DANE COUNTY LAKES AND WATERSHED COMMISSION
Nonregulatory Subcommittee Meeting Minutes

Date/Time: March 5, 2012, 12:00 pm.
Location: Room 5415 Microbial Sciences building, UW-Madison
1550 Linden Drive, Madison, WI

Members Present: Rebecca Power, Susan West, Trina McMahon

Call to Order
McMahon called the meeting to order at 12:01 p.m.

Announcements/Public Comment: none

Schedule future subcommittee meetings
The committee decided to meet regularly at 4:00 pm on the days that the full Lakes and Watershed Commission (LWC) meets. Next meeting will be April 25, 2012.

Review and discuss material from the January LWC retreat
The committee discussed the role of the subcommittee relative to other subcommittees and the broader LWC. There was agreement that one primary role is to engage in outreach in order to build and maintain positive and effective relationships between LWC and various public and private entities. Some of this relationship building will be ongoing (e.g. with municipalities) while other efforts will be more targeted based on specific initiatives or campaigns (e.g. farmers). Power reiterated the need to identify the LWC’s niche and to delineate that relative to other organizations (e.g. Clean Lakes Alliance).

McMahon expressed interest in educating ourselves about creative ways to use public-private partnerships to effectively harness limited resources. Power suggested inviting specialists studying the privatization of environmental management to come and share what they have learned. The committee also discussed options for connecting to local businesses and various stakeholders through partner organizations.

Set subcommittee priorities for 2012
The committee identified the following priorities for 2012.

• Build positive, effective, and well-defined relationships with key organizations such as the Clean Lakes Alliance. Ideas: Make sure at least one subcommittee member attends all CLA events
• Progress on Yahara CLEAN implementation and the TMDL Adaptive Management Plan. Ideas: Organize regular forums to have public updates on progress (maybe 3-4 times per year) - each will have a theme but will serve to update both LWC members but also the public. Work closely with stakeholders to determine what LWC can do to ensure progress.
• Tracking emerging water quality concerns. Ideas: Research effects of salt and strategies to reduce loads. Monitor reductions in N-load as a result of adaptive management pilot project. Monitor beach closings.

Chairship
McMahon and Power will discuss their interests relative to the subcommittee’s needs.

Adjourn
The meeting adjourned by consensus at 1:00 pm

----submitted by Trina McMahon