



Little Lake Wissota Stewardship Project

Clean Water. Bright Future.

December 7, 2017



AGENDA

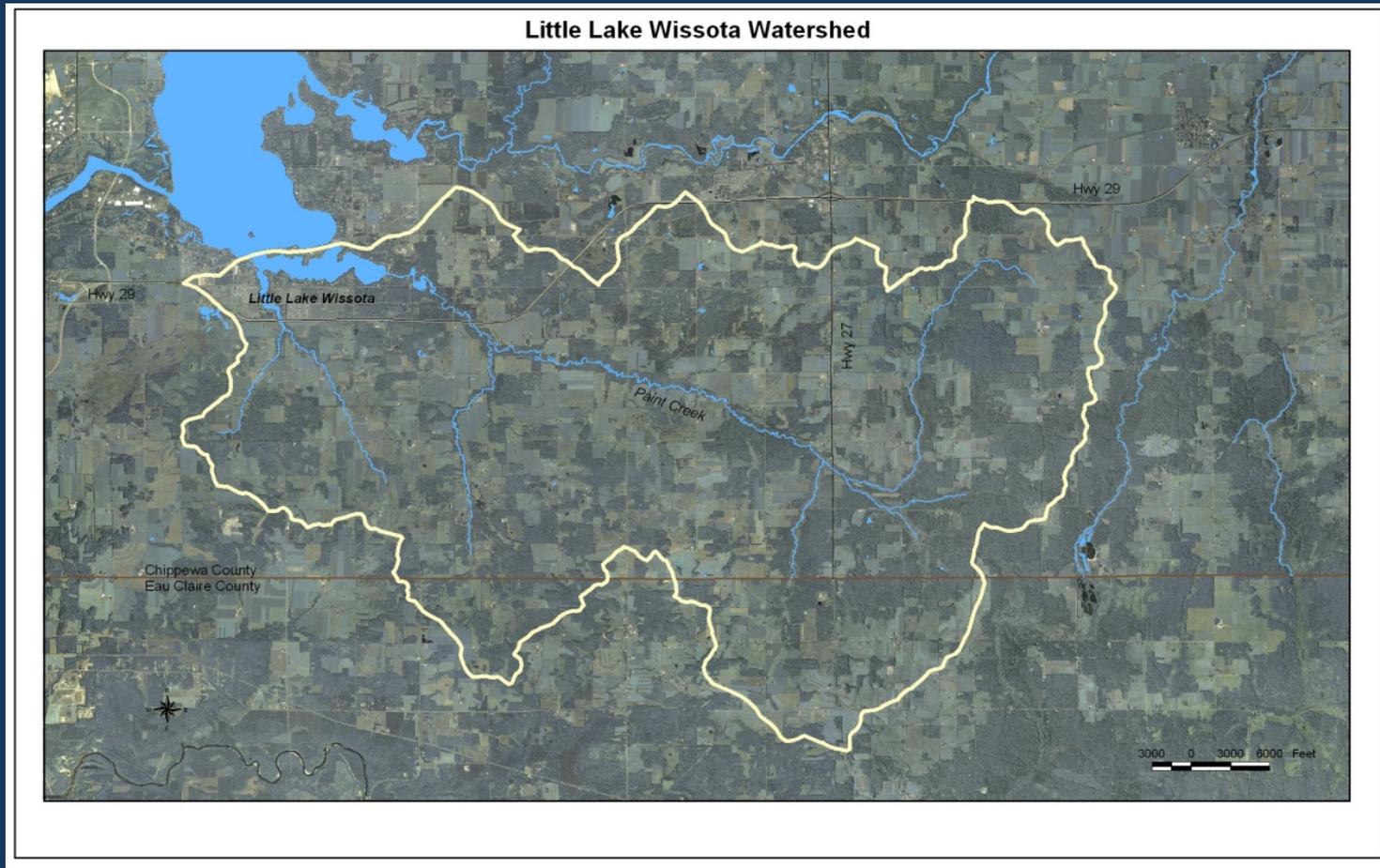
- 3:30 p.m.**
 - Welcome & Introductions
 - Project Refresher
 - Dick Leinenkugel*
 - Dan McCabe*

- 3:45**
 - Overview of Project Status and 2018 Focus
 - Dan Masterpole*

- 4:15**
 - Discussion & Feedback for Program Improvement
 - Project Team*

- 5:00**
 - Adjourn

Little Lake Wissota Watershed



Purpose of the Project

- Encourage water conservation and stewardship
- Improve the water quality of Little Lake Wissota



Environmental Goals

- Reduce phosphorus loads to target levels
- Keep the lake fishable and swimmable
- Increase the number of recreational user days





Community Goals

- **Sponsor and evaluate a new business model for lake & watershed management**
- **Provide opportunities for community involvement:**
 - Business/corporations**
 - Citizens/community orgs.**



Project Implementation

2010-2017

JLBC & Chippewa Co. sponsor Little Lake Wissota Stewardship Project as a pilot project to:

- Improve water quality
- Organize community efforts
- * -Serve as bridge to long term implementation & maintenance efforts



Core Project Sponsors & Participants

**Jacob Leinenkugel Brewing Company
Dept. of Land Conservation & Forest Mgt.
Lake Wissota Improvement & Protection Assoc.**

Area Businesses & Corps.

Community Foundation of Chippewa County

Boy Scouts of America

WI DNR, WI DATCP, UWEX, and USDA



Community Contributors

Corporations:

- Leinenkugel Brewing Co.
- General Beer Distributors
- Xcel Energy
- Market & Johnson

Businesses:

- Area Beverage Retailers
- Gordy's
- Rooney Printing
- Area Contractors
- Paint Creek Nursery
- Others

Individuals & Foundations:

- Community Leaders
- Citizens at Large
- Casper Foundation



Project Status

X

Completed project design & framework

- Activity schedule
- Budget/Accounting
- Management & oversight body

X

Developed sponsorship agreements

(JLBC/Chippewa Co./Community Foundation)

- Defines roles/responsibilities
- Encourages expanded partnerships

X

Established performance measures & evaluation methods



Project Status

- X** Developed framework for community giving
 - Community Foundation of Chippewa Co.
 - (501c3)

- X** Secured public & private \$
 - Grants/Donations

- X** Established monitoring protocols
 - Site specific env. analysis
 - Lake water quality testing

Project Status

X

Implemented project working through annual work plans (2010-2017)

-Activity schedules

-Budgets

X

Completed project blueprint & handbook for transfer of watershed/lake mngt. model

X

Secured critical institutional agreements for 5 yr. project extension and expansion



Project Update

- **Accomplishments to Date**
2010–2017
Little Lake Wissota Stewardship Project
- **Planned Adjustments**
2018–2023
Lake Wissota Stewardship Project



Project Structure

- **Community Outreach**
- **“Conservation on the Land”**
- **Resource Monitoring**



Project Update by Component

- **Community Outreach**





Community Outreach

2017 Highlights

- **Contracted interim outreach specialist(s) to meet 2017 project commitments**
- **Evaluated interest by project sponsors & stakeholders to extend, alter, or close the pilot project**
- **Accelerated outreach & fund raising to plan next phase**
 - Town Brd. & Lake Assoc. presentations
 - Direct mailing to shoreland owners



Community Outreach

2017 Highlights (Cont.)

- **Maintained opportunities for volunteers**
 - Tree plantings, (Canoes for a Cause)
- **Maintained efforts by Boy Scout troops to monitor water quality**
- **Installed signage at select project sites to increase awareness**



Community Outreach

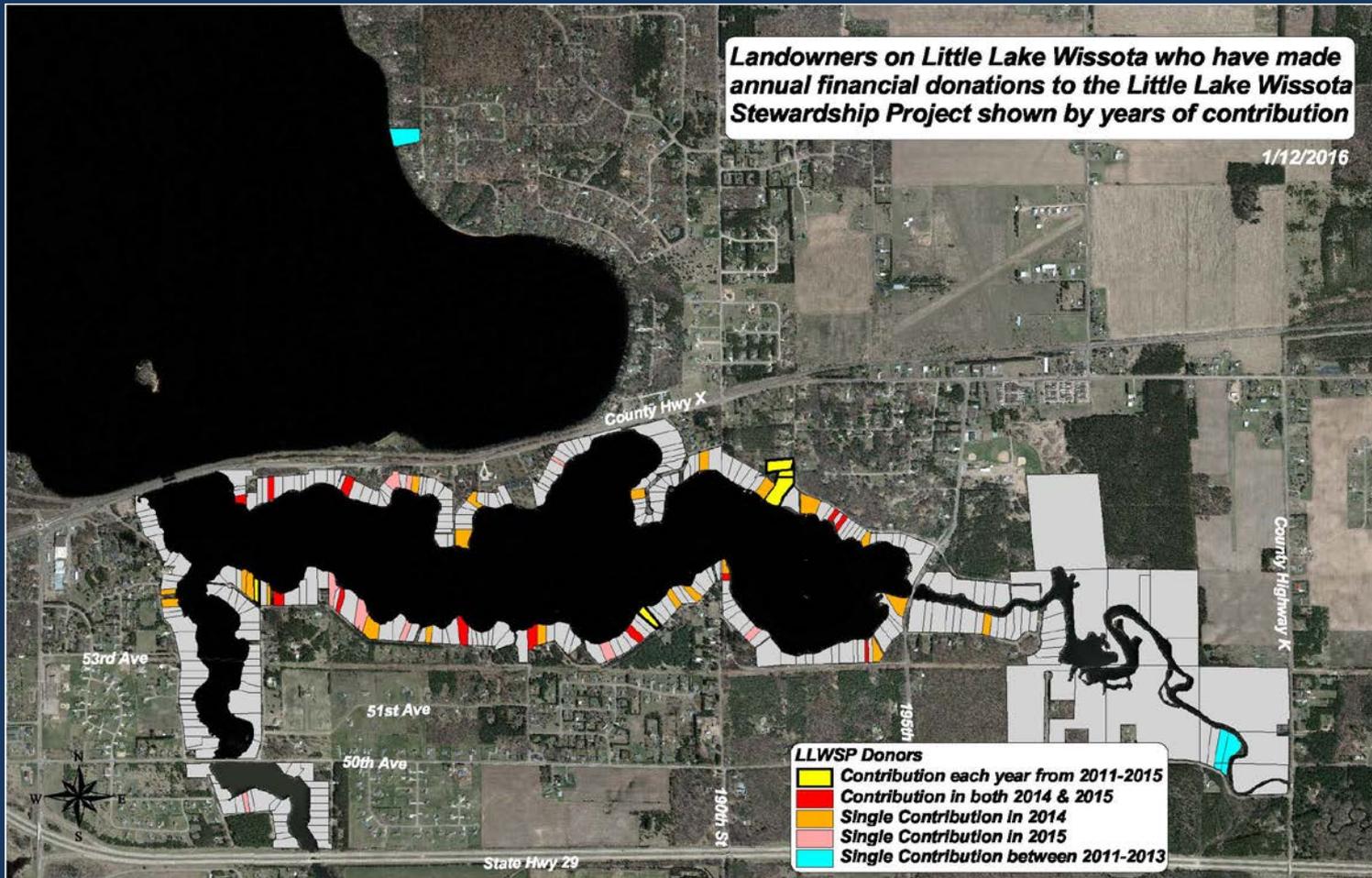
Lessons Learned:

- Shoreland owners and community leaders have shown a strong interest and support for the project via \$ contracted (2014 \$, 2015 \$, 2016, 2017)
- Boy Scout's commitments are a cornerstone of community support
- Community events have been successful & serve to:
 - Raise awareness
 - Provide opportunities for citizen engagement



Shoreland Giving

Community Outreach



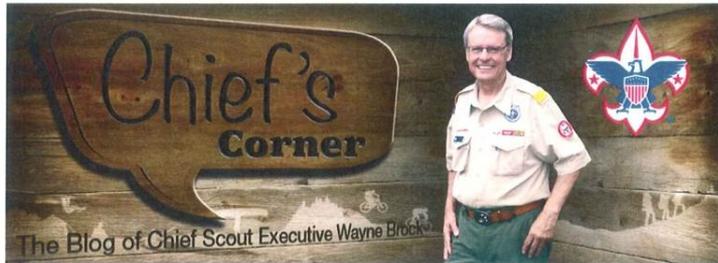
Little Lake Wissota Stewardship Project



2/1/2014

Chief's Blog | BSA's Chief Scout Executive Wayne Brock's Blog | Page 2

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« OLDER POSTS

NEWER POSTS »

Lessons about environmental stewardship

I am really impressed with the stories I see and hear about how our Scouting units step forward to be stewards of the environment in their communities.

A while back, I read about how Scouts in Chippewa Falls, Wisconsin have a [terrific project](#) going to monitor water quality in Little Lake Wissota. It's part of a five-year commitment by five troops in the Chippewa Valley Council, known as the [Little Lake Wissota Stewardship Project](#).

It's in all of our best interests to engage in programs like this to help keep our air, water and soil clean for future generations. That's been Scouting's legacy for more than 100 years.



Assistant Scoutmaster Luke Pederson and Alex Pederson take a water clarity measurement on Little Lake Wissota.

[Read more »](#)

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- Chief Tweets



Recent Posts

- Letters about Scouting Pride
- Helping all cultures communicate
- Eagle identity: More than just a rank
- Lessons about environmental stewardship
- New Year's Inspirations

Community Outreach

National Boy Scout Chief's Blog

“It’s in all our best interests to engage in programs like this to help keep our air, water, and soil clean for future generations. That’s been Scouting’s legacy for more than 100 years.”



Little Lake Wissota Stewardship Project



2017 Tree Planting

Community Outreach



Little Lake Wissota Stewardship Project



2017 Tree Planting



Signage

Community Outreach





Community Outreach

Planned Adjustments:

- **Extend & expand the pilot project to include Moon Bay & select watersheds of Yellow River**
- **Establish a new 5 yr. project to be titled: “Lake Wissota Stewardship Project” (2018-2023)**



Community Outreach

Planned Adjustments (Cont.)

- **Establish new project team**
 - Business/Corp./Stakeholder Reps.**
- **Contract full-time watershed manager to lead, recruit, & provide tech. services**
- **Consider a Farmer-led watershed council to:**
 - Strengthen relationships**
 - Encourage upland ag. practices**



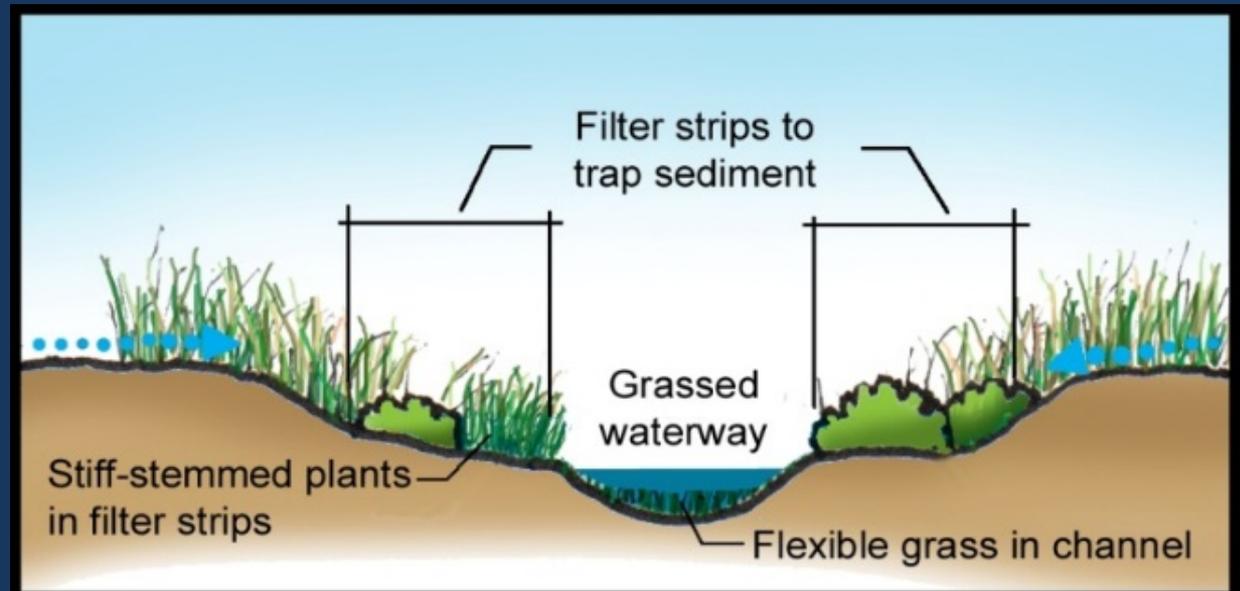
Community Outreach

Planned Adjustments (Cont.)

- **Complete EPA Nine Key Element Watershed Plans to:**
 - Document project accomplishments & benchmark conditions
 - Set future direction for lake & watershed mgnt. efforts
- **Pursue grant funds**
 - Watershed conservation practices
 - In-lake management

Project Update by Component

- “Conservation on the Land”



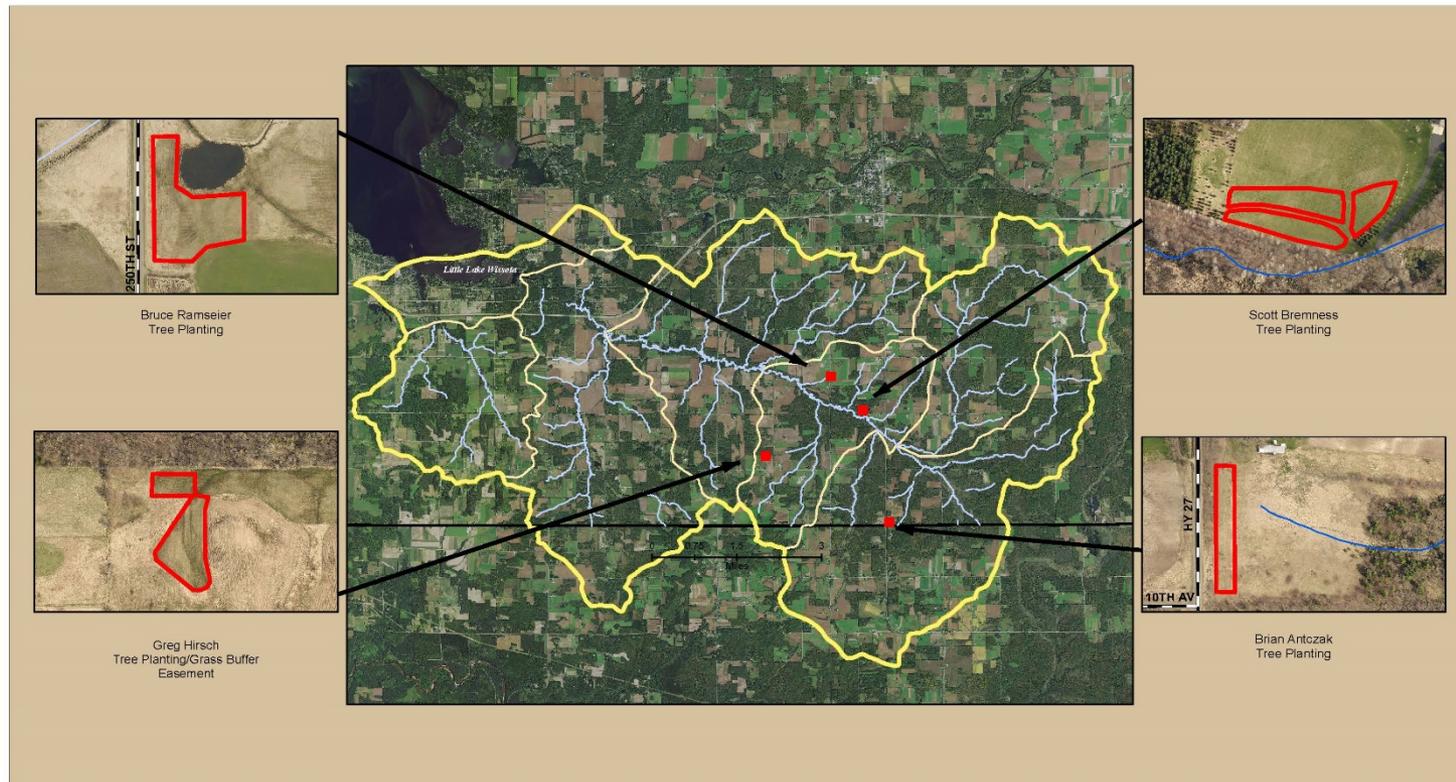


Conservation on the Land

2017 Highlights

- **Re-Contacted landowners w/critical buffer sites**
- **Accelerated outreach to farmers to implement ag. best mngt. practices**
 - Buffers**
 - Upland cropping practices**
 - Livestock facilities**
- **Contacted farmers for new demo sites**

2017 Conservation Projects Installed





Conservation on the Land

2017 Highlights:

- **Installed buffers as planned:**

28.3 acres of grass & tree buffers

14,300 trees planted

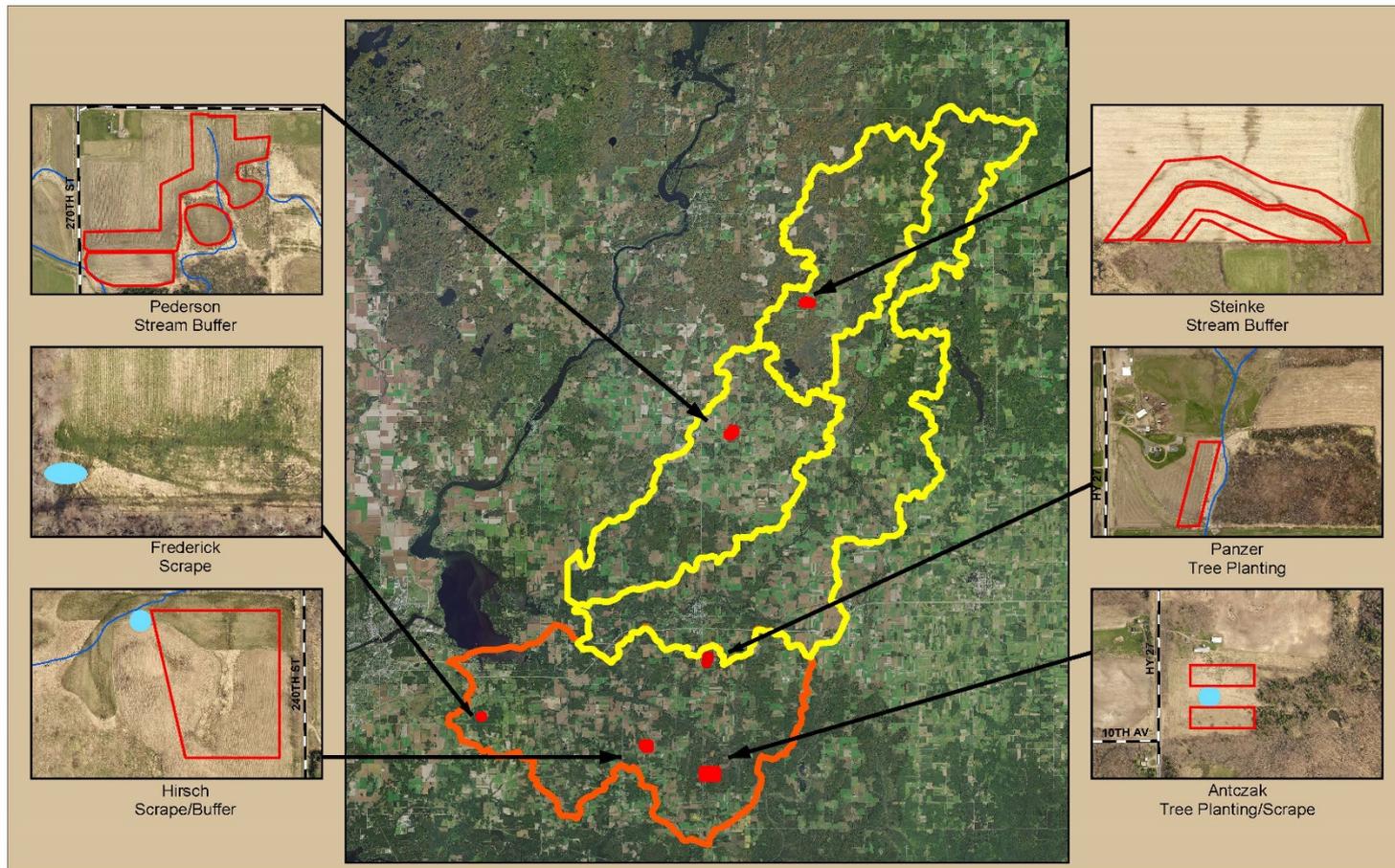
14.5 tons of sediment reduction

47.9 lbs. P reduced

23,950 lbs. of algae reduced



2018 Conservation Projects Planned





Conservation on the Land

Lessons Learned:

- **Most landowners are ready, willing and able to:**
 - Plant more trees & pond more water
 - Install scrapes & stream buffers
- **Use of targeted contacts have significantly increased participation**
- **The use of donated funds & services has:**
 - Made more buffer sites eligible
 - Cut red tape & increased efficiency
 - Enabled project to leverage more funds



Conservation on the Land

Planned Adjustments:

- **Conduct and update watershed inventories to identify critical sites**
 - Buffers/Upland fields/Livestock facilities**
- **Maintain focus on buffers using \$ from existing USDA \$**
- **Accelerate efforts with ag. producers to evaluate & adjust cropping practices**
 - Pursue grant funds (\$)**

Project Update by Component

- Resource Monitoring





Resource Monitoring

2017 Highlights:

- Continued long term agreement with Boy Scout Troops to monitor L. Lake Wissota
- Compiled lake water quality monitoring record
- Began monitoring for blue/green algae potential



Community Outreach

2017 Results:

- **Project commitment by BSA has:**
 - Involved youth and provided opportunity for volunteerism
 - Expanded scope of community involvement through “citizen science monitoring”
 - Improved the scope & frequency of lake monitoring

Little Lake Wissota Stewardship Project



Lake Water Quality Monitoring Sites



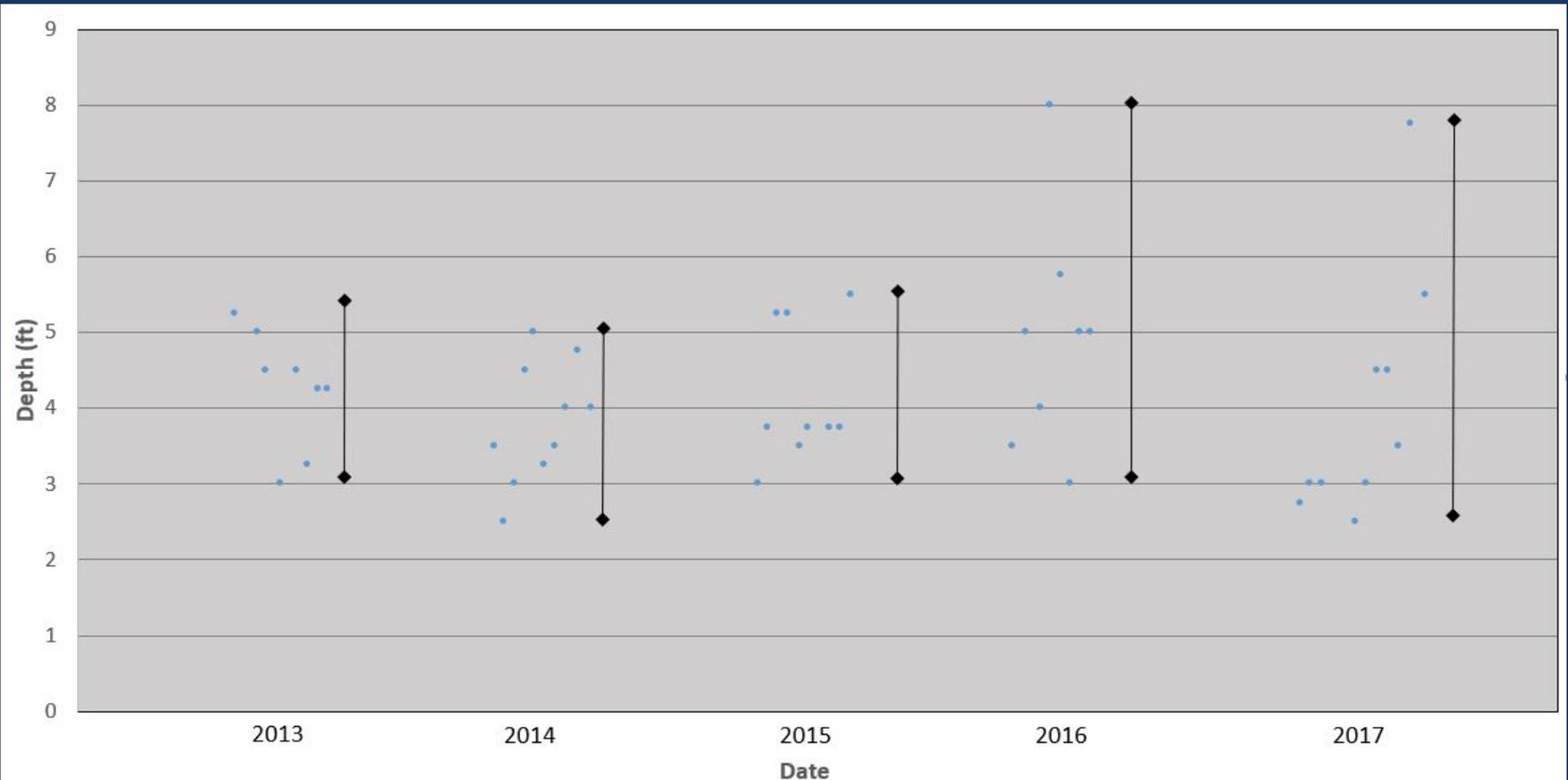
Monitoring sites are approximate locations.



0 0.125 0.25 0.5 Miles



Paint Creek Water Clarity Data by Depth

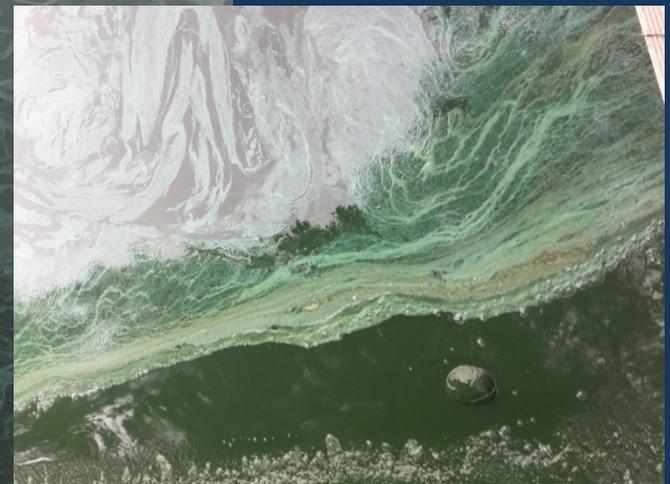
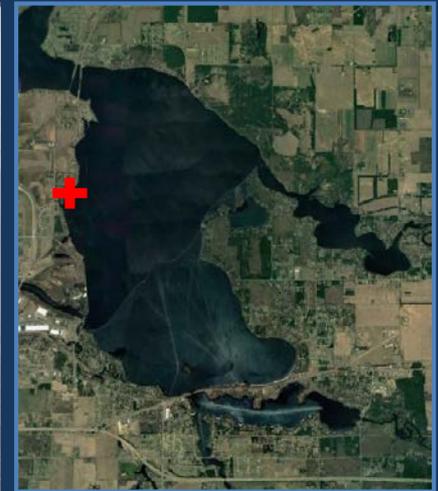


Little Lake Wissota Stewardship Project



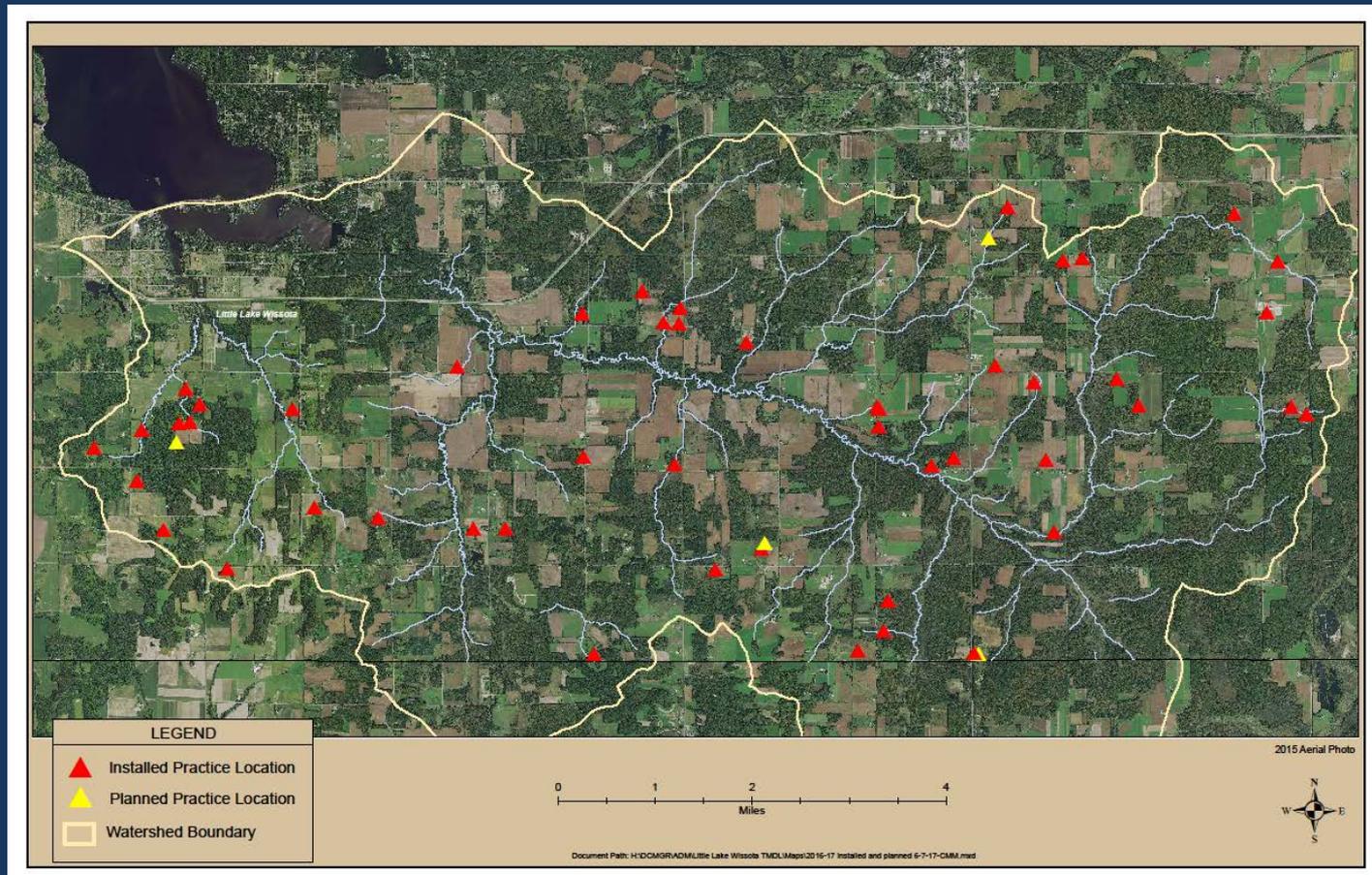
(8/21/17)

Blue-Green Algae Bloom





2009-2017 All Conservation Projects Installed & Planned



Little Lake Wissota Stewardship Project



Master Monitoring Database of Cumulative Project Impacts

Little Lake Wissota Stewardship Project - Master Monitoring Database (6/12/2017)

Landowner	Location	SB	WT	# of Acres	# of Trees	Easement	Year	Phosphorus Reduction (lbs.)	Sediment Reduction (tons)	Groundwater Infiltration (gal.)
G. Krumenauer	T28N R8W Sect. 26	v		9.0	2700	Y	2009	15.0	7.2	
G. Krumenauer	T28N R8W Sect. 26		v	8.8		Y	2009	10.0	6.6	1,300,000
2009 Totals				17.8	2700			25.0	13.8	1,300,000
R. Schafer	T28N R8W Sect. 23	v		6.5	2500	Y	2010	12.3	5.0	
R. Schafer	T28N R8W Sect. 23		v	3.7		Y	2010	3.1	0.5	2,433,935
2010 Totals				10.2	2500			15.4	5.5	2,433,935
S. Olson	T28N R8W Sect. 22	v		10.1	7800	Y	2011	28.3	8.8	
M. Gilles	T28N R6W Sect. 11	v		4.4	1500	Y	2011	30.0	12.4	
M. Gilles	T28N R6W Sect. 11		v	17.9		Y	2011	54.0	18.9	4,678,301
P. Snyder	T28N R8W Sect. 23	v		2.2	1100		2011	23.3	10.0	
D. Mayer	T28N R7W Sect. 30	v		2.9			2011	16.0	6.0	
2011 Totals				37.5	10400			151.6	56.1	4,678,301

Little Lake Wissota Stewardship Project



2009-2017 Total Cumulative Project Impacts

-245.4 acres of stream buffers installed

-50,650 Trees planted

-703 lbs. of Phosphorus reduced

= 175 tons of aquatic biomass reduction = 61 dump trucks

-504 tons of sediment reduced

-5 million gallons of water infiltrated

=61 days of Chippewa Falls water consumption

=1 min, 12 sec of avg Chippewa River flow over dam

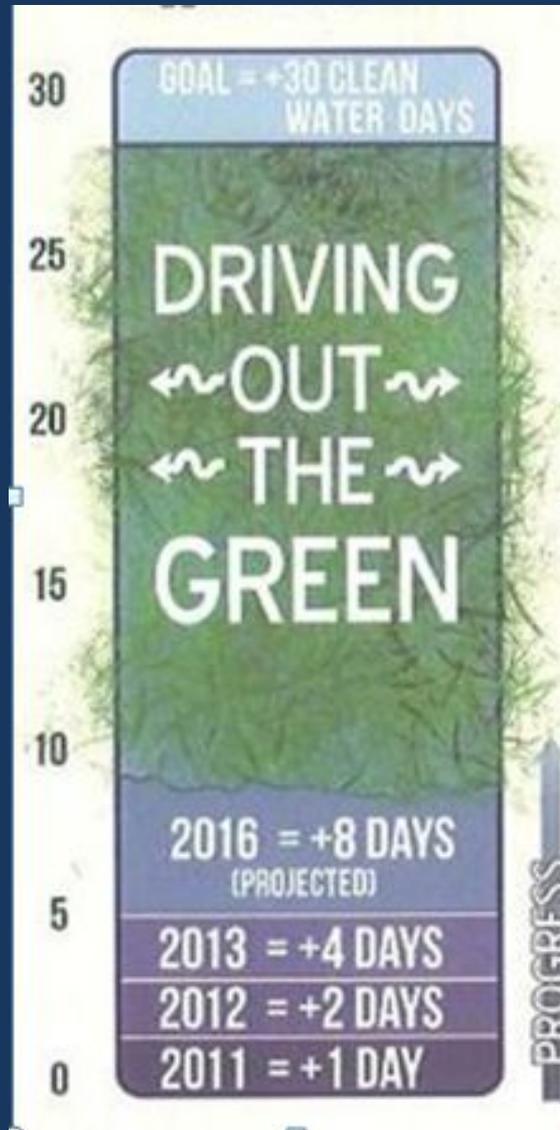


Little Lake Wissota Stewardship Project



The goal is to achieve 30 clean water days

To date, this project has achieved approximately 12 clean water days



Progress Toward Reducing Phosphorus & Algae in Little Lake Wissota

Little Lake Wissota Stewardship Project



Conservation on the Land





Fiscal Management

Project Revenues & Expenses

- **Multi-year project planning & accounting**
- **Summary of 2009-2017 revenues & expenses**
- **Little Lake Wissota Stewardship Pilot Project close-out**
- **Lake Wissota Stewardship Project funding status**

Little Lake Wissota Stewardship Project



LITTLE LAKE WISSOTA STEWARDSHIP PROJECT REVENUE AND EXPENDITURES SUMMARY

	2009	2010	2011	2012	2013	2014	2015	2016*	2017*
STARTING BALANCE: ①	\$7,575	\$12,117	\$21,489	\$41,689	\$43,810	\$40,767	\$6,651	\$23,270	\$20,107
REVENUE SOURCES:									
JLBC- Corporate Sponsor ②	\$10,000	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000	\$53,000
Business & Corporate Donations ③	\$15,000		\$15,000	\$16,000	\$20,000		\$6,718	\$8,518	
Private Donations & Foundations ④				\$50,000		\$47,600	\$103,863	\$136,905	\$84,720
USDA/DATCP/CREP ⑤	\$1,000	\$27,648	\$37,090	\$35,749	\$24,239	\$33,382	\$16,059	\$76,401	\$30,663
DATCP/DNR Pollution Control Grants	\$12,000			\$9,618	\$7,486	\$47,333	\$24,830	\$749,000	
Audit Reversing Entry ⑥		\$10,000							
SUBTOTAL	\$38,000	\$87,648	\$102,090	\$161,367	\$101,725	\$178,315	\$201,470	\$1,020,824	\$188,490
EXPENSES:									
Technical Staff ⑦	\$16,418	\$35,825	\$44,801	\$69,084	\$86,720	\$100,692	\$60,000	\$52,500	\$12,481
Easement & Cost Share Payments	\$17,040	\$27,648	\$37,091	\$41,967	\$24,239	\$63,051	\$35,945	\$94,998	\$87,546
Project Costs (Info/Educ Materials/Signs) ⑧		\$628		\$5,230	\$2,540	\$5,238	\$3,474	\$3,957	\$2,940
Tree Planting Event						\$2,175			
Northland Excavating (GW Scrapes)				\$42,965	\$25,252	\$25,720	\$92,718	\$107,639	\$23,900
Monitoring ⑨					\$769	\$2,287	\$55	\$2,000	\$2,000
Ag Run-Off/Pollution Control								\$749,000	
SUBTOTAL	\$17,040	\$64,101	\$81,892	\$159,246	\$139,520	\$199,163	\$192,192	\$1,010,094	\$128,868
ENDING BALANCE: ⑩	\$20,960	\$23,547	\$20,198	\$2,121	-\$37,795	-\$20,848	\$9,278	\$10,730	\$59,623
FINAL ENDING BALANCE ⑪	\$12,117	\$21,489	\$41,689	\$43,810	\$40,767	\$6,651	\$23,270	\$20,107	

*Unaudited



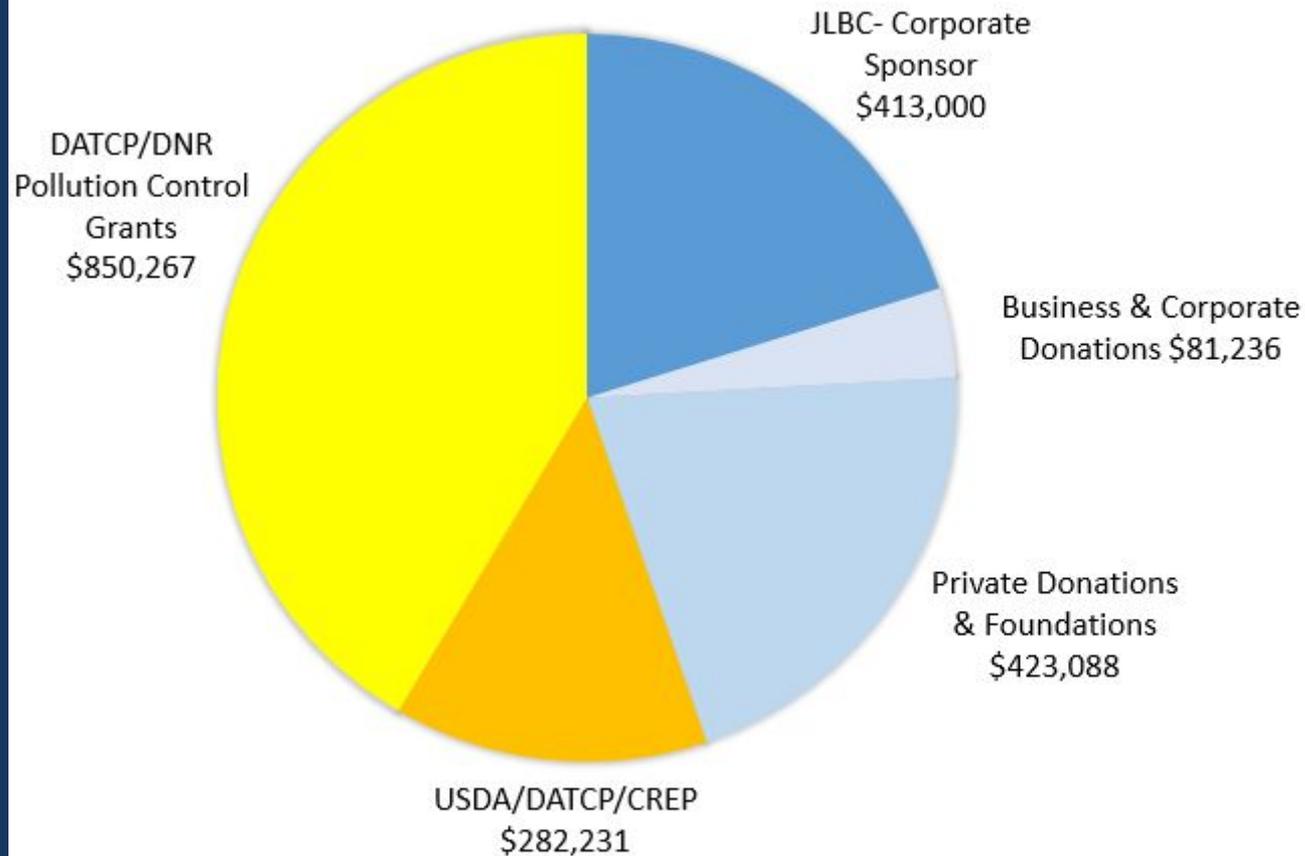
Fiscal notes that explain project accounting

- ① The "Starting Balance" is the amount of nonlapsing funds after the close out of the previous years account.
- ② Donations by the Jacob Leinenkugel Brewing Company to the Little Lake Wissota Stewardship Project. 2017 includes estimated % of proceeds from T-shirt sales.
- ③ Xcel, Huebner, Northland Excavating, Sand Bar/Regatta, Legacy Bogs
- ④ Funds contributed by the community and requested from the Community Foundation Pass Through Fund; funds distributed to the LLWSP from the Community Foundation.
- ⑤ Funds from DATCP Soil & Water Resource Management Grant (SWRM) & Conservation Reserve Enhancement Program (CREP)
- ⑥ Journal entry by Chippewa County Department of Administration to rectify account balances
- ⑦ LCPM staff- Subcontracted service provider -Costs associated with salary & Eb. of LTE
- ⑧ Costs for community leadership training; lake association & conservation organizations & Signs
- ⑨ Costs for lake water quality monitoring; reimbursable to Boy Scout Troops
- ⑩ Ending balance is the amount of nonlapsing funds after the close of the year

Little Lake Wissota Stewardship Project



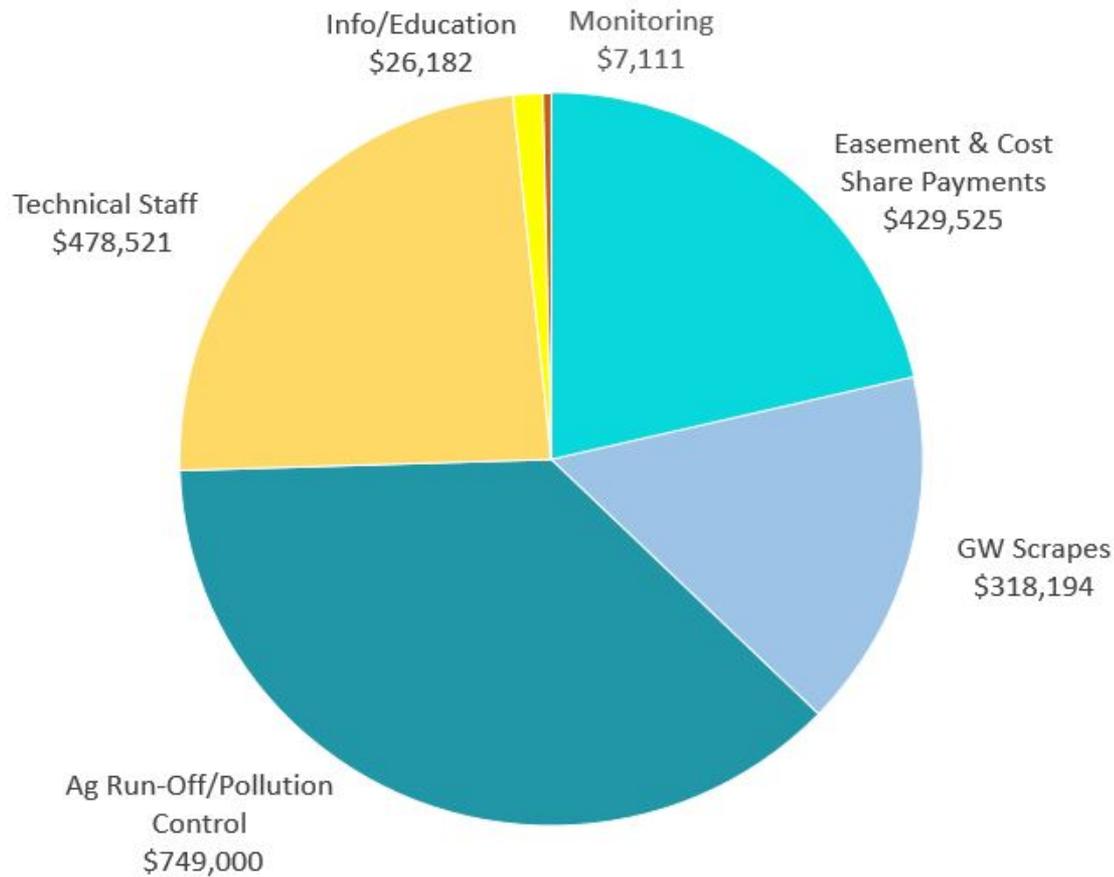
LITTLE LAKE WISSOTA STEWARDSHIP PROJECT REVENUES 2009-2016



Little Lake Wissota Stewardship Project



LITTLE LAKE WISSOTA STEWARDSHIP PROJECT EXPENSES 2009-2017





Lake Wissota Stewardship Project Fund Forecast

LWSP Sponsorsip Threshold	\$250,000
Community Contributions	\$137,190
Towns	\$54,000
Leinenkugels	\$5,000
LLWSP Carryover	\$59,000
Total Funding Contributions	\$255,190
Other Corporate/Business Contributions	?
Total Fundraising Available to Initiate Project	?



Conclusion

The Little Lake Wissota Stewardship Project:

- Has achieved its mgnt. goals
(environmental & community based)
- Is a case example of a new community based lake/watershed model that is transferrable
(public/private partnership)
- Can be improved & maintained with planned adjustments



Conclusion

- **The Lake Association & County have now entered agreements to extend & expand the project**
- **JLBC & County have agreed to roll over \$ to the new Lake Wissota Stewardship Project**
- **The Lake Association is now completing fund raising & has achieved the targeted threshold of \$250,000 to sponsor the project**



Types of support needed:

Recap

- **Direct financial support (\$)** for:
 - **Community outreach**
 - **“Conservation On The Land”**
 - **Monitoring**
- **Donated services & materials**
 - **Tree planting, excavation & data/web mgmt.**
- **Promotional support**
 - **Featured marketing**
 - **Community events**



Recap

The new Lake Wissota Stewardship Project will:

- **Initiate a long term maintenance effort**
- **Protect a critical natural resource & economic asset**
- **Provide local resources (people & \$) to leverage outside grants (4:1)**
- **Provide a positive environmental focus for community efforts**



Our sincere thanks to:

**Jacob Leinenkugel Brewing Company &
Miller Coors**

**for their generous support and corporate
leadership!**





Team Discussion & Feedback for Program Improvement



Little Lake Wissota Stewardship Project

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www.digitalcrayonprintshop.com

December 7, 2017