

**Lake Level Resolution Committee (LLRC) Meeting**  
**Conference Room, City Hall, White Bear Lake, Minnesota**  
**Wednesday, June 12, 2013**  
**7:00-7:37 P.M.**

Members Present: Tom Alvarez, Margaret Behrens, Bryan DeSmet (chair), Suzanne Donnell, Mike Downing, Bill Foussard, Janice Hallman

Members Absent: Paul Bolstad, Ali Elhassan, Scott Mueller, Terry O'Loughlin, Todd Stutz

Others Present: Katy Thompson, HDR Engineering, Inc.

Agenda:

1. Update on water conservation activities.
2. Discussion of strategic communications plan.
3. Discussion of next phase of the USGS study.

Janice Hallman handed out faucet aerators that she's purchased for Marketfest activities. Janice will speak at the third and final "Our Water, Our Future" Symposium on July 16 and plans to coordinate with the Met Council to create Powerpoint slides for her presentation at the Symposium. Mike Downing recommended that Janice focus on "best practices" where conservation has really worked to reduce water consumption.

Janice said the LLRC will have a booth at Marketfest on June 20, July 11, and July 25. The July 25 date will be in conjunction with the City of White Bear Lake. Janice will send an email to LLRC members to ask for volunteers to staff the booth on these specific dates. She's working with the Met Council to produce handouts. Janice has four low-flow shower heads that she'll give away in drawings. The cost to rent the booths for two nights is \$64. Bryan will ask the White Bear Lake Conservation District to help in the payment of the booth fee and the aerator/shower head expenses.

Mike Downing has also been in discussions with the Met Council regarding collaboration with their public relations personnel. He said the Met Council has effective messages regarding conservation and the need to switch from a ground water to a surface water source in the northeast metro area. He said that some messages need to be repeated 7-9 times, in different ways, before they're heard and understood by the public. Mike will get names of Met Council public relations personnel from Ali Elhassan and get started on drafting a strategic communications plan for the LLRC.

Paul Bolstad, Tom Alvarez and Ali Elhassan have drafted recommendations for the USGS to include in the next phase of their study. Bryan feels this document needs to be revised, but will send it to the entire LLRC for their review and comments. Paul won't be available to continue

work on this project until late July due to a work conflict, so Bryan will forward the draft to Perry Jones to get the USGS's input on the draft report. Bill Fousard commented that three years to conduct a study of the lake seems to be a long time. Tom Alvarez said the USGS is very busy with lots of projects and this new study is very detailed and will take a lot of time to conduct and analyze.

The final "Our Water, Our Future" Symposium will be held at Century College in the Lincoln Mall on the East Campus on Tuesday, July 16, from 6:00-8:00 P.M.

The next LLRC meeting will be held on July 10, 2013 at 7:00 p.m. in the upstairs Expansion Room of White Bear Lake City Hall.