



**TWO RIVERS COALITION
BOARD MEETING
November 11, 2009 Geneva Township Hall**

Call to order 7:09 p.m.

Attendance: John Legge, Joe Parman, Al Baerren, Tom Howe, Sam Ewbank, Brian Boyer, Kevin Haight, Dave Foerster

Motion by Al Baerren to approve agenda as amended and seconded by Kevin Haight, all ayes

Motion by Joe Parman to approve October 14, 2009 minutes, seconded by Kevin Haight, all ayes

Treasurer's Report, Dave Foerster - \$150.00 in income and \$102.06 in expenses with total assets of \$4,126.71

Donations and Membership Dues - \$625.00

Coca Cola/Nature Conservancy project update – John Legge: PowerPoint presentation (attached) - The Nature Conservancy and Coca Cola partnered in water quality and preservation practices in and around the Paw Paw River Watershed. First round of studies indicated areas in the watershed with Mussels species matching studies 20-30 years prior. Mussels are a good indicator of water quality.

Fundraising/Membership, Sam Eubank & Tom Howe – Hand-out provided
The committee drafted a “Membership Strategy” outline in order to set goals toward a viable membership and information base for TRC. (Draft River Network MOU and Membership Strategy attached). The membership committee will continue to work with River Network to work out the final terms of the grant. The Board will be provided the final terms by email and will be asked for concurrence before entering into a grant agreement.

Media/Communication, Dave Foerster – Website development and design is almost complete and is anticipated to be ready by the first of the year.

Annual Meeting: 6:30 – 9:00 p.m., December 9, 2009, Van Buren Conference Center, Lawrence. Homemade desserts and Refreshments will be provide, RSVP encouraged. Presentations by: Dave Foerster, President; Larry Nielsen, Village of Paw Paw Manager; Nate Fuller, Southwest Michigan Land Conservancy.



Community Connections, Al Baerren: 2009 MAEP environmental education project grant application submitted.

New Business:

Ox Creek TMDL MDEQ public meeting was attended by TRC members. Turn-out was good and pilot project study for Ox Creek was announced. Presentation available on Southwest Michigan Planning Commission website, www.swmpc.org

Adjourned: 9:12 p.m.

Respectfully submitted by,

Joe Parman, TRC Secretary

Attachments

Coca Cola/Nature Conservancy Project update
Draft River Network MOU
Draft Membership Strategy

A sustainable approach to water use in Southwest Michigan's Paw Paw River Watershed

*Matthew Herbert, Patrick Doran,
John Legge, Scott Sowa
The Nature Conservancy*

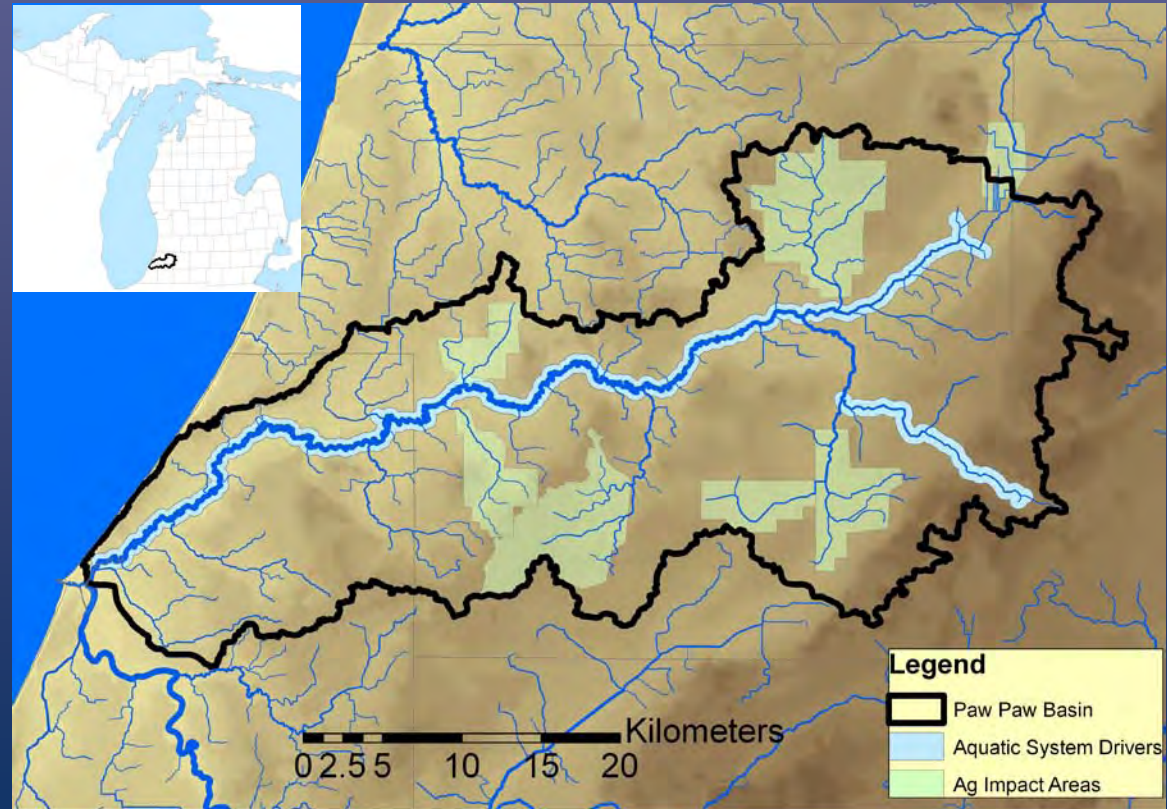


*Jeremiah Asher, Glenn O'Neil, Jon Bartholic
Michigan State University,
Institute of Water Research*



Paw Paw Watershed

- Freshwater Targets: Paw Paw Mainstem & East Branch
- Significant stresses include sedimentation and altered hydrology



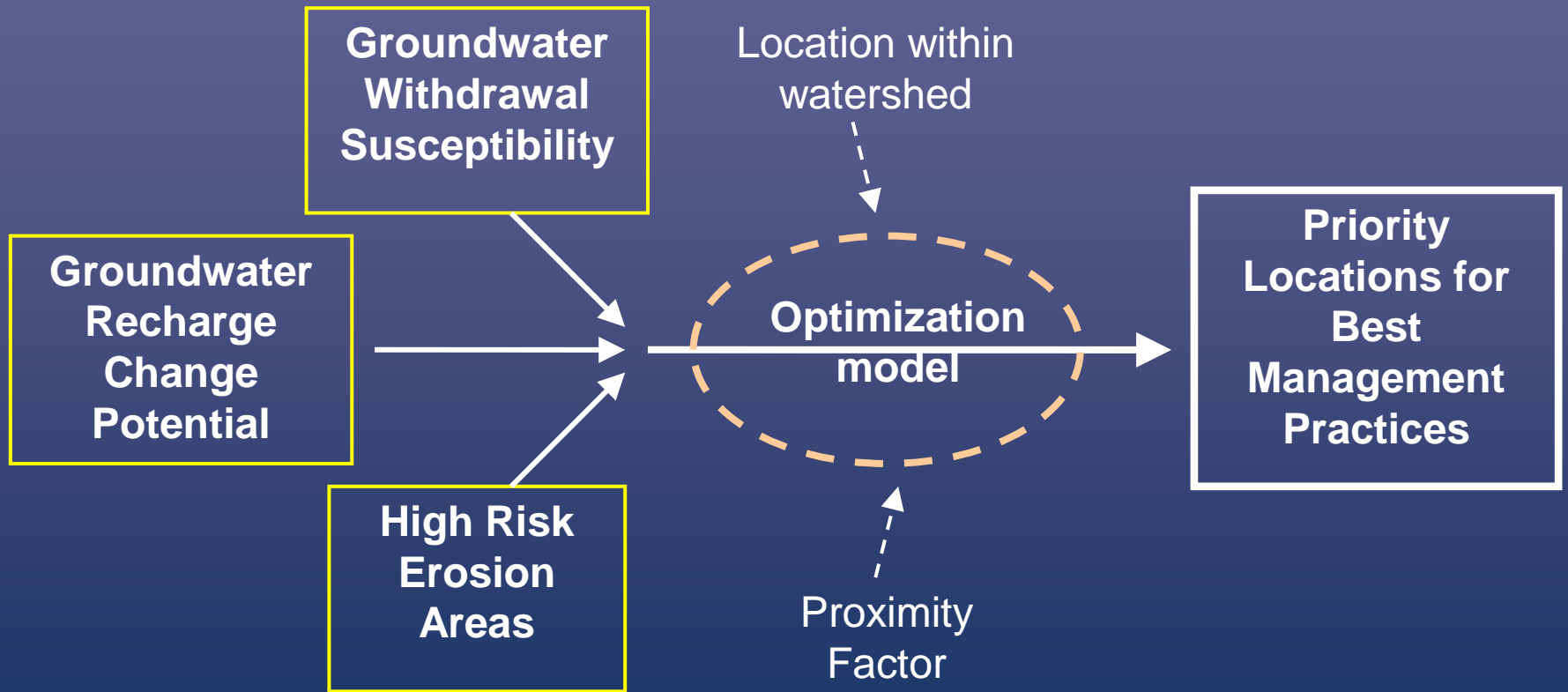
Paw Paw River Pilot Offset Project

- Identify strategic areas for Best Management Practices (BMPs)
- Promote agricultural BMPs in strategic areas
- Biological surveys

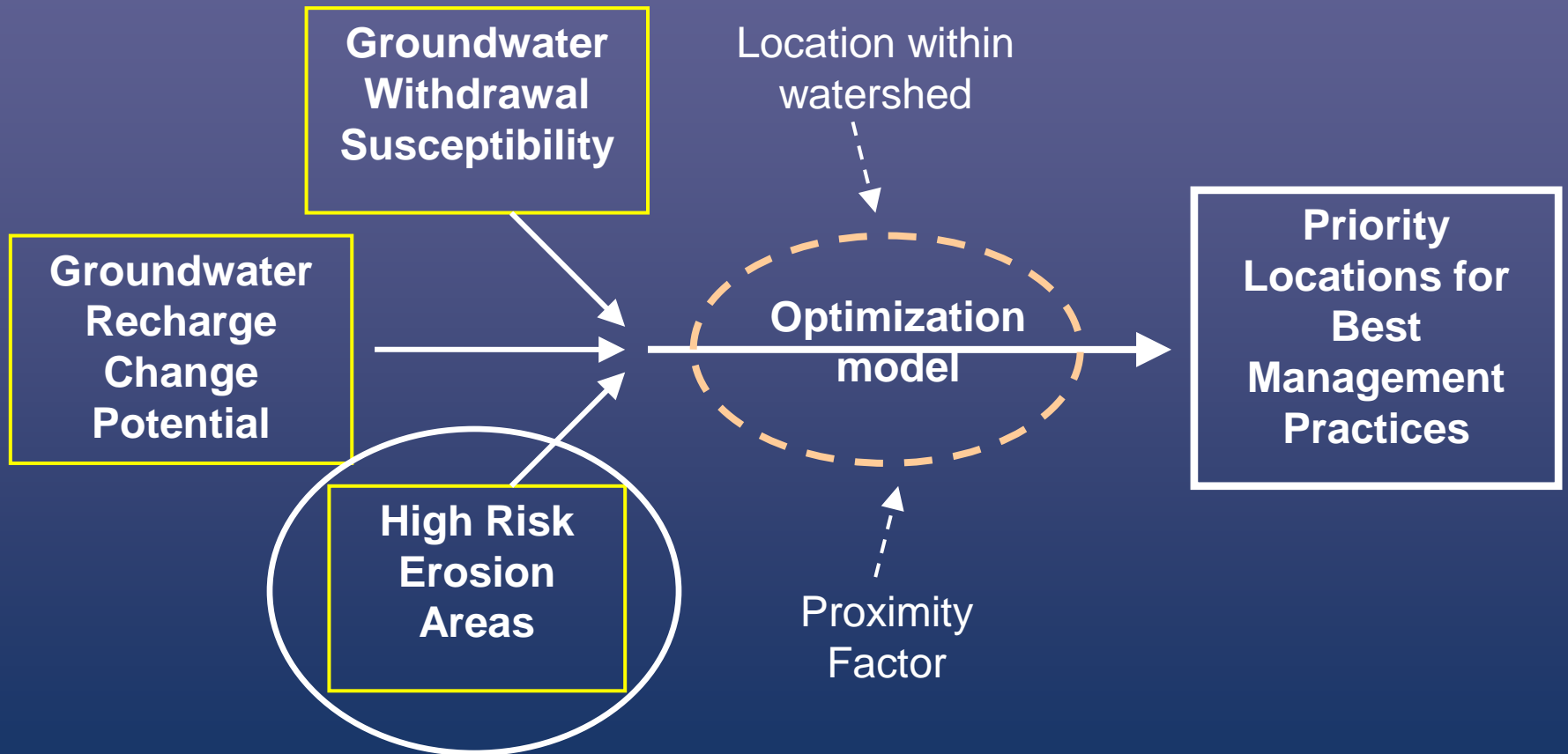
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BMP Prioritization Diagram



BMP Prioritization Diagram

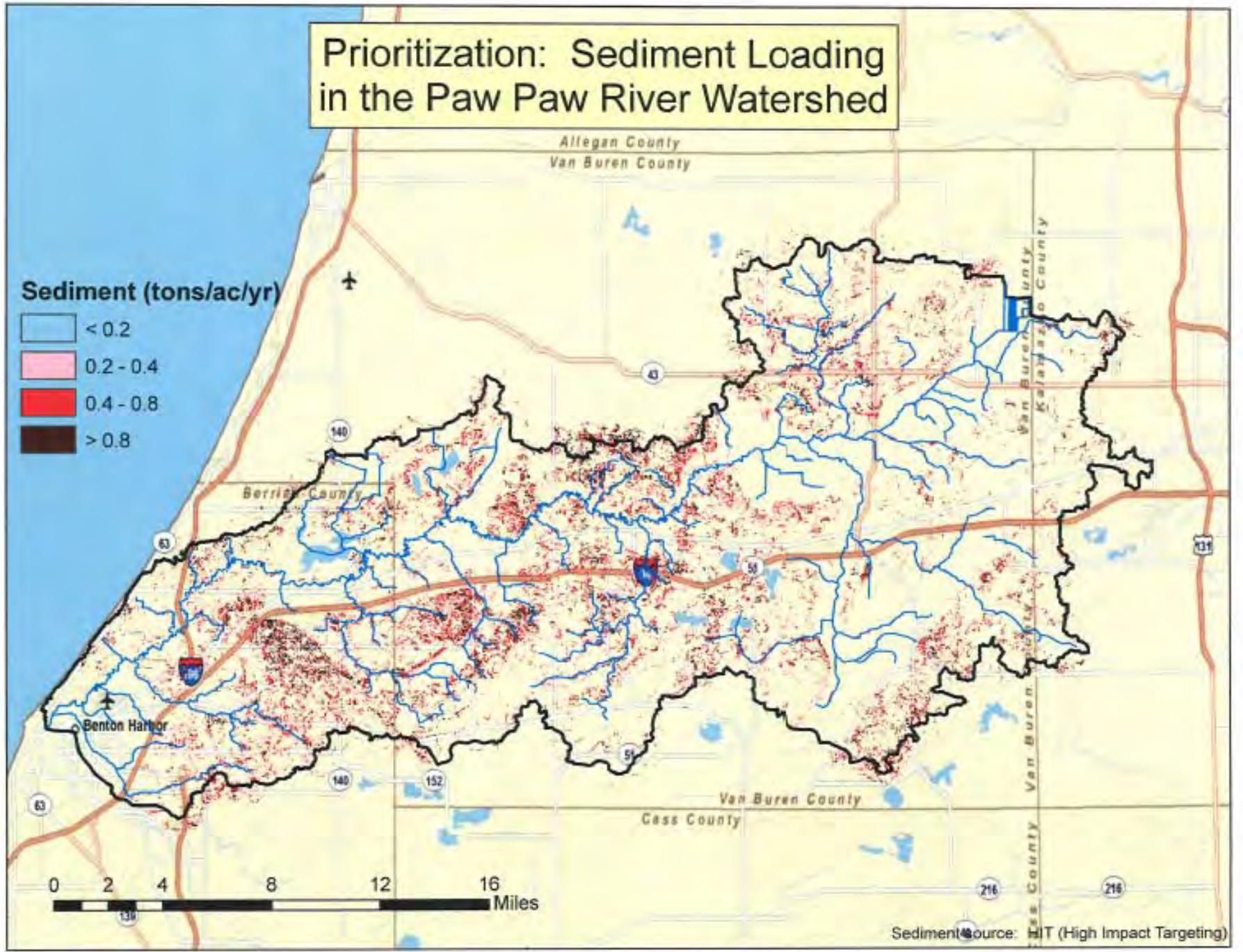
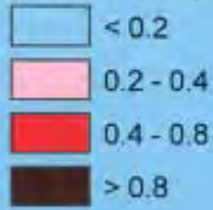


High Risk Erosion Areas

- High Impact Targeting system (HIT)
 1. Estimate annual volume of eroded soil (RUSLE)
 2. Estimate % of eroded soils entering streams (SEDMOD)
 3. Combine to calculate spatially explicit sediment volume transported to streams

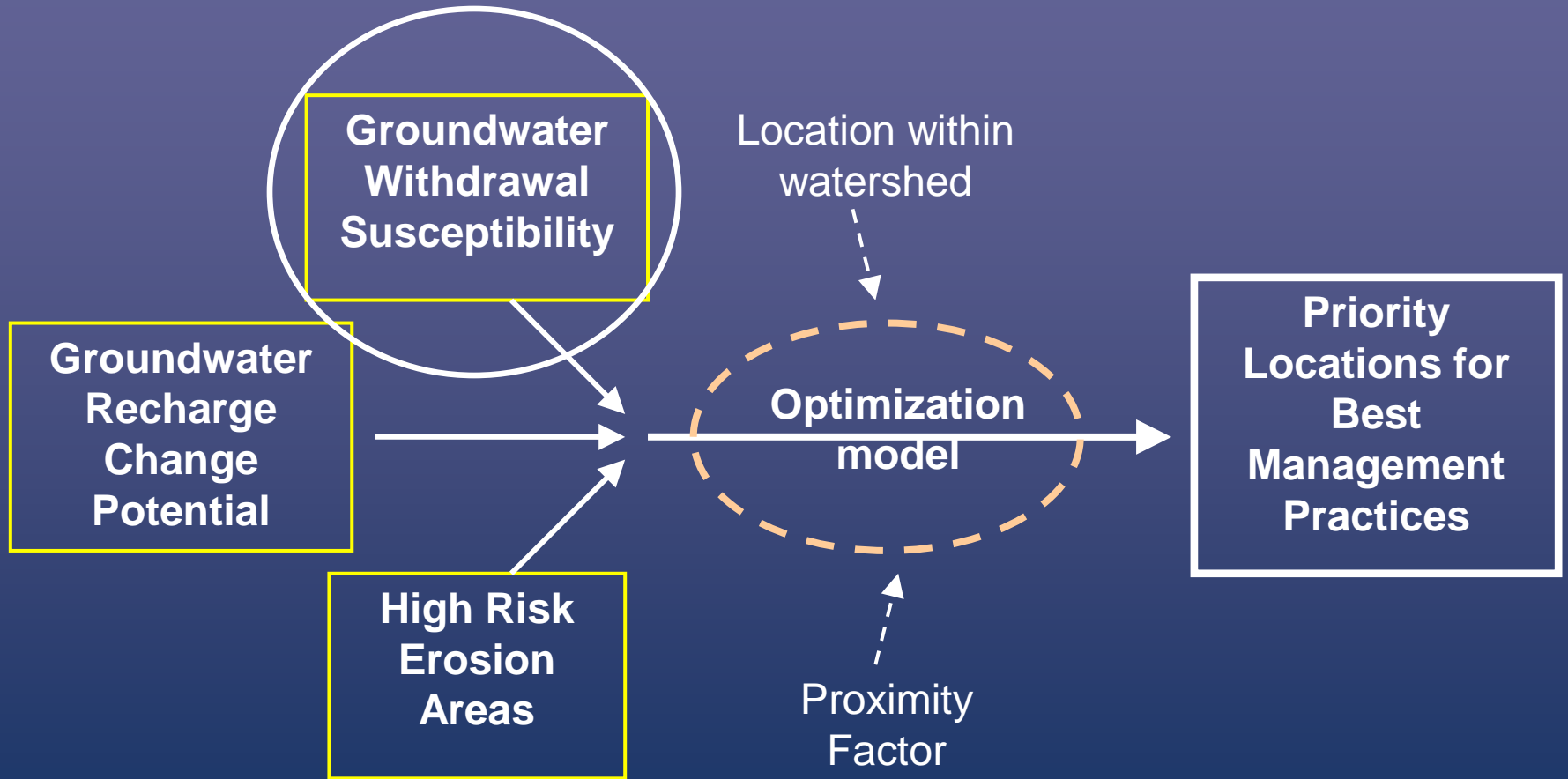
Prioritization: Sediment Loading in the Paw Paw River Watershed

Sediment (tons/ac/yr)



Sediment Source: HIT (High Impact Targeting)

BMP Prioritization Diagram



Groundwater Withdrawal Susceptibility

- Water Withdrawal Assessment Tool
 - Streamflow Model - predicted baseflows based on soils, geology, land use and precipitation
 - Adverse Resource Impact - based on changes in fish types and abundance with reductions in flow
 - Combined to map allowable streamflow reduction without adverse resource impact



The Water Withdrawal Assessment Tool (Assessment Tool) is designed to estimate the likely impact of a proposed water withdrawal on nearby streams and rivers. This is a **test version**. It is provided for the public to evaluate the Assessment Tool before its use becomes mandatory on July 9, 2009. The Assessment Tool includes the water withdrawal zones that became effective February 1, 2009.

You may use this Assessment Tool test site to register a new or increased large quantity withdrawal. The results page provides a quick link to submitting a registration. A registration is valid for 18 months; the withdrawal capacity must be installed within that 18 months or the registration becomes void.

Michigan's Water Withdrawal Assessment Tool

beta version 1.1

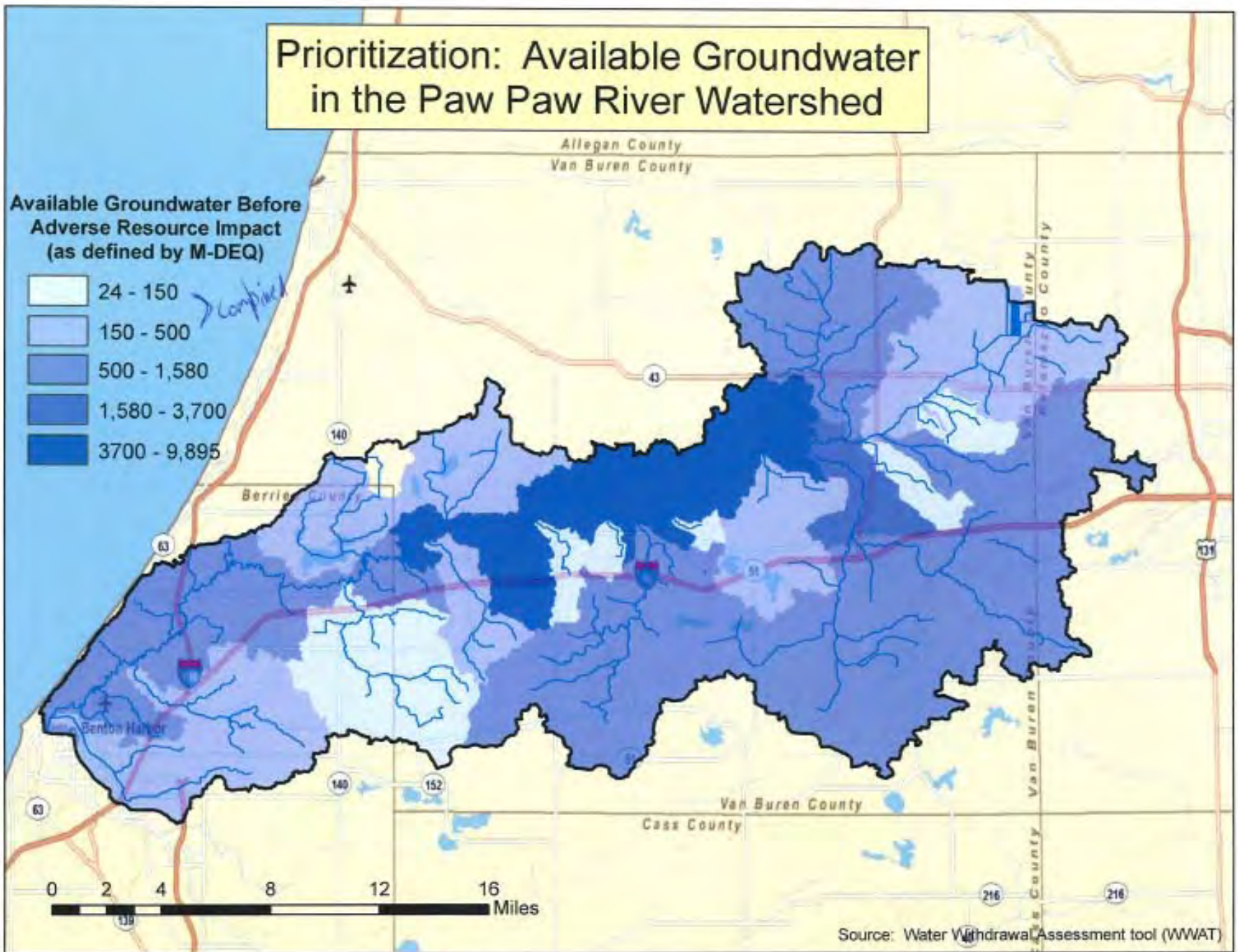
Information Window

- [About the Tool](#)
- [Educational Material](#)
- [Provide Feedback](#)
- [Response to Feedback](#)
- [Run the Tool](#)

<http://www.miwwat.org/>

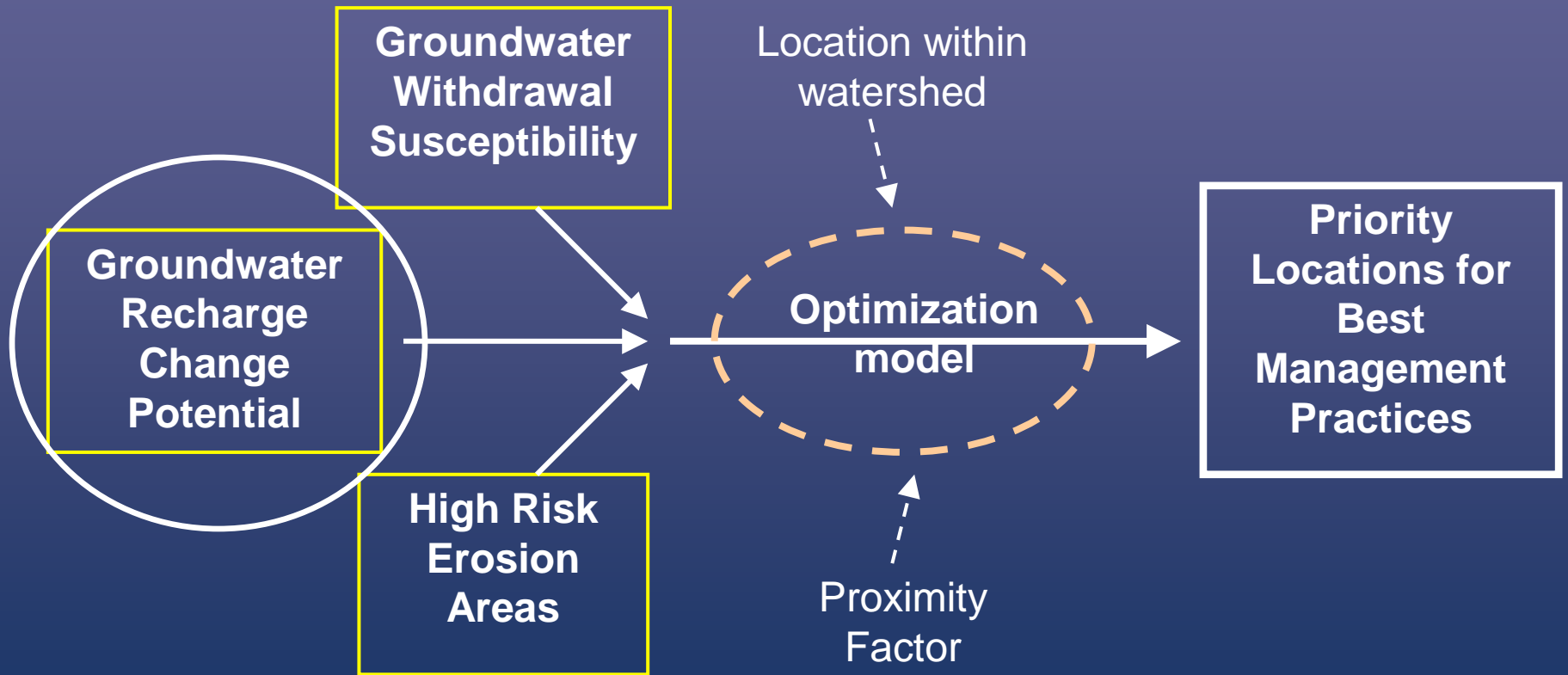
Prioritization: Available Groundwater in the Paw Paw River Watershed

Available Groundwater Before Adverse Resource Impact (as defined by M-DEQ)



Source: Water Withdrawal Assessment tool (WWAT)

BMP Prioritization Diagram



Groundwater Recharge Change Potential

- Soil and Water Assessment Tool (SWAT) simulation modeling
 - Calculate recharge (based upon soil type, land cover, topography, and climate)
 - Recharge calculator to determine recharge change with BMP implementation
 - Map for prioritization

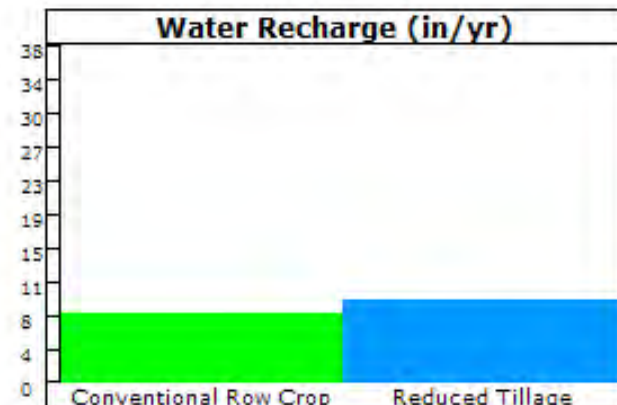


Protecting nature. Preserving life.™

Paw Paw River Watershed Recharge Calculator

The following recharge calculator estimates recharge values for different land cover types for the Paw Paw river watershed. The results are generated from the SWAT model and require four inputs to run.

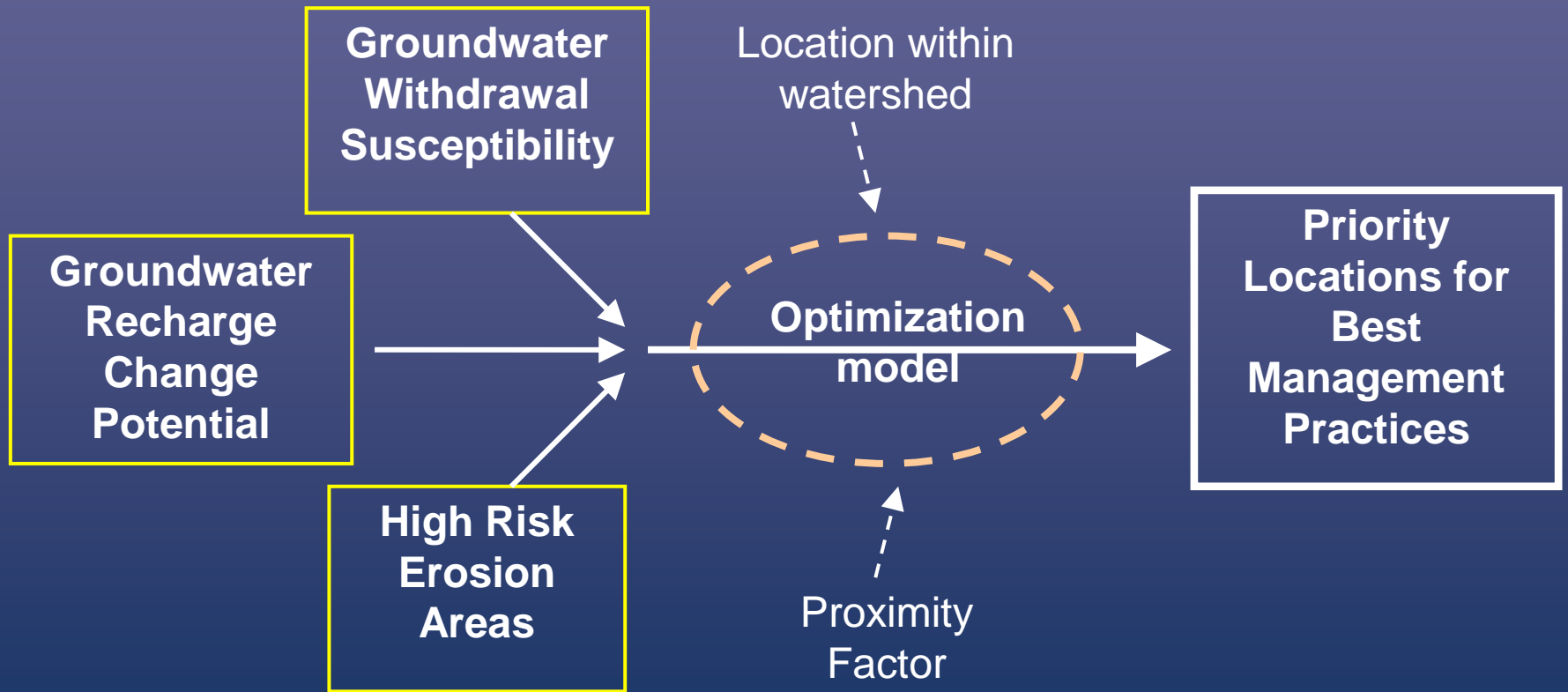
Size of Parcel:	<input type="text" value="80"/> acres
Current Land Use/Cover:	<input type="text" value="Conventional Row Crop"/>
Proposed Land Use/Cover:	<input type="text" value="Reduced Tillage"/>
Soil Type:	<input type="text" value="C"/>
Increase in Recharge	1.57 in/yr
Offset Equivalent Pumping	6.51 gal/min (continuous)
<input type="button" value="Calculate"/>	



Narrative Results

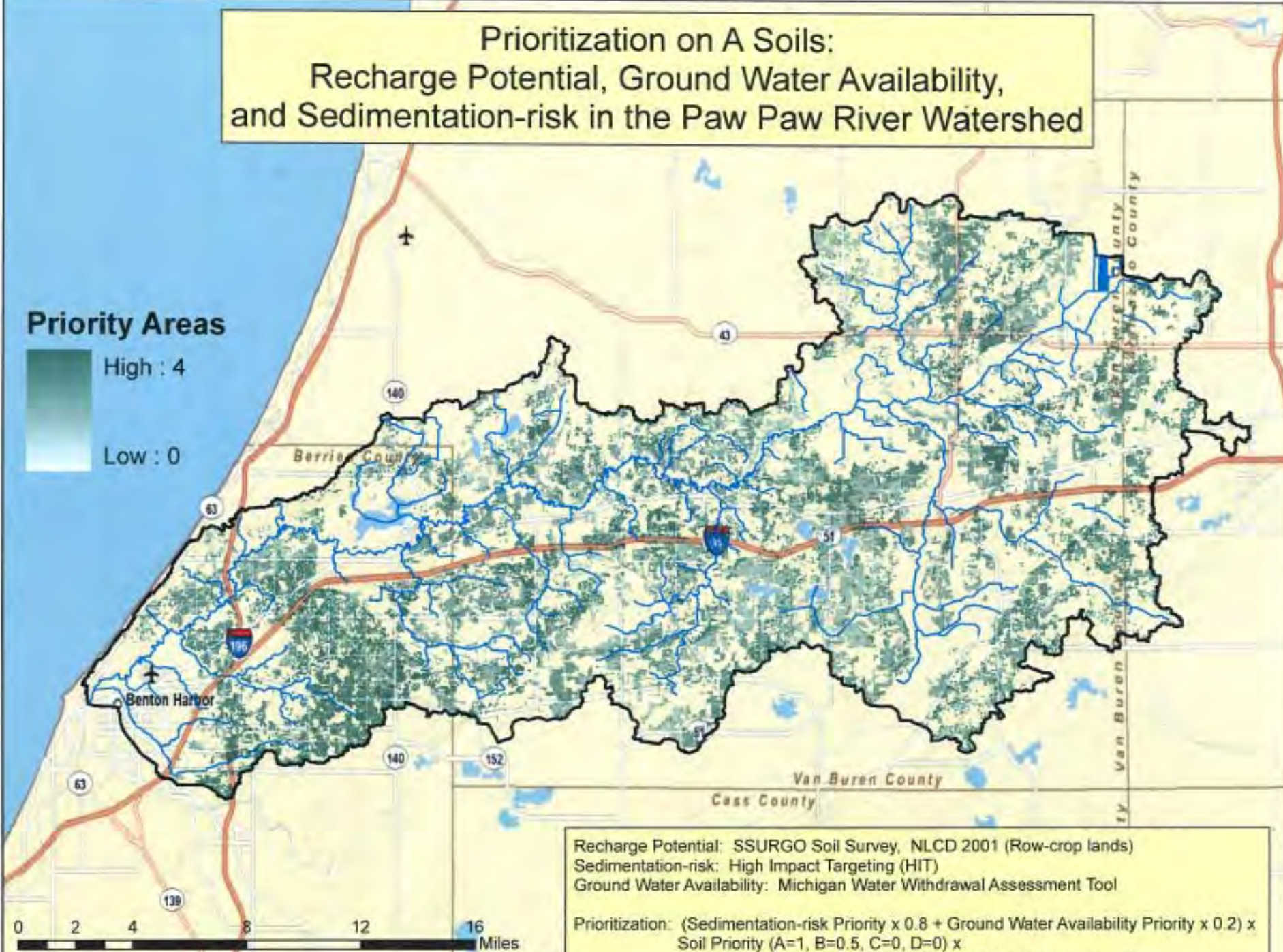
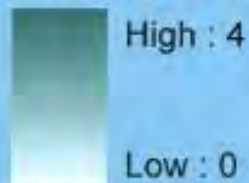
You have selected to converted 80 acres of Conventional Row Crop to Reduced Tillage. This conversion results in a Increase of 1.57 in/yr. That is equivalent to pumping 6.51 gal/min (continuous) from a high capacity well.

BMP Prioritization Diagram



Prioritization on A Soils: Recharge Potential, Ground Water Availability, and Sedimentation-risk in the Paw Paw River Watershed

Priority Areas

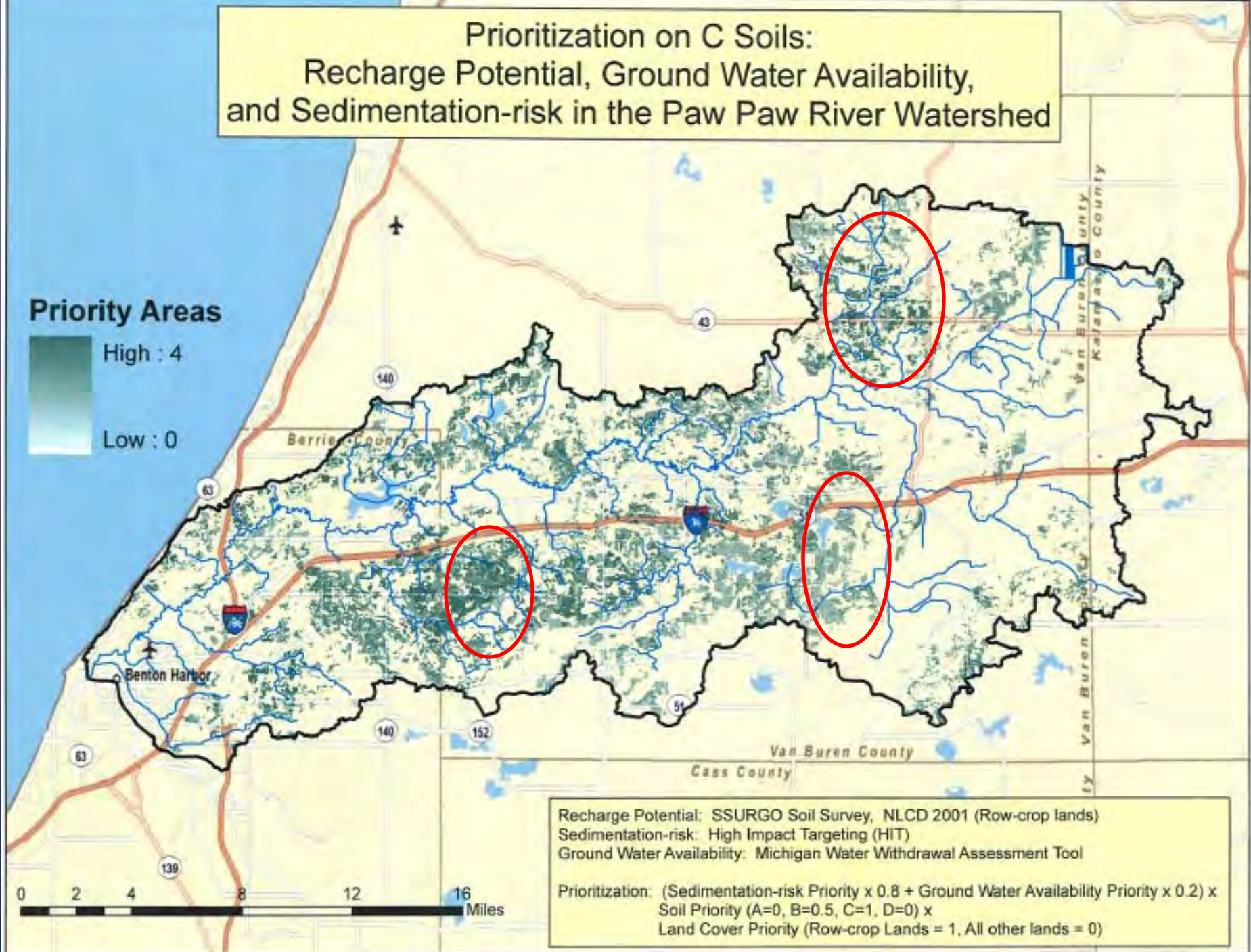
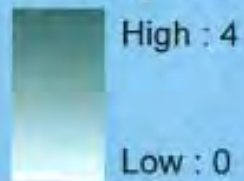


Recharge Potential: SSURGO Soil Survey, NLCD 2001 (Row-crop lands)
 Sedimentation-risk: High Impact Targeting (HIT)
 Ground Water Availability: Michigan Water Withdrawal Assessment Tool

Prioritization: $(\text{Sedimentation-risk Priority} \times 0.8 + \text{Ground Water Availability Priority} \times 0.2) \times$
 $\text{Soil Priority (A=1, B=0.5, C=0, D=0)} \times$
 $\text{Land Cover Priority (Row-crop Lands = 1, All other lands = 0)}$

Prioritization on C Soils: Recharge Potential, Ground Water Availability, and Sedimentation-risk in the Paw Paw River Watershed

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 $\text{Soil Priority (A=0, B=0.5, C=1, D=0)} \times$
 $\text{Land Cover Priority (Row-crop Lands = 1, All other lands = 0)}$

Paw Paw River Pilot Offset Project

- Identify strategic areas for Best Management Practices (BMPs)
- Promote agricultural BMPs in strategic areas
- Biological surveys

2011-2012 Goal with Van Buren Conservation District

- 4,000 new acres in conservation tillage
- 15 new landowners with buffer strips (2-3 acres per landowner)
- 40 new acres restored wetlands
- 4,000 new acres of cover crops

Paw Paw River Pilot Offset Project

- Identify strategic areas for Best Management Practices (BMPs)
- Promote agricultural BMPs in strategic areas
- **Biological surveys**

Table 7. Unionid mussel species documented in this 2009 survey and in 1934 (from the University of Michigan Museum of Zoology mollusk collection).

Species	Common Name	UMMZ historic records	
		Paw Paw 2009 survey	Paw Paw watershed (1934)
<i>Actinonaias ligamentina</i>	Mucket	x	x
<i>Alasmidonta marginata</i> (SpC)	Elktoe	x	x
<i>Alasmidonta viridis</i> (T)	Slippershell	x	x
<i>Amblema plicata</i>	Threeridge	x	x
<i>Anodontooides ferussacianus</i>	Cylindrical papershell	x	x
<i>Elliptio dilatata</i>	Spike	x	x
<i>Fusconaia flava</i>	Wabash pigtoe	x	x
<i>Lampsilis siliquoidea</i>	Fatmucket	x	x
<i>Lampsilis ventricosa</i>	Pocketbook	x	x
<i>Lasmigona complanata</i>	White heelsplitter		x
<i>Lasmigona compressa</i>	Creek heelsplitter	x	x
<i>Lasmigona costata</i>	Fluted-shell	x	x
<i>Pleurobema sintoxia</i> (SpC)	Round pigtoe	x	x
<i>Pyganodon grandis</i>	Giant floater	x	x
<i>Strophitus undulatus</i>	Strange floater	x	x
<i>Toxolasma parvus</i> (E)	Lilliput	x	
<i>Venustaconcha ellipsiformis</i> (SpC)	Ellipse	x	x
<i>Villosa iris</i> (SpC)	Rainbow	x	x



**Memorandum of Understanding
Two Rivers Coalition (TRC) and River Network
November 18, 2009**

Background

The Two Rivers Coalition (TRC) is a community-based organization and a River Network partner working to protect the Black River and Paw Paw River watersheds in the state of Michigan. As a new organization, TRC has recently filed for and been granted 501(c)(3) tax exempt status and has just completed its first Fundraising Plan. The primary goals of this Plan are to begin to build sustainable resources for the organization by growing its membership and recruiting additional volunteers to support its work.

Purposes of Grant MOU

The purpose of this \$1,500 grant is to help TRC grow its membership and establish itself in *both basins* through public outreach. Although TRC's membership goals as outlined in its Fundraising Plan are larger and cover a longer span of time than can be expected during the period of this grant, the shorter-term goal of this grant is for TRC to *create a dues paying membership of 100 individual members and 5 business members.*

Over the course of the next 7 months, TRC will take the following actions:

- Develop a membership structure, defining giving levels and membership benefits.
- Conduct public outreach through the printing and distribution of rack-cards introducing TRC to the public, to be disseminated through a minimum of 3 separate venues/events.
- Produce 1-2 new member acquisition mailings, reaching over 1,500 local lake or riparian landowners, local land trust members, local trail group affiliates and other Board member contacts. The goal for this mailing is to recruit *100 paying individual members and 5 business members by the end of 2010.*
- Produce one mailing asking existing TRC members to renew their membership.

River Network staff is available for additional consultation and assistance as necessary to implement the purposes of this grant. TRC will provide River Network with a final report on progress towards these objectives by July 1, 2010.

Please Note: Use of financial support, in-kind support, material assistance or technical assistance for the purpose of violence or terrorism is strictly prohibited. In compliance with the provisions of Executive Order 13224 and the USA Patriot Act, River Network is required to check terrorism watch lists prior to completing re-grant agreements or distributing any re-grant funds.

Wendy Wilson, River Network
Coalition President
Organizational Program Director

Dave Foerster, Two Rivers

Two Rivers Coalition Membership Strategy Draft October 27, 2009

Goals:

- Develop a membership base that will fund operations and further Two Rivers Coalition work on its mission, goals and objectives.
- To acquire 80 members before the end of the year and recruit active members to fill committees.
- Keep membership and general public informed about Two Rivers Coalition efforts with a variety of communications tools.

Plan: Two Rivers Coalition has a current membership of 50 members, although not paid. As a new organization we will strive to recruit 80 members in 2009; 100 paid new members in 2010; and 150 paid new members in 2011.

Strategy: The following steps have been identified to expand membership in the organization (a separate more detailed membership strategy for more detailed information):

Organizational Infrastructure for Membership

1. Develop Membership Structure:

Create a membership structure for individuals and potentially businesses including membership benefits and funding levels that will support the work of Two Rivers Coalition approved by the Board of Directors. Review different membership structures and choose membership benefits and funding levels.

2. Create and Print Rack-Card:

Develop a rack-card to distribute at Chamber of Commerce offices, welcome wagon, and at public events. Note: This is not needed for the membership mailings so will not need to be completed to send out letters requesting paid membership.

3. Print Mailing Materials:

Work with a local printer to get letterhead, envelopes, and return envelopes designed and printed with Two Rivers Coalition letterhead.

Mailing to Recruit New Members

1. Components:

Send out a four-page letter (printed on both sides of the paper, two separate sheets), reply-card with giving levels, and return envelope that has Two Rivers Coalition address pre-printed, and add personalized notes to all that are being mailed first class.

2. Lists:

A. Local lake associations and riparian property owners (Obtained or purchased from County GIS, Equalization offices), include any other lists that Two Rivers Coalition has of your supporters (including the 50 that are considered members).

Quantity: 1,000 (Purchase list for two mailings, one in 2009 another in 2010) ????

- B. Local land conservancy list (address labels to be given by the Land Conservancy)
Quantity: 300?????
- C. Local trail group list (address labels to be given by the Trail Group) **Quantity: 300??**
- D. List of friends and connections from Board Members (20 from each member) with personalized notes. This letter should be a bit different, with the board of directors printed on it, and coming a board member voice, signed by the board members.
Quantity: 220

Total Quantity: 1,820

If possible, personalized notes should be on each letter. This requires using first class postage but the increased effort and cost, will most likely increase the return rate. If the list is too large and a mailing house is used, the board letters and any in-house list should be pulled out for personalized notes and first class stamps.

3. Mail Date: Prior to the annual meeting

- 4. **Follow-Up Calls:** Board members can call the people on their list and ask if they received the mailing or have any questions, and encourage they support.

5. Electronic Membership Drive:

Send out membership request using the 300 email list, send them to the Two Rivers Coalition website to generate donations (must have ability to accept donations online to best use this technique). Send out a request to fans of Two Rivers Coalition on Facebook that asks them to contribute financially and provides a way for them to donate on your website.

6. Database Management:

Two Rivers Coalition currently uses an MS Excel database. Any lists purchased should be entered into the database and good records kept. Fields should be added to keep track of mailings received and contributions. If possible note where follow-up calls were conducted to assess if this increased giving.

7. Sending Thank You Letters:

It is very important to have a thank you letter ready that recognizes the amount they gave, what their contribution will be used for and noting that it is their receipt for tax purposes. Thank you letters should be sent out as soon as possible with a goal of not more than a week after it was received.

Goal: To recruit 80 members for Two Rivers Coalition. At an average return rate of 0.05, Two Rivers Coalition should plan to mail to approximately 1,600 individuals.

Renewals: Renewals should be mailed quarterly or as often as possible. Each member should receive 5 different renewal letters before they are considered lapsed. For years, 2010 and 2011 send out three renewals and a renewal envelope and special request in your newsletter.

Goal: Through the newsletter mailing and three individual letters, retain 75% of current members from year to year.

Volunteer Time:

The Board will need to dedicate time to develop membership benefits. Time will be needed to coordinate the purchase of the list, develop materials and have them printed for the mailing, put the mailing together. Time will be needed to write personal notes. A membership brochure will need to be developed by a volunteer (if not it will be a direct cost). In addition, time will be needed to maintain database with renewals and new members, as well as generate lists for thank you. Retired Senior Volunteer Program (RSVP) volunteers or other volunteers will be recruited to assist with putting the mailings together. Finally, time will be needed to manage the email list to send out membership requests, send out membership requests to Facebook fans, and utilize Twitter.

Timetable:

The first membership recruitment mailing will be conducted in December 2009. At least two additional mailings will be done in 2010 to generate new members for the organization. Letters requesting current members renew will be sent out in June and in the last quarter of 2010 and twice a year in 2011.

Projected Income: 2010 Goal: Minimum of \$3,000

Direct Cost: The direct cost of the mailings will be based on the quantity of the list. Costs will be incurred for the design and printing of letterhead, envelopes, and return envelopes, rack-card brochure (\$846) in large enough quantities to be available for communications over the next year (as well as for postage (\$704 for 1,600 pieces first-class mail), refreshments for volunteers that assist with the mailing (\$50). If possible, Michigan Mailers will be used to reduce the cost of postage, allowing more to be used for printing materials.

Summary of Membership Goals:

Year	Members	Revenue
2009	80	\$2,000.00 (50 @ \$25 = \$1,250)
2010	100	\$3,000.00
2011	150	\$4,000.00