

# Moses Lake Watershed Council Strategic Thinking Session

June 17, 2019 – 1:00 pm to 5:00 pm  
Washington State Potato Commission  
108 S Interlake Rd, Moses Lake, WA

---

## Session Purpose:

- Strategic thinking – mission statement, develop short- and long-term actions/goals/accomplishments, develop structural framework, funding & grant opportunities/applications.

## Opening Comments, Session Purpose & Agenda

- Harold began the meeting noting the need for completing a total watershed characterization and plan, plot a course that will lead to a long-term organizational structure and program.
- Self-introductions: Jeff, Chris, John, Amanda, RJ, Chad, Bill, Marie, Harold, Ray (facilitator)

## Greatest Accomplishments by 2022 (chronological)

- By Sept 2019 organizational structure is established
- By Oct 2019 have a communications plan developed for reaching citizens, elected officials, and others
- By Dec 2019 secure funding to support priority projects
- By Dec 2019 will determine the need for studies to fill data gaps
- By Dec 2019 have financing in place for organizing the council
- By Jan 2020 milestones, timelines developed
- By Mar 2020 build a state-of-art monitoring plan that accomplishes each agencies mission – and provides timely and accurate information to the public.
- By June 2020 will have completed research on all available historic watershed data as determined necessary for inclusion in watershed plan development.
- By June 2020 establish clear water quality thresholds to achieve and sustain over time.
- By June 2020 council will be highly effective team with a high level of trust by constituents and governmental organizations and agencies.
- By June 2020 have a clear program of lake clean up that the general public understands and can be easily promoted
- By June 2020 clear path and measurable outcomes with the people and means to complete
- By June 2020 have citizen buy in on the objectives
- By Dec 2020 will have funding and partnerships in place to conduct studies as needed.
- By Dec 2020 the council will have developed a plan with short and long-term action items that moves toward a cleaner lake
- By June 2021 determine the cost of sustaining water quality improvements into the future.

- By June 2022 predictable water quality improvement made in algae issues, Best Management Practices (BMP's), dilution, and Alum issues are addressed
- By June 2022 significant projects completed leading to significant improvement in the quality of the lake
- By June 2022 will have met 50 micrograms phosphorus per liter, or less, water quality standard
- Ongoing, part of the plan... group will have a way to identify and adapt to changes that may derail us...a way for us to deal with changes, issues...adaptive management

### Goals Grid

<b>Achieve</b>	<b>Avoid</b>
<ul style="list-style-type: none"> <li>• Leadership by local people</li> <li>• Individuality as a group and be able to stand up</li> <li>• Have all the players on council that we need to be successful</li> <li>• Timely communication with public – one source of information</li> <li>• Public understanding and ownership</li> <li>• Clean lake</li> <li>• WS council functioning, recognized and accepted by the public</li> <li>• Sustainable water quality gains</li> <li>• Unity of the council - understanding and using experiences utilized</li> <li>• Sustainable funding</li> <li>• Public trust</li> <li>• WS Council legacy</li> <li>• Moses Lake City Council and County Commissioner support &amp; stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>• Stagnation and loss of momentum</li> <li>• Silos in our work</li> <li>• Pitfalls from previous TMDL process</li> <li>• Missteps</li> <li>• Making the water quality worse</li> <li>• Having to post warning signs on lake</li> <li>• Public hysteria</li> <li>• Bad decisions because of public and political pressures</li> <li>• High cost and poor efficiencies</li> <li>• Injury or illness from exposure to toxic algae</li> </ul>

#### **Use Goals Grid**

- As a checklist
- As developing action items – measured against the goals grid
- Communication tool

#### **Mission Statement (6.17.19)**

"The Mission of the Moses Lake Watershed Council is to facilitate community led efforts to improve, protect, and preserve water quality in the watershed for present and future generations"

## **Strategic Priority Areas**

Organization

Water Quality Data, Monitoring & Sustainable Results

Public Outreach, Understanding & Participation

Strategic Planning & Projects

## **Goals by Strategic Priority Area**

### **Water Quality Data, Monitoring & Sustainable Results**

- By Dec 2019 will have identified whether there is a need for studies to fill data gaps
- By Dec 2019 and ongoing exploration of applicable technologies for water quality improvements
- By Mar 2020 build a state-of-art plan for a monitoring program that encompasses each agencies need
- By June 2020 will have completed the study and assembling of all watershed data to formulate the draft plan for moving into the future
- By June 2020 establish clear water quality thresholds to achieve and sustain over time with annual sizable, measurable movements to the solution of issues
- By Dec 2020 will have funding and partnerships in place to conduct the studies needed (if needed)
- By June 2021 finalize plans and determine the estimated cost for sustaining the water quality improvements made
- improvement made in algae issues, BMPs, dilution, and Alum issues are addressed
- By June 2022 will have met 50 micrograms phosphorus per liter or less water quality standard

### **Public Outreach, Understanding & Participation**

- Annually present information and outreach to elected officials
- By Oct 2019 have a communications plan developed for reaching citizens, elected officials, and others
- By Dec 2019, and periodically after host public meetings or events
- By June 2020 have a clear program of lake clean up that the general public understands and can be easily promoted
- By June 2020 have citizen buy-in on the objectives

### **Strategic Planning & Projects**

- By Dec 2019 have funding for the work we are doing
- By Jan 2020 milestones, timeline developed
- By April 2020 clear path and measurable outcomes with the people and means to complete
- By June 2020 have a clear program of lake clean up that the general public understands and can be easily promoted
- By Dec 2020 the council will have developed a plan with short and long term action items & prioritized project list that moves toward a cleaner lake
- By June 2022 significant projects completed leading to significant improvement in the quality of the lake

- Ongoing, part of the plan... group will have a way to identify and adapt to changes that may derail us...a way for us to deal with changes, issues...adaptive management

### Organization

- By Sept 2019 organizational structure is established
- By Dec 2019 have financing in place for organizing the council
- By June 2020 council will be highly effective team with a high level of trust

### Measurable Goals

Strategic Area	Measures of Success	Goals
Organization	<ul style="list-style-type: none"> <li>• Foundational documents (bylaws, agreements, other)</li> <li>• Funding level</li> <li>• Energy of group &amp; support from key members</li> <li>• Progress toward milestones</li> <li>• Agreements</li> </ul>	See above
Water Quality Data, Monitoring & Sustainable Results	<ul style="list-style-type: none"> <li>• Sustainable readings below 50 micrograms for phosphorus</li> <li>• Plan developed and monitoring toxins</li> <li>• Synthesize and understand the water quality data</li> <li>• Pollutants reduced</li> <li>• Avoiding the TMDL</li> </ul>	See above
Public Outreach, Understanding & Participation	<ul style="list-style-type: none"> <li>• # of public - participation at events and meetings</li> <li>• Public assistance in testing for toxins</li> <li>• Less public complaints and outrage</li> <li>• Level of support and understanding of issues from citizens and organizations</li> </ul>	See above
Strategic Planning & Projects	<ul style="list-style-type: none"> <li>• Deliverables – plans and projects</li> <li>• Funding support</li> <li>• Updated watershed plan</li> <li>• Actions implemented &amp; related outcomes</li> </ul>	See above

### Organizational Structure & Funding

- Name | [Moses Lake Watershed Council](#)
- Organizational structure - NGO or government | [stand-alone organization – non government with government participation](#) | [lead role for organizations and agencies depending on the task](#)
- Membership | [designate charter organizations present and formed MLWC 1<sup>st</sup> group – recruit BOR, elected officials\(s\), stakeholders, WDFW, Citizen at Large, business representation](#) | [petition for membership to organizations \(one representative\)](#)
- Decision Making | [by consensus "can you live with it...?"](#) | [each member would not violate their organizational decision making](#)

- Agreement(s) | [MOU among the Council organizations for agreed to items and membership as first choice](#)
- Bylaws or Operating Procedures | [Operating procedures first](#)
- Officer(s) | [Grant County CD Chair for present](#)
- Funding Flow | [depends on type of funding and task - government or private | administrative coverage | conduit through Grant County CD | case by case](#)
- Meetings | [Grant County CD coordinating for present | monthly](#)
- Communication | [preferred emails and meetings](#)
- Positions and/or Policy |
- Operations | [work done by different members of the council based on who is best to do the work based on consensus of Council | Grant County CD willing to do operations / coordination](#)
- Subcommittees | [could be formed for reference, input, work products | could be led by members](#)

Budget development and grant applications updates and discussion

- Work on this at a different work session

### Action Register

Action	Timeline	Lead
Notes from today	By 6.21.19	Ray to Marie
Example agreements and structure based on conversation considered at July meeting	By 7.15.19	Marie
Identify plan outlines for use by the group	By 7.15.19	Marie & Chad
Report on outreach for citizen sampling	By 7.15.19	John
Updates on two Ecology grants	By 7.15.19	Chad & Amanda
Outreach communication for the public describing what we have done	By 7.15.19	Marie
Set date for next public meeting	By 7.15.19	All
Communication outline		Amanda
Meeting 7.15.19 – 10:00 am – Noon – WA Potatoes	7.15.19	All