



Keep It Clean Program

Zach Gutknecht,
Beltrami SWCD



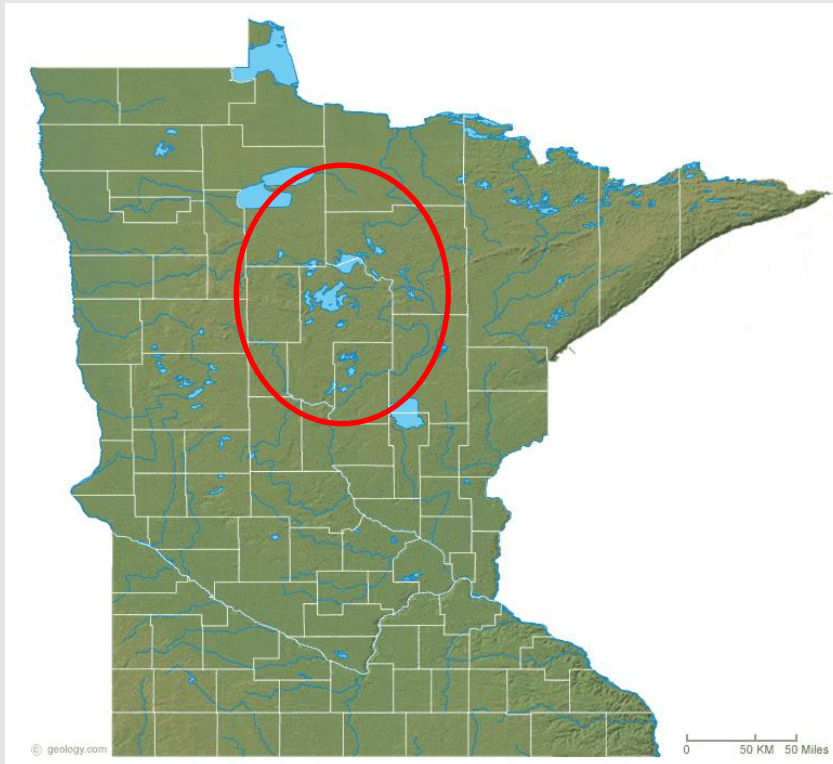
RON | Schara



Video

<https://youtu.be/Zwa4mSuK5m8>

Mississippi Headwaters Lakes

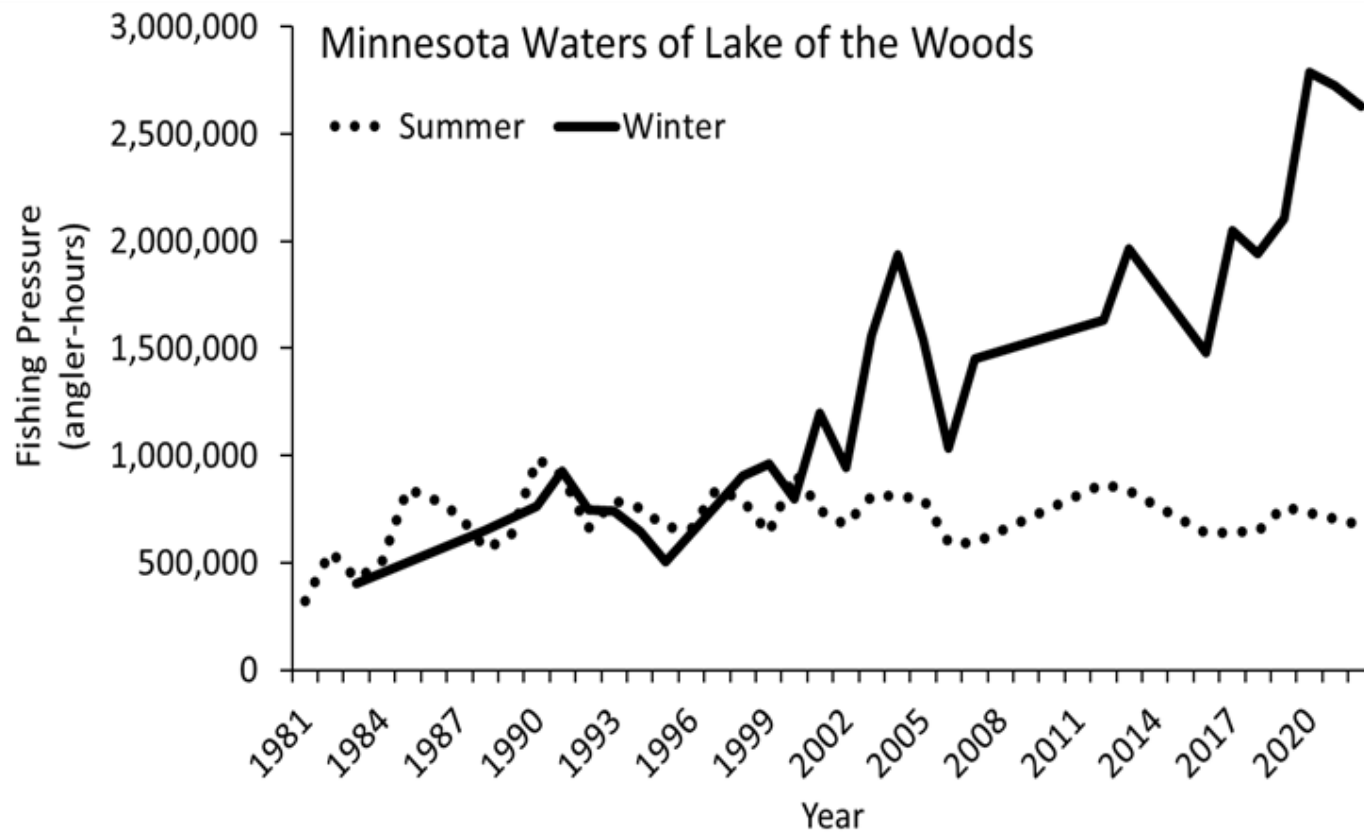


- The Walleye Capital of the World
- Minnesota's 10 largest lakes account for about 40 percent of the annual statewide walleye harvest and make a significant contribution to the \$2.4 billion spent each year on fishing in Minnesota.
- Countless resorts and hotels
- Best catch rate of walleyes in region
- Major winter recreation center



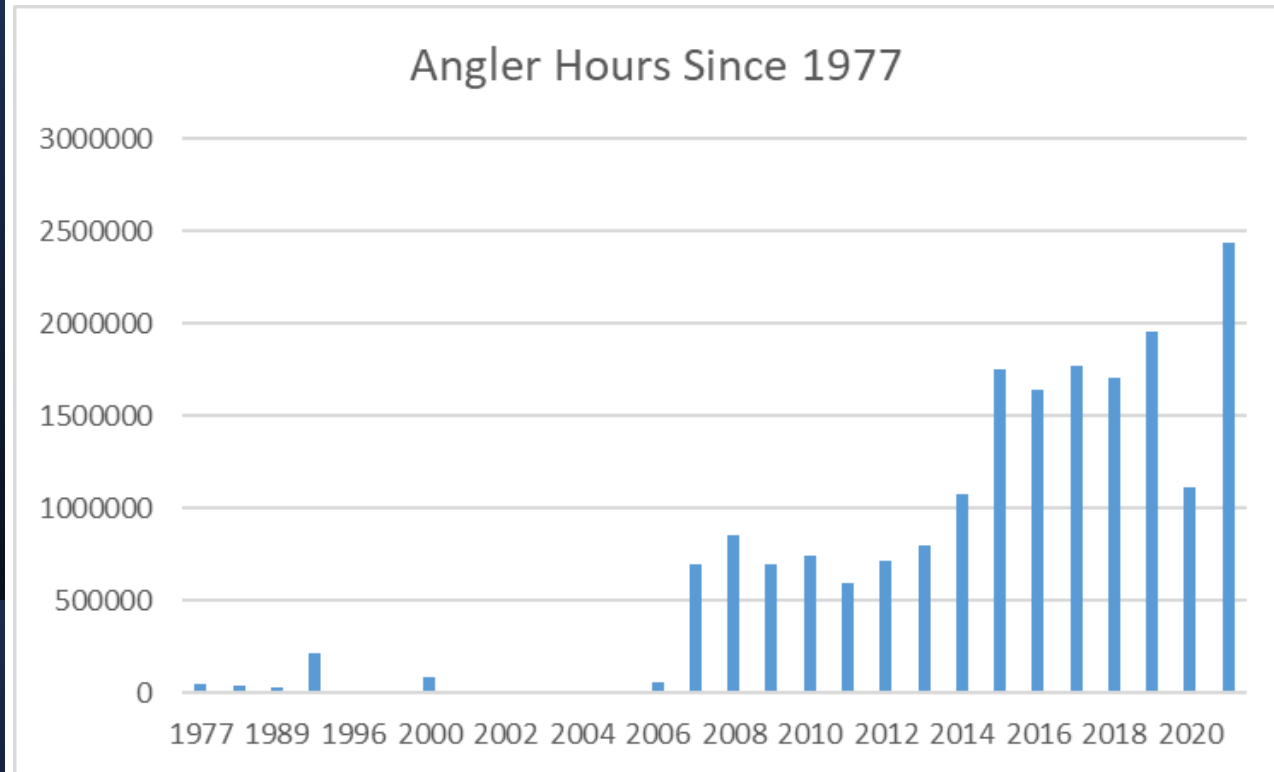
Winter Ice Fishing Has
Changed - Amenities

Winter Ice Fishing Has Changed - Pressure



Upper Red Lake

- **Dramatic increase of number of hours spent on the ice**



	Dec 3-31	Jan 1-31	Feb 1-27	Total
Day-Trip Angler Pressure	143,559	31,007	8,714	183,280
Sleeper-Trip Angler Pressure	626,789	718,158	237,268	1,582,214
Total	770,349	749,164	245,981	1,765,494

Change in Recreation

- The increase in popularity of ice fishing has grown quickly with technology, equipment, & wheelhouses
- Staying on the ice for extended periods of time comfortably
- With the increased activity comes more pressure on the natural resources, including an increase in the amount of garbage and waste left on lakes

Winter Ice Fishing Has Changed – Ice Roads

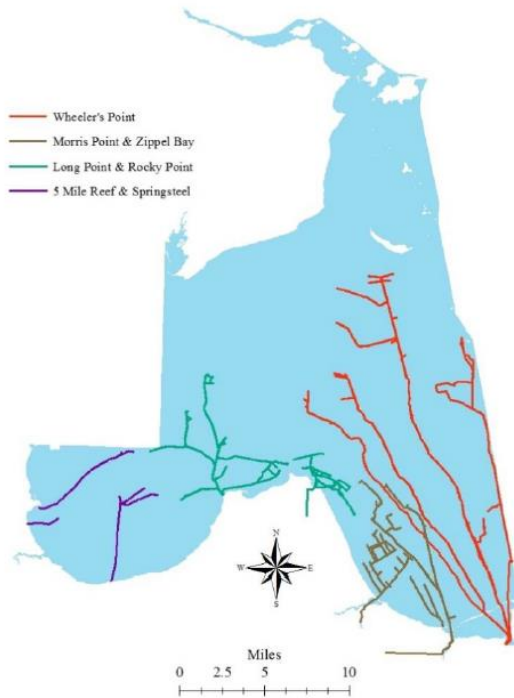


Figure 4. Map of maintained ice roads and trails observed by winter creel clerk in December 2019 through March 2020.



Lake of the Woods and Upper Red Lake

- **10,000 people on the ice during busy times (4,000 fish houses with 2.5 occupancy)**
- **Lake of the Woods County has a population of 4,000**
- **Upper Red Lake had 50,000 sleeper-trips during which they expended 1.6 million angler hours**
- **Washkish and Kelliher have combined population of 300 people**



Unintended Consequences



Unintended
Consequences



With Change Comes Challenges –
And the Keep It Clean Program!

Established
in 2012

After a Local Water Plan Meeting



Program Committee Participants:

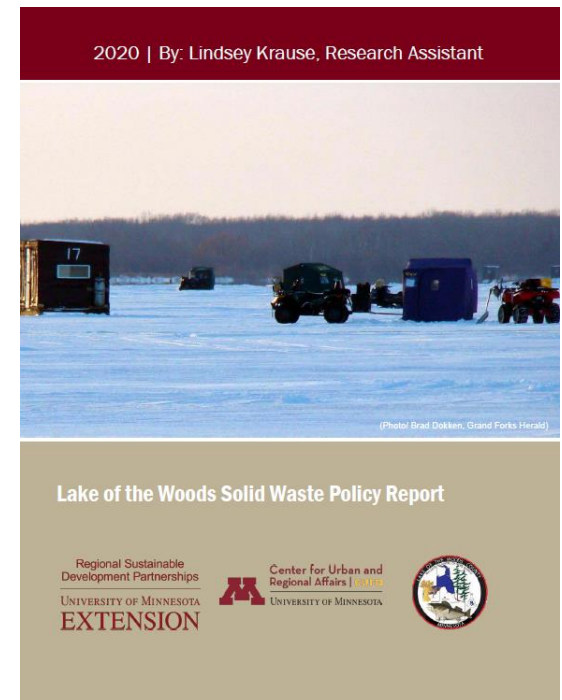
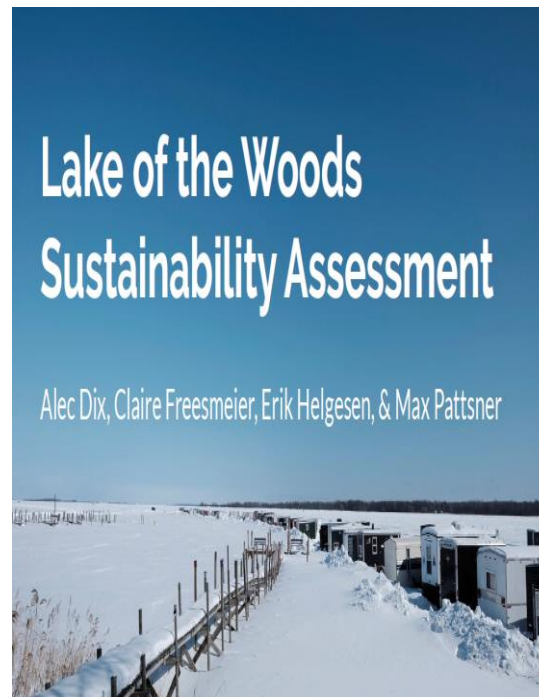
- Lake of the Woods (LOW) County
- LOW SWCD
- Roseau County SWCD
- LOW Tourism Bureau
- DNR Fisheries
- DNR Enforcement
- Friends of Zippel Bay State Park

Mission

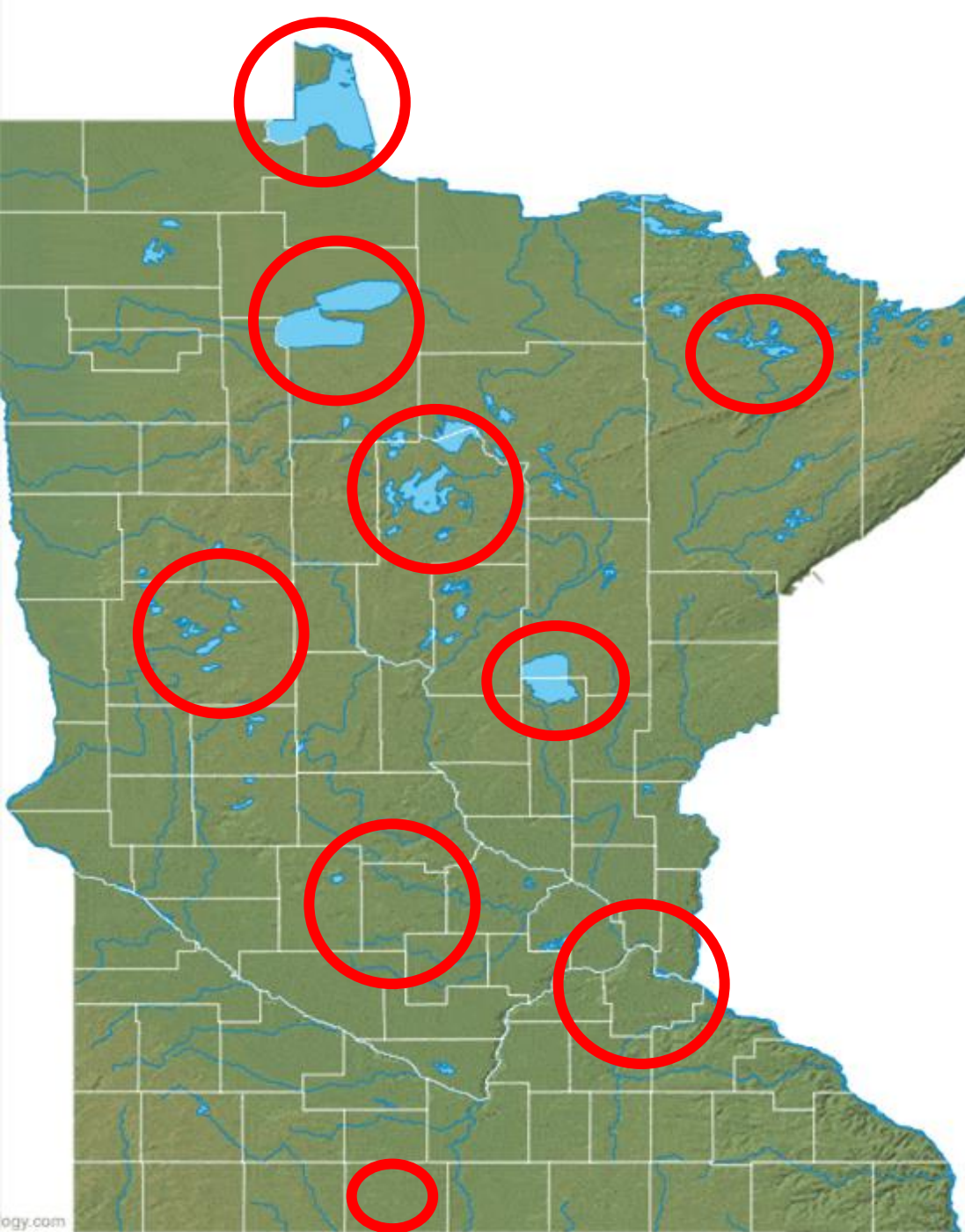


- **Keep It Clean** was created to protect, maintain and promote cleanliness for the beautiful landscape, water resources and shorelines of Lake of the Woods as a special place for everyone to visit and enjoy.

Reports



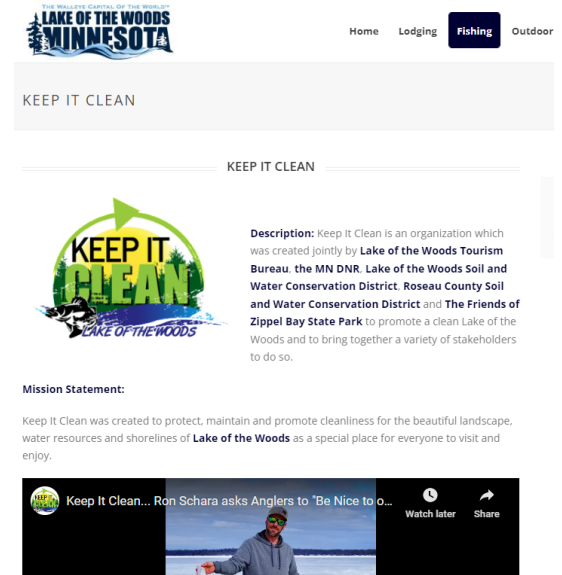
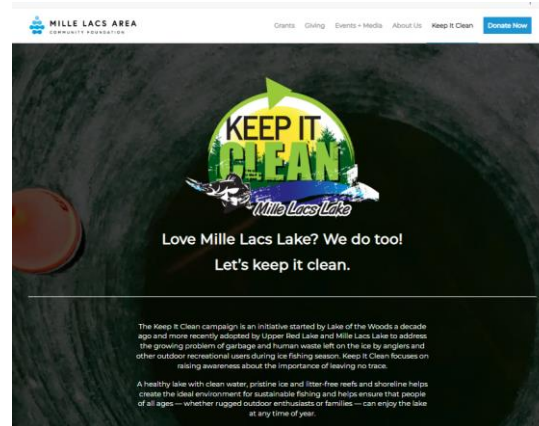
U of Minnesota Partnerships



Statewide
Effort



**Consistent
Messaging
- Logo**



Consistent Messaging - Websites

LET'S TALK

TRASH!

PLEASE REMOVE ALL YOUR GARBAGE AND WASTE
FROM THE ICE AND PROPERLY DISPOSE OF IT.

THANK YOU!



BE NICE TO OUR ICE

"Whether it's your garbage or you do
Number Two, take it with you when you do."

- Ron Schura, President MN-FISH



HELP KEEP OUR LAKES & RIVERS CLEAN & HEALTHY

- 1. Make A Plan for trash and waste removal before you hit the ice.
- 2. Use Colored Garbage Bags which are easy to see in the snow.
- 3. Keep Your Garbage and Human Waste Off the Ice and dispose it before traveling.
- 4. Check Your Area and pick up any garbage before departing.
- 5. Remove All wood blocking, ice anchors and markers when making a fish house.

BE NICE TO OUR ICE

"Whether it's your garbage or you do Number Two,
take it with you when you do."

- Ron Schura, President MN-FISH



LEAVE NO TRACE

PLEASE REMOVE ALL YOUR GARBAGE
AND WASTE FROM THE ICE

KEEPITCLEANMN.ORG



5 Actions

1. **MAKE A PLAN** for trash and waste removal before you arrive at your fish house.
2. **USE COLORED GARBAGE BAGS** which are easier to see in the snow.
3. **STORE GARBAGE AND WASTE OFF THE ICE** and secure it before traveling.
4. **CHECK YOUR AREA** and pick up any garbage before departing.
5. **REMOVE ALL** wood blocking, insulation and materials when moving or removing a fish house.



- **Education**
- **Projects**
 - **Dumpster Program**
 - **Reports / Studies**
 - **RV Winter Dump Stations**
- **Shoreline Cleanups**

**THANK YOU FOR KEEPING
LAKE OF THE WOODS CLEAN**
Please Be Responsible
Remove all garbage
Dispose of waste properly



**Know Your
Know Your**

**INVASIVE
SPECIES
ALERT**

**Know Your
Know Your**

**Know Your
Know Your**

**Know Your
Know Your**



EDUCATION

THANK YOU FOR KEEPING
LAKE OF THE WOODS CLEAN

Please Be Responsible
Remove all garbage
Dispose of waste properly







FISH CLEANING



PLEASE
REMOVE ALL
GARBAGE
FROM THE ICE

THANKS FOR
KEEPING
IT CLEAN!





Ice conditions can change at any time. It is your responsibility to watch for cracks or other hazards while on the ice. There are many resorts on this road. Please respect the resort houses and give their customers plenty of space.

**PLEASE DO NOT DRILL
HOLES ON PLOWED ROADS**

Ice Road Passes



Digital Marketing

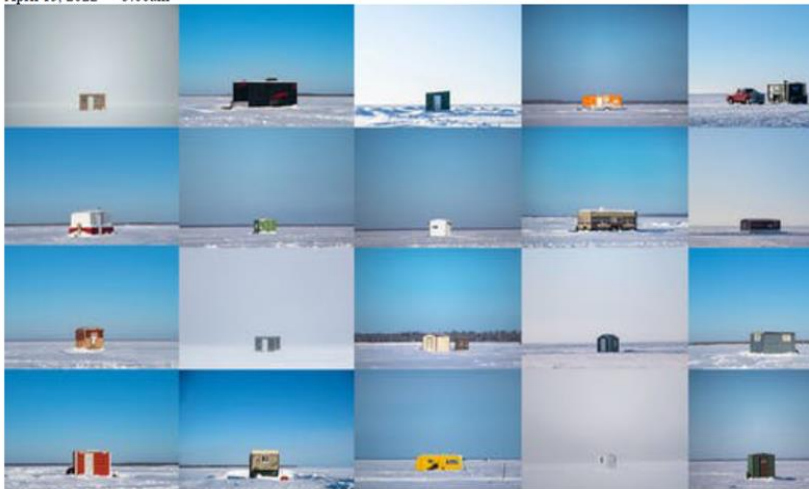
2021 Results

- 281,366 Impressions
- 343 Clicks
- 0.12% Click through rate

popular Minnesota waters

As the activity soars in popularity, discarding human waste adds to complexity of garbage problem on Red Lake and Lake of the Woods.

By **Tony Kennedy** Star Tribune
April 15, 2022 — 5:00am



Alex Kormann, Star Tribune



See Page 30 for details

Turn In Poachers
1-800-652-9093

Inside News

Hotsten Back as New
Director of MN-Fish

Mark Hotsten, a former DNR commissioner and state representative, is taking the reins in leading the fishing promotion group. **See Page 3**

Study: More Eagles
in U.S. are Eating Lead

A new study has shown that nearly half of eagles tested across the United States have chronic levels of lead in their bones. The state'saptor Center says lead is found in most birds brought there. **See Page 6**

Wounded Woodbury
s Theories

A massive wound was found on an antler driven into a tree. Is it an antler? And where? **See Page 8**



State DNR, Wisconsin looking at change for St. Croix

Is a continuous game-fish season in the future?

By **Javier Serna**
Assistant Editor
St. Paul — Each April, the Wisconsin Conservation Congress holds its annual spring hearings, accepting ideas for proposed changes to natural resources policy and regulations through citizen resolutions and proposals from the Wisconsin. (See St. Croix Fishing Page 15)



MINNESOTA BRUISER. Photographer Bill Marchel captured this image of an impressive central-Minnesota buck last autumn. All things whitetails will be front and center at the Minnesota Deer and Turkey Classic next weekend. See show details in Mixed Bag, Page 4. **Photo by BILL MARCHEL**

Upper Red 'pilot' would address on-ice waste

Groups seek \$750,000 to improve waste-disposal options on major lakes

By **Tim Spielman**
Editor
Bemidji, Minn. — Anecdotal — and visual — evidence that a minority of ice anglers are leaving garbage on the ice of Upper Red Lake prior

to departure continues to pile up. Although often hidden from view, human waste certainly is included in the mess being left behind.

But how much waste — human and otherwise — is making its way into the waters of the revered walleye fishery? And is it affecting water quality and perhaps, even, fish habitat? Further, if anglers had better and more options for disposal — and knew about such options — would they more frequently use them?

A number of interested parties are hoping to convert their plan to legislation that could result in funding to better protect a lake whose winter fishery attracted an estimated 85,000 anglers during the 2020-21 ice-fishing season. Those dollars, too, would be used for similar efforts



RENNVILLE COUNTY BUCK. Aaron Pape, of Sacred Heart, was muzzelloading near his home Nov. 28 when he shot this 27-point buck. The

(See Upper Red Waste Plan Page 34)



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Beltrami SWCD