigated through a third-party service provider called MapBox (www.mapbox.com) that offers user-customized maps for as low as \$5 per month. Most of the showcase examples provided on the MapBox website imply a significant amount of programmatic customization was involved. While the base maps are very high quality, the display performance did not seem to be as fast as with the Google or Bing Map applications.

ArcGIS Online (ESRI)

ArcGIS Online is a mapping service provided by the ESRI which has the largest market share in desktop and server-based GIS applications. It provides server-based mapping services for both individuals (free) and organizations (fee-based subscriptions) that are tightly integrated with their desktop applications that have been used by AES in support of LSRWA mapping efforts. Individual accounts allow bulk data uploading of points, lines and areas but like

Google and other services, symbolization must be done manually within the online map application. These maps can be shared or embedded in web pages and multi-media presentations (or story maps as ESRI refers to them) can be created and shared with an individual account. ESRI provides a very large selection of base maps to use, including those from OpenStreetMap and BingMaps. Any ArcGIS Online map can also be used within ESRI desktop applications which can be very useful for data sharing and educational purposes. Simple desktop ArcMap projects can be uploaded and shared online with the individual account but these can only be downloaded and opened in ArcMap for viewing. ESRI offers two browser-based viewing clients, the ArcGIS Online Viewer (used to make the map) and ArcGIS Explorer Online which is a simplified viewer independent of the ArcGIS Online interface. The organizational account is much more flexible and robust but carries a minimum of \$2,500 per year subscription cost. It is targeted for smaller organizations that desire online maps and collaboration that is tightly integrated with their ESRI desktop mapping and institutional databases but cannot afford to bring server-based mapping in-house. Besides the ability to create groups for shared and/or tiered editing and collaboration, a much greater variety of data types can be added to the online maps, including local imagery and grid-based data files. Of particular significance is the ability to publish desktop GIS projects (from ArcMap) as web map services, thus allowing for the rich symbolism and advanced data sources to be shared with anyone via a browser client. Additionally, a map service can be provided that allows the public to add features to a data layer directly. While still needing review, this can be an improvement on strictly form-based data input. As with the other options discussed above, extensive programmatic customization can be incorporated to make a robust web mapping application. While maps made under an individual account cannot be migrated directly to an organizational account, they are available to the organization account to use or add to their maps.

DataBasin (www.databasin.org)

DataBasin is a free mapping engine and customization service provided by the Conservation Biology Institute and provides basic and advanced services for both making and sharing maps and for group collaboration. It is specifically oriented to conservation topics and organizations and, as of this writing, has at least 4 groups associated with watersheds. It uses the ESRI server-based GIS mapping engine which allows for direct uploading of desktop-based data and symbolism, including labels. It seems to be like a hybrid between the individual and organization ArcGIS Online accounts by offering group formation and collaboration. Databasin offers additional, fee-based services including spatial data uploading and processing, hosting of larger datasets (such as aerial imagery and grid-based data), data gateways for expanded groups, premium mapping and analysis tools, custom tool development and training. One significant difference is that the maps served by Databasin cannot be embedded in other web pages so they must always be viewed within the Databasin interface. While this is something frequent users can adapt to, it could be distracting for new or very casual users because of the constant display of options to do so many things. It is usually better for these folks to have a more isolated experience.

OpenGreenMap (www.greenmap.org)

This is a free (donations encouraged) online mapping service that allows mapping of 'green living sites' which includes a very broad spectrum of commercial, natural and cultural topics. It uses the Google Maps engine and provides an easy to use interface for registered users to build and 'host' their own green map, typically dedicated to a general geographic location. It provides a ready-made input form for point locations that can be suggested by anyone, and includes a map-based coordinate finder. The service provides dozens of 'topics' or categories that can be mapped, each with its own 'official' icon. These are generally grouped under 'Sustainable Living', 'Nature' and 'Culture and Society'. Routes (lines) and Areas (Polygons) can also be included (at this time lines and polygons must be hand drawn on the map and cannot be imported from existing GIS data. Even points can only be added one at a time using the site form provided but documentation states that a spreadsheet based import function is under development. Users can develop their own topics and icons, but the use agreement states that the official topics should be at least 50 percent of those offered. The actual topics included within any given green map can be limited by the 'mapmaker' or host. This could be useful as the full spectrum of topics provides for a rather confusing array of icons that are difficult to become familiar with. The Open Green map site has a 'store' that allows (printable) green maps to be sold for \$5 (current as of 2007 so may not be active).

Wisconsin Geotools (under development)

This is a joint community outreach and educational project by the UW-Madison Nelson Institute for Environmental Studies, UW-Sea Grant Institute and the UW-Extension Environmental Resources Center, in cooperation with ESRI, to develop an integrated mobile and web-based opportunity for 'fostering citizen engagement'. Specifically, they are prototyping mobile apps and web interfaces to facilitate citizen contribution of their location-based stories that will be represented on a map and linked to data they submit in the form of oral histories, written texts, pictures, audio or video. It will allow these spatial narratives to be grouped and filtered by Location (for example a watershed) and then by Topics. Prototype topics for a Green Bay, WI location include Ecotourism, Fishing and Wildlife, Science in Action, Stories and Heritage, Water Quality and Wetlands. This is still in the early stages of development but appears to be in line with the goals of the LSRWA live mapping project and a great opportunity if fully developed.

The following table summarizes the pros and cons of the options investigated.

Pros	Cons
Google Maps (Basic Individual Account or simple third-party template such as Build A Map)	
Excellent base maps and display performance	Manual symbolization
Bulk uploading of point, line and polygons	Each feature shows in the side panel which can become very cluttered with large datasets
Custom point symbols (icons) supported	Not expandable without programmatic customization
Inexpensive (free or minimum monthly subscription)	
Web page embeddable	
Open StreetMap (Using MapBox.com)	
Assumed similar to Google Maps but display performance not as good.	Assumed similar to Google Maps but may require more programmatic customization for basic functionality.
ArcGIS Online (Individual Account)	
Excellent and diverse set of base maps	Manual symbolization
Bulk uploading	
Free	
Data and Map Sharing in ESRI format	
Maps can be included in organizational content if needed	
Web page embeddable with two browser viewing options	
Easy presentations and story maps	
ArcGIS Online (Organization Account)	
Same as Individual Account except for cost	Cost (\$2,500 per year)
Rich feature symbolism from desktop GIS available, including labels	
Additional data types and imagery available	
Web maps usable in and highly integrated with desktop applications	
Groups and collaborative activities	
DataBasin	
Similar to an organizational account with ArcGIS Online but without the cost and story map capability.	Maps can only be viewed within the DataBasin interface which can be distracting for the general public.
Free (but donations accepted)	Polygon labels do not work well (replicate when zooming in)(known technical limitation)
Advanced services available for a fee	
Open GreenMap	
Easy to set up mapping interface with many pre-defined categories for public input.	Line or polygon features must be hand drawn on the map (cannot use existing GIS data)
Free	Does not allow for bulk upload of features.
Can be embedded in web page.	
Wisconsin GeoTools	
Locally developed with potential for customized categories	Not available yet so many unknowns.
Designed specifically for user input of features and data	

Analysis and Recommendations

Clearly there are many options available for interactive mapping, ranging from free, quick and relatively easy to fee-based and long-term. The general lack of portability between options suggests that minimal resources should be invested in something that will not provide scalable and expandable functionality in the long-term. On the other hand, an inexpensive, short-term solution could be implemented immediately with a view toward a more sophisticated application in the future. Also, there is no reason why more than one mapping option could be developed for the long term, as long as they have distinctive purposes which are clearly defined for public users.

A short-term solution example is demonstrated by the Upper Sugar River Watershed Association, which has implemented a basic, five theme web map using the third party Build-A -Map template for very little cost. It has no user input functionality at this time, but this could be developed with some basic programming. The LSRWA has several GIS datasets already developed with hundreds of points and complex area boundaries such as sub-watersheds. Perhaps a better low-cost solution for LSRWA would be an individual ArcGIS Online account. This would provide expanded collaborative capabilities that would serve to meet some of the educational goals of the LSRWA. Any individual can register for their own free account and modify the LSRWA web maps (or any map found at ArcGIS Online) or make presentations (story maps) and save them to their own account. This does not change the official data or map which would be under the control of LSRWA. A review and approval process could be established to put links to individual maps for collaborative sharing. The primary cost would be the personnel time to upload data and prepare maps. It is estimated that approximately 80 man hours would be required to process the existing GIS data [points from initial public meetings, rapid watershed assessment points and results, watershed boundaries and a few others] and prepare one or more maps based upon related content. This assumes access to ArcGIS Desktop. Note: A home-use license of ArcGIS Desktop, which can be used only for personal or charitable purposes, can be purchased for \$100 (per year) by anyone, so this work could be done by volunteers.

A preferred long-term solution would be to have an ArcGIS Online organizational account, but given the cost this would probably need to be a cooperative venture with other organizations. As with any project developed on a subscription basis, long-term funding is essential for protection of the investment. Also, the cost of most web application services are volume or demand based so the \$2,500 per year fee is a starting point and does increase at higher demand levels.

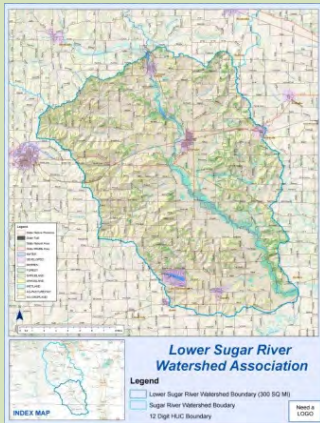
Another option worth considering is immediate implementation of a Green Map via the Open GreenMap application. This free resource would allow the public to start submitting ‘informal’ observation points of interest very quickly. It would not be advisable to add much of the existing GIS data as it would be very time consuming and they could be added to the ArcGIS Online map(s). The actual themes to allow on the map would have to be more carefully studied. The primary costs are the time to set up the map and the ongoing moderation of the features submitted by the public. It is estimated that about 30 hours would be required to establish a GreenMap account and prepare a map for public use.

The Wisconsin GeoTools application is a promising option but is still an unknown. It is being developed using the core functionality of ArcGIS Online so it may be easily integrated with ESRI-based maps developed by the LSRWA. It is recommended that LSRWA staff develop a collaborative relationship with the developers to facilitate future integration with its goals.

8. Objective 8 Attachments



LSRWA | Lower Sugar River Watershed Association ANNUAL MEETING & SPRING WORKSHOP 2013



WHEN mark your calendar!
SUNDAY MARCH 17, 2013
11 am – 4pm

WHERE directions
Brodhead Public Library
1207 25th Street, Brodhead, WI

Refreshments and light lunch served.

AGENDA

10:30 – 11:00a Sign-in/refreshments
11:00 – 11:30 Welcome/overview
11:30 – 1:15 Presentations/Lunch
1:15 – 3:15 Workshop/Wrap-up
3:15 – 4:30 Optional Tour **Avon Bottoms Wildlife Area**

LSRWA is hosting our first annual meeting, and we'd like you to join us to learn about some of our accomplishments over the past two years and how you can get involved! Since our first kick-off gathering in spring 2011, we have been hard at work with citizen science volunteers surveying and mapping the watershed, creating a 5-year strategic plan, and working with students and partners to develop environmental education and outreach initiatives. We will share the highlights of these and other activities and will introduce you to your board of directors and Action Teams.

Spring Workshop—Designing a Restoration Model for Impaired Streams This workshop will provide hands-on opportunities to learn about the health of our watershed and how our streams become degraded. You will learn how to identify and map at-risk areas contributing to water quality problems, and discuss how to design and implement solutions to make improvements.

Tour Avon Bottoms Wildlife Area We will travel to our watershed's largest protected natural area—over 6,000 acres of floodplain forest, barrens, and wet prairie—to learn about past, present, and future conservation efforts, and how we all benefit from them. Bring your binoculars!

Learn more on our website www.lsrwa.org
Fill-out our survey | Become a member and join an Action Team

Tell your friends and neighbors forward this email or link to our website!

Questions? Please contact Susan Lehnhardt (608.897.8641 x20), or email info@lsrwa.org.

9. Budget Documents