



BROWN'S CREEK WATERSHED DISTRICT

Preserving the integrity of the watershed for future generations
www.bcwd.org | 455 Hayward Ave N, Oakdale, MN 55128 | 651-330-8220

MEMORANDUM

TO: Brown's Creek Watershed District Board
FROM: Hannah Peterson
RE: Brown's Creek Watershed District 2026 Educational Expenses
DATE: March 6, 2026

Background

In its management plan, BCWD has prioritized education and outreach to help share the mission of the district and the natural resources in the watershed. BCWD staff have been working with the Community Advisory Committee and partners to participate in and host a variety of educational events in 2026. They have also been working on developing and updating outreach materials including: updated Homeowner's Guide to Living by the Water, 2026 newsletter, updated CAC recruitment brochures, new branded tablecloths for events, and BCWD stickers.

Description & Estimated Costs

Painting Events

In January, we hosted a painting event in partnership with local artist, Denise Lau, and Lift Bridge Brewing to paint a winter scene of Brown's Creek and share more about BCWD. This event led to discussion on hosting seasonal painting events throughout 2026 to capture different views of the watershed throughout the year with staff present to educate attendees about the watershed. Staff have been looking into different locations to host and opportunities to do an event or two outdoors.



The cost for each painting event would be up to \$25 per person to cover materials and online payment fees, as well as \$10 per person for a non-alcoholic beverage and outside snacks. Each event will be open to a maximum of 15 community members. The total cost of each event would be approximately \$525. Participants would pay \$15-\$20 per event for materials.

Description	Quantity	Estimated Total Cost
Materials/refreshments for painting events	3	\$900

Managers:

Klay Eckles, President | Chuck LeRoux, Vice President | Celia Wirth, Treasurer
Debra Sahulka, Secretary | Griffin Brod, Manager

Homeowner's Guide

BCWD staff and CAC have updated BCWD's Homeowner's Guide to Living by the Water and would like to print/mail to about 200 residents that have moved into the watershed in the past year.

Description	Quantity	Estimated Total Cost
Homeowner's Guide – 8 page booklet printing/ mailing	200	\$600

Tablecloths

BCWD's branded tablecloth was damaged last year and needs replacement. Because BCWD sometimes has multiple tables at an event (e.g., the Community Watershed Celebration), staff is exploring either purchasing multiple branded tablecloths or one branded and multiple solid color tablecloths to match.

Description	Estimated Quantity	Estimated Total Cost
Branded/Dark Blue Tablecloths	3-4	\$300

Newsletter

BCWD staff and CAC are developing the 2026 newsletter to be printed and mailed in late April/early May. There are about 4,350 properties owned in the district, and staff would like to explore mailing to renters as well.

Description	Estimated Quantity	Estimated Total Cost
Printing/Mailing of 2026 Newsletters	5,000	\$5,000

BCWD Stickers

Branded stickers are a popular promotional item that can be used for water bottles, laptops, etc. Giving away branded stickers at events could be a great way to get BCWD's name out there and bring awareness to the watershed.

Description	Quantity	Estimated Total Cost
BCWD 2x2" Branded Vinyl Stickers	100-200	\$100

CAC Brochures

BCWD staff has updated these brochures to reflect the name change to Community Advisory Committee

Description	Quantity	Estimated Total Cost
CAC brochure printing	50	\$100

Requested Action

Approve the BCWD educational expenses not to exceed a total of \$7,000 from account 910-0000.