



# LOWER MINNESOTA RIVER WATERSHED DISTRICT

## Executive Summary for Action

Lower Minnesota River Watershed District Board of Managers Meeting  
Wednesday, December 20, 2023

### **Agenda Item**

#### **Item 9. C. – Education & Outreach**

### **Prepared By**

Linda Loomis, Administrator

### **Summary**

President Barisonzi and Manager Salvato requested that the LMRWD consider featuring Manager's Hartmann's service to the LMRWD on its website, in social media posts and news media serving the communities of the LMRWD. In light of the request, Young Environmental Consulting Group LLC, in its role as Education and Outreach Director for the LMRWD developed a strategy to accomplish the request.

The Board should also consider if this will be part of the communications plan moving forward.

### **Attachments**

Technical Memorandum – Public Relations Recommendation for Manager Jesse Hartmann's Service Recognition and Departure dated December 15, 2023

### **Recommended Action**

Motion to authorize staff to implement recommendations in Technical Memorandum – Public Relations Recommendation for Manager Jesse Hartmann's Service Recognition and Departure dated December 15, 2023

# Technical Memorandum

**To:** Linda Loomis, LMRWD Administrator  
Lower Minnesota River Watershed District (LMRWD)

**From:** Suzy Lindberg, Communications Manager

**Date:** December 15, 2023

**Re:** Public Relations Recommendations for Manager Jesse Hartmann's  
Service Recognition and Departure

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To recognize Manager Jesse Hartmann's many years of service to the Board of Managers, while promoting the broader work of the LMRWD to the community, Young Environmental has established the following public relations recommendations to be completed in the next 45-60 days per the request of Board Managers Joseph Barisonzi and Lauren Salvato.

Managers Barisonzi and Salvato have identified the following goals for the media campaign:

1. **Raising Community Awareness and Driving Engagement:** educating the public about the LMRWD's overall work by recognizing Jesse's individual contributions as part of the larger organization.
2. **Showcasing Organizational Success:** sharing Jesse's success as it relates to impactful initiatives, projects, and milestones reached during his tenure.
3. **Inspiring Stakeholder Involvement:** by inspiring existing and potential stakeholders to further engage with the LMRWD as Jesse has done. This could encourage volunteers, donations, or increased support from local businesses or individuals.
4. **Attracting New Talent:** by sharing the opening for the Scott County position and additional volunteer opportunities, such as the Citizen Advisory Committee.
5. **Enhancing Public Perception and Trust:** through transparent communication about Jesse's departure and accomplishments of his role. This will showcase the LMRWD's willingness to communicate openly about changes and transitions.
6. **Creating a Legacy Narrative:** by sharing Jesse's story within the context of the organization's legacy, preserving institutional knowledge and honoring the efforts of individuals who contribute to larger District goals.

The following materials have been requested to achieve these goals and successfully communicate with the public about the LMRWD Board transition:

1. **Press Advisory:** a media release that will inform local news outlets about the LMRWD's recognition of Jesse, while working to amplify this message through press coverage. A draft press advisory is available in Attachment 1.
2. **Long-Form Website Article:** a detailed story for the website that shares the specifics of Jesse's contributions and their broad significance to LMRWD's mission. Photos and graphics will be included as identified in Attachment 2.
3. **Short-Form Social Media Post:** a short, social media post summarizing the story and announcement to be posted across various platforms. Interactive content will appeal to a wide audience and promote LMRWD's work and volunteer opportunities.

**Recommendation**

We recommend the following timeline to develop and release the materials listed above:

- **December 20** – Capture additional content as needed to enhance web story and social media release. Depending on preference for level of time investment, this could include:

Low Level of Effort	Medium Level of Effort	High Level of Effort
Thank-you videos submitted by remaining Board members, recorded on their own to be compiled into a short video for dual use on website and social media.	A group photo centered on Jesse Hartmann with Board members present, captured by Young Environmental staff on-site before or after the Dec. 20 <sup>th</sup> meeting.	Thank-you videos from Board members, captured individually by Young Environmental staff on-site before or after the Dec. 20 <sup>th</sup> meeting.

- **December 31** – Press Advisory finalized and released to local news outlets. See media contacts for release on the next page.
- **January 3** – Finalize long-format web story for release.
- **January 10** – Finalize social media story for release.

**Media Contacts For Release:**

- *Jordan Independent*
  - **Mathias Baden, Editor:** [editor@jordannews.com](mailto:editor@jordannews.com)
  - **Brandon Otte, Staff Writer:** [botte@swpub.com](mailto:botte@swpub.com)
- *Savage Pacer*
  - **Greg Aamot, Community Editor:** [gaamot@swpub.com](mailto:gaamot@swpub.com)
- *Shakopee Valley News*
  - **Greg Aamot, Community Editor:** [gaamot@swpub.com](mailto:gaamot@swpub.com)
- *Star Tribune*
  - **Faiza Mahamud, Staff Writer:** [faiza.mahamud@startribune.com](mailto:faiza.mahamud@startribune.com)
  - **General Email:** [releases@startribune.com](mailto:releases@startribune.com)

**Attachment 1: Draft Press Advisory**



LOWER MINNESOTA RIVER  
WATERSHED DISTRICT

**For Immediate Release**

December 31, 2023

**For More Information Contact:**

Linda Loomis, District Administrator

Office Phone: 763-545-4659

Cell Phone: 763-568-9522

Email: [naiadconsulting@gmail.com](mailto:naiadconsulting@gmail.com)

**RECOGNIZING EXCELLENCE: THE LOWER MINNESOTA RIVER WATERSHED DISTRICT SHARES ITS APPRECIATION FOR THE CONTRIBUTIONS OF BOARD MANAGER JESSE HARTMANN AS HE ENDS HIS SERVICE TO THE ORGANIZATION AFTER NEARLY 8 YEARS. UNDER HIS BOARD LEADERSHIP, THE ORGANIZATION CONTINUED TO PROTECT VALUABLE NATURAL RESOURCES SUCH AS THE LOWER MINNESOTA RIVER, RARE CALCAREOUS FENS, URBAN LAKES, AND TROUT STREAMS.**

*As Board Manager President Jesse Hartmann ends his service to the Lower Minnesota River Watershed District, the organization shares appreciation for his leadership during critical times of infrastructure development and strategic direction.*

CHASKA, MN—At its December 20<sup>th</sup> Board Meeting, the Lower Minnesota River Watershed District (LMRWD) recognized the service of Manager Jesse Hartmann of Shakopee, MN. Hartmann has served the LMRWD

since 2016 in a variety of roles, most recently as President, and ends his term today.

As an avid angler and recreationist, Hartmann volunteered his time to the Board to make a positive impact on local water and natural resources. The Minnesota River, at the center of the watershed district, has always been an important part of Hartmann's life: "All of my life I've been on this river", he has stated. Through his role, he provided thoughtful leadership through decision-making for projects, programs, and budgets critical to implementing the LMRWD's vision to protect priceless resources. "It's been a great opportunity – I'm glad I'm a part of this organization," Hartmann recalls, "the people we work with are great people and it's a lot of fun."

The LMRWD is charged with managing stormwater, protecting its communities and properties from flooding, and protecting and preserving water quality of its many waterways. A unique component of the Twin Cities watershed district is the maintenance of a nine-foot navigation channel on the Lower Minnesota River, which provides essential services to keep the river navigable by barges, a critical passage for Minnesota commerce. Under Hartmann's leadership, the LMRWD established a dredge management site, which ensures sediment is removed from the river to keep the channel passable. He oversaw the development of key strategic documents, including the updates to the Watershed Management Plan in 2016, 2018 and 2022 and the adoption of the District's first rules in 2020, which are used during permit review to ensure development in the area will not disrupt natural systems. Hartmann regularly provides guidance on large-scale capital improvement projects, such as the stabilization of Area 3 in Eden Prairie, MN, and ongoing programs for education and outreach. He was also instrumental during the LMRWD's 60<sup>th</sup> anniversary celebration, held in 2020.

At the December 20 Board Meeting, Hartmann's fellow Board Managers and LMRWD staff recognized his many years of service and accomplishments in this role. His colleagues will share their thanks for the time he has invested, the professional expertise he has shared, and the vision, integrity, and respectful nature in which he has collaborated. The

Board of Managers will also share next steps to transition Hartmann's position by finding a representative from Scott County to serve on the Board of Managers.

**What:** LMRWD December Board Meeting

**Who:** The LMRWD Board of Managers will conduct its monthly meeting to not only conduct watershed district business but recognize the service of former President Jesse Hartmann.

**When:** December 20, 2023 (7:00-9:00 CST)

**Where:** County Board Room, Carver County Government Center, 600 4th Street East, Chaska, MN 55318

For more information, please contact Linda Loomis, District Administrator.

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*Formed in 1960, the Lower Minnesota River Watershed District (LMRWD) is a local, special-purpose unit of government that works to solve and prevent issues related to water. The LMRWD works to protect, improve, and provide education on valuable water resources that offer habitat for native species, recreational opportunities, and commercial barge navigation. The LMRWD was established for, and is tasked with, assisting with the maintenance of a nine-foot navigation channel in the Minnesota River for goods and services to be transported. The LMRWD is governed by five managers that are appointed by Twin Cities counties that make up the LMRWD. Learn more at: [lowermnriverwd.org](http://lowermnriverwd.org).*



## **Attachment 2: Sample Content for Website and Social Media**

To create the website and social media content, we will build off of the press advisory to include additional details of Manager Hartmann's background and accomplishments as a member of the Board of Managers. Content will include a variety of graphics thanking Jesse and showing him at work in the community. Both digital releases may share thoughts from District staff and fellow Board members as it is feasible to acquire them. The interactive content can include brief video clips highlighting Manager Hartmann's scenes from the 60<sup>th</sup> Anniversary video, photos of the resources protected during his service, and any additional content from the Board meeting.

We will share photos of Jesse that highlight his professionalism and participation in important LMRWD events from the last 8 years, introduced below.





