

# PETENWELL AND CASTLE ROCK STEWARDS (PACRS)

**Reesa Evans, CLM, Lake Specialist,  
Adams County LWCD**

**Rick Georgeson, President  
PACRS**

**Curtis Frost, Treasurer  
PACRS**

We take our water for granted  
until the well runs dry.

**Ben Franklin**

The Wisconsin River Watershed drains approximately 21% of Wisconsin's lands.

Scott Watson, WDNR

If these lakes were clean, we would have the best natural recreational area in the state"

Bay Rest Restaurant customer

# PR v Reality



# Issues of Petenwell and Castle Rock Flowages

- **Impaired water quality**
- **Loss of recreational use**
- **Decline of property value and tax revenue**
- **Negative impact on business – tourism**

“ What’s this green like paint that floated into the marina last weekend?”

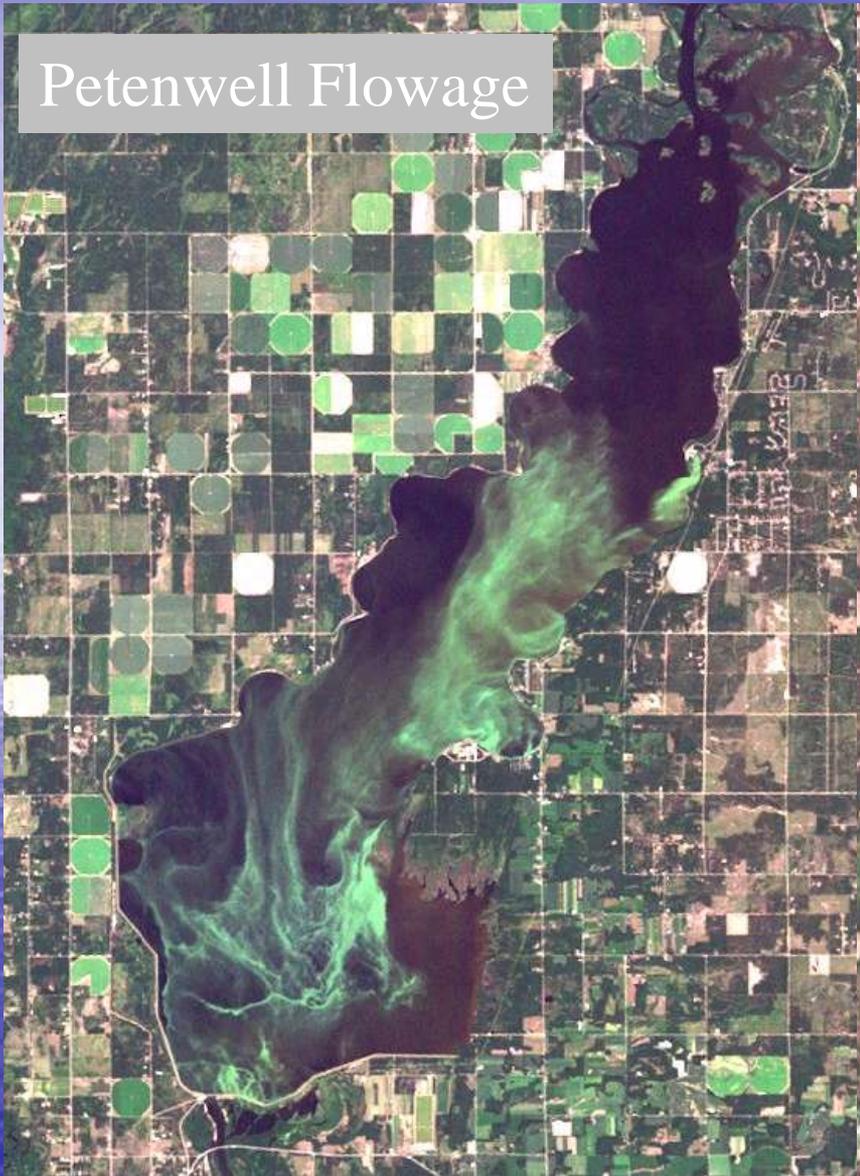
Barnum Bay Sailor

“ What’s all this green?”

Researcher/Sailor from NOAA



Petenwell Flowage



Castle Rock Flowage



# Issues of Petenwell and Castle Rock Flowages

- Impaired water quality





- Loss of recreational use

- Decline of property value and tax revenue



- Negative impact on business – tourism

Barnum Bay Marina  
Built 1985

- 60 slips
- 100% filled within
- 2 yrs
- 10 slips added in 1987



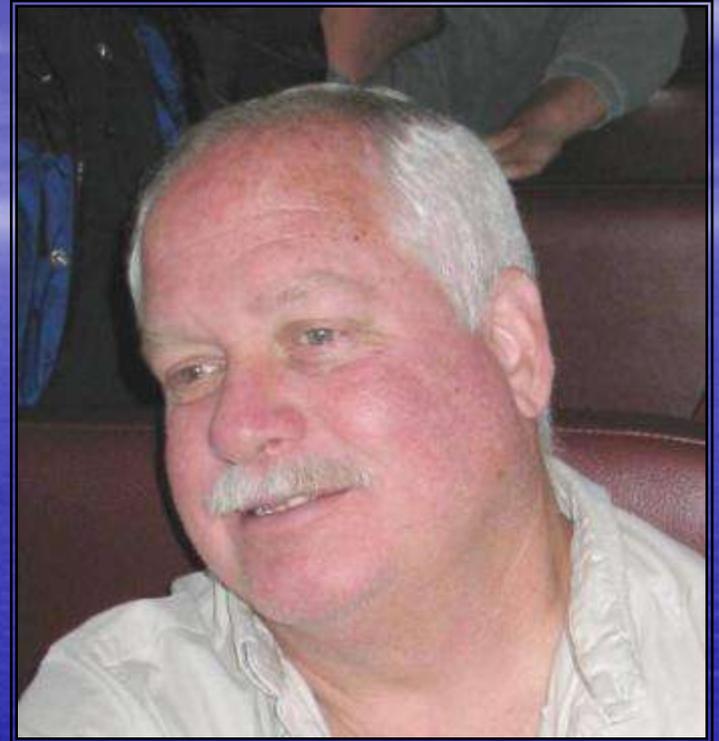
***"There used to be a waiting list to get a slip in my marina. Now it's tough to get it half full. "***

***Tom Koren, Owner***



***" People rent out boats months in advance, so when they show up and there's an algae bloom, they're surprised, and they leave. You can't blame them. But \$200 lost for a boat rental, \$50 lost in gas and oil, plus no dinner and drinks afterward...I might be out \$350. It all adds up.***

***My business could be doubled if the green wasn't here. People keeping boats at my marina used to call up prior to coming out here and ask whether or not an algae bloom was on. Now, they call and ask me how bad the algae is. "***



Annual Rental for  
Barnum Bay boat slip  
= \$800

***Tom Koren***

# Petenwell Sport Shop

The wonderful aroma was so bad, we couldn't even open the windows."

"People at the park were cutting their vacations short due to the stink"

" People were buying disinfectants and medications because kids were sick"

Sue Garman, owner

“People would get out of their car, breath the air, and just get back in their car and leave. It really hurts business.”

Bay Rest Employee

Tom Dorsey, owner of the Bay Rest Resort:

“I’m a taxpayer, and employ 13 people. I’m trying to keep my people employed, but this algae and economy has hurt our business on Petenwell and Castle Rock.”

Don and Donna Hurta, owners of Slip Inn:

“In our back bay, it’s like pea soup. You put your boat in it, and it sticks like paint.”

“Our business is down, fishing is down. When customers come up here and rent lodging and a boat, buy gas, and food, and then they go out on the lake and it’s green—what do you tell them?”

# Impact on Local Government

There are several state, county and town parks along these two lakes that are also impacted negatively by the condition of these two lakes. For example, there are a number of campsites:

500 Lake Petenwell, Adams Co

200 Castle Rock , Adams Co

300 Castle Rock, Juneau Co

133 Lake Petenwell, Juneau Co

57 Buckhorn State Park

1190 Total Campsites

Many campers leave early or decide not to stay when they see/smell the lakes. “ I’ve seen kids run out of the car, down to the beach, stop, and go back to the car.” **Rick Carlson, Owner of Rustic Ridge**

# Impact on Local Landowners

“I had my Petenwell lake home rented for a week to a family from Canada. When they arrived, they were so disappointed in the smell off the bay and the yucky water, they didn't even unpack.”

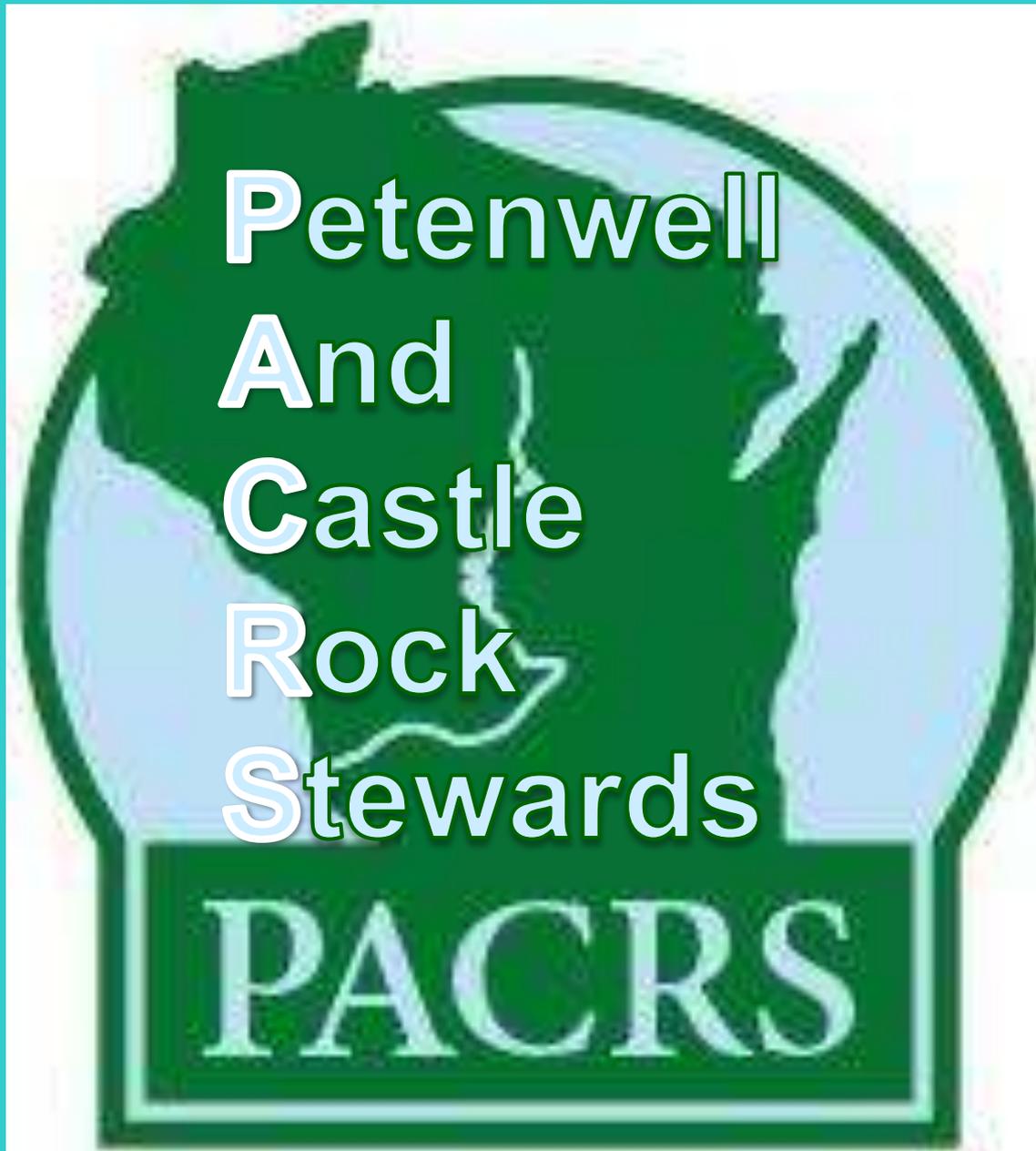
Disappointed Owner

“ I had my cottage rented; they left the first day, the lake smelled so bad.”

# Impact on Users

“This past weekend, the harbor at Barnum Bay was unbearable. Getting to the gas pump was truly a gut-wrenching experience. The smell was overwhelming, and with a southeast breeze it blew up the shore into the Bay. The lake itself was pretty nasty. Yikes!! And last weekend’s algae bloom was the worst many had ever seen.”

Mark Weiland     August 6, 2007  
Racine, WI



**Petenwell**

**And**

**Castle**

**Rock**

**Stewards**

**PACRS**

# PACRS

The Petenwell and Castle Rock Stewards (PACRS) are comprised of Adams and Juneau County land owners, business owners, recreation club members, condo association members, elected officials, and citizens. We seek to build positive, sustainable partnerships with groups and individuals, businesses, condo associations, property owners, municipalities, and individuals in Adams and Juneau counties (as well as in other "upstream" counties) who are interested in improving the water quality & fisheries of Petenwell and Castle Rock flowages.

# How We Started

There have historically been a number of lake organizations along the Wisconsin River, but they weren't connected or working together.

Petenwell and Castle Rock Lakes are the 2<sup>nd</sup> and 4<sup>th</sup> largest lakes in Wisconsin. Both of these are man-made lakes impounding the Wisconsin River. The dams making these lakes are owned by the Wisconsin River Power Company and produce electricity.



# Getting Started

The largest lake association is Petenwell-Castle Rock Property Owners Association.

Activities of the dams are regulated by the FERC (federal energy regulatory commission).

The Wisconsin Department of Natural Resources also produced a Petenwell and Castle Rock Flowages Comprehensive Management Plan.

In addition, several agencies had been working piecemeal on small sections of the two lakes, such as the Wisconsin River Alliance.

None of these many efforts was coordinated. In many instances, the organizations weren't even aware of what the other entities were doing.

Further, not much progress seemed to be happening.

# Getting Started--2

In an attempt to get more information and to coordinate efforts so that progress could be made, the Adams County Land & Water Conservation Department held an open organizational meeting of all interested parties on April 3, 2007.

At that meeting, the WDNR's Comprehensive Flowage Management Plan was presented and discussed.

Participants were encouraged to ask questions and provide information. Out of this meeting grew what was originally a Working Group facilitated by the River Alliance of Wisconsin and the Adams County LWCD.

Meeting participants named improving the water quality of these lakes as the top priority.

Another meeting was scheduled for May 2, 2007.

# Getting Started--3



**THE PROBLEM!**



The working group developed an action plan that included reducing the carp population, decreasing the phosphorus loading into the lakes, monitoring the water quality

of the lakes & streams connected to these lakes, preventing the spread of exotic species, and protecting the shores and breakwaters to reduce erosion, prevent stormwater runoff, provide habitat, etc.

# Action

Out of this working group grew a dedicated group of citizens & businesses who wanted to improve the lakes that they loved and wanted to make sure things started happening.

This group gave itself a name: Petenwell and Castle Rock Stewards—now more commonly know as “the PACRS.” The main goal was to start engaging in activities that prodded relevant agencies into getting started.

It elected a board of directors. The PACRS board of directors and technical advisers meet monthly or bi-monthly.

The PACRS want to expand the organization’s reach and build formal ties to organized groups and individuals that share the PACRS’ interest in restoring the Petenwell and Castle Rock flowages.

# PACRS Organizational Plan

- **The PACRS is currently comprised of a board and technical advisors. The group has met monthly or bi-monthly since early 2007.**
- **The PACRS want to expand the organization's reach and build formal ties to organized groups and individuals that share the PACRS' interest in restoring and improving the Petenwell and Castle Rock flowages.**

# PACRS Organizational Plan

**We are now incorporated with the State of Wisconsin. We have developed bylaws, including membership details, and been granted tax exempt status by the IRS.**



# What's Been Done?—since April 2007

- ✚ Met and worked with area legislators to secure funding for water quality studies of the Wisconsin River.
- ✚ Held listening sessions with former Senator Russ Feingold and Representative Tom Petri.



# What's Been Done?--2

- Organized and created a steering committee comprised of several area organizations and a technical advisory team of state, county and nonprofit conservation interests.



# What's Been Done?--3



- ✚ Encouraged (successfully) the WDNR to implement a water quality study for Mill Creek, a tributary flowing into the flowages
- ✚ Organized and held a “Pontoons & Politics” tour of Lake Petenwell with area legislators to highlight the negative effects of the ongoing algae blooms

# What's Been Done?--4



- ✚ As the result of Pontoons & Politics and various meeting, funding was given to the WDNR to implement a study to establish a Total Daily Maximum Load for the Upper Wisconsin River.

# What's Been Done?--5



- ✚ Partnered with Friends of Mill Creek to tour farms in Wood & Portage Counties to learn about water quality challenges in agriculture.
- ✚ Worked with other citizen groups from Lake Wisconsin, Stewards of the Dells, and BEPCO (Big Eau Plein).

# What's Been Done?--5

- ✚ Engaged in educational activities to inform the public about Wisconsin River water quality issues through several public forums.
- ✚ Developed template resolution for citizens to take to local boards to advocate for local policy that supports water quality improvement on the flowages.



# What's Been Done?--6

- ✚ Toured Neenah Paper Company wastewater treatment facility.
- ✚ Learned about point sources & what efforts are being taken to reduce phosphorus from those sources.
- ✚ Learned current Best Management Practices (BMP) regarding field drainage.
- ✚ Succeeded in getting Domtar's Rothschild paper mill to meet its mandated phosphorus discharge limit through interceding with the WDNR.

# What's Been Done?--7

- ✚ Succeeded in getting new winter drawdown level established for Petenwell Lake that will encourage water quality & fish habitat improvement by working with the WDNR and the Wisconsin River Power Co.



# What's Been Done?--8



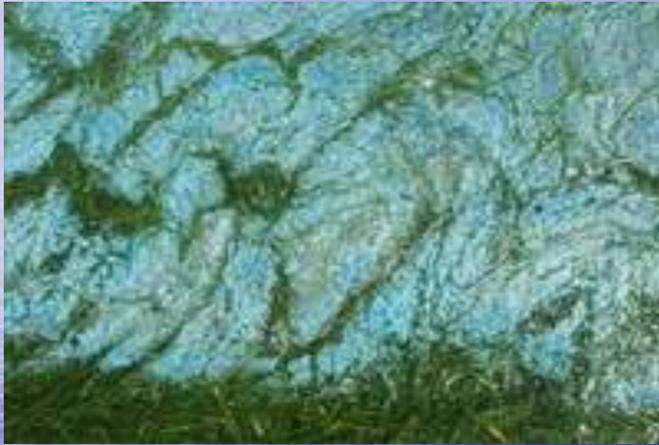
- ✚ Hosted the first off-site meeting ever held of the Wisconsin Natural Resources Board to educate it on the problems at Petenwell & Castle Rock Lakes.
- ✚ Supported training of several citizen volunteers to start taking regular water quality samples on Petenwell & Castle Rock Lakes.
- ✚ Established various fund-raising efforts to support further study of the lakes.

# What's Been Done?--9

- ✚ In partnership with the CDC, NOAA, the EPA, the ACOE, USGS, WDNR, Juneau County LWCD, Adams County LWCD, Wisconsin River Alliance, and UWSP, organized volunteers to take regular water samples and identify potentially-toxic blue green algae (known as "cyanobacteria") present, then report to federal Phytoplankton Monitoring database.



# What's Been Done?--10



- ✚ Encouraged and participated in planning for study by the EPA and a UW-Madison professor to evaluate the economic impact of the algal blooms on these two lakes on the economies of Juneau & Adams County.
- ✚ Became a non-profit organization to further encourage donations and have the ability to apply for grants.

# FINANCES



# Basic Steps for Financial Organizing

- (1) Determine title and duties of organization officers.
- (2) Draft and file articles of incorporation with State of Wisconsin.
  - Be sure to include the purpose of the organization;
  - Be sure to include steps for dissolution.



**DON'T BE AFRAID TO  
ASK FOR HELP!**

# Basic Steps for Financial Organizing--2



- (3) Obtain an employer ID from the IRS.
- (4) Develop & file by-laws for your organization.
- (5) Seek assistance from local agencies such as the Land & Water Conservation Department.
- (6) Have a review by a CPA before finalizing financial procedures.

The River Alliance of Wisconsin assisted greatly in these matters.

# Money to Get Started

- Look around for grants or
- donations to cover the costs
- of getting started, such as:
- Developing & printing a brochure;
- Setting up a website;
- Corporate charter fee;
- Advertising, etc., for membership drive;
- Grant writing.

The PACRS had the assistance of the Adams County Land & Water Conservation Department and the Wisconsin River Alliance in these matters.

For lake organizations, the Wisconsin Lakes group can also give great assistance.

# Ongoing Operations

After all these steps, there are some decisions to be made:

- What will membership dues be? The PACRS settled on \$25 for individuals and \$50 for businesses/agencies. The WDNR informed them that if they stayed within those amounts, the PACRS would be eligible to apply for WDNR grants.

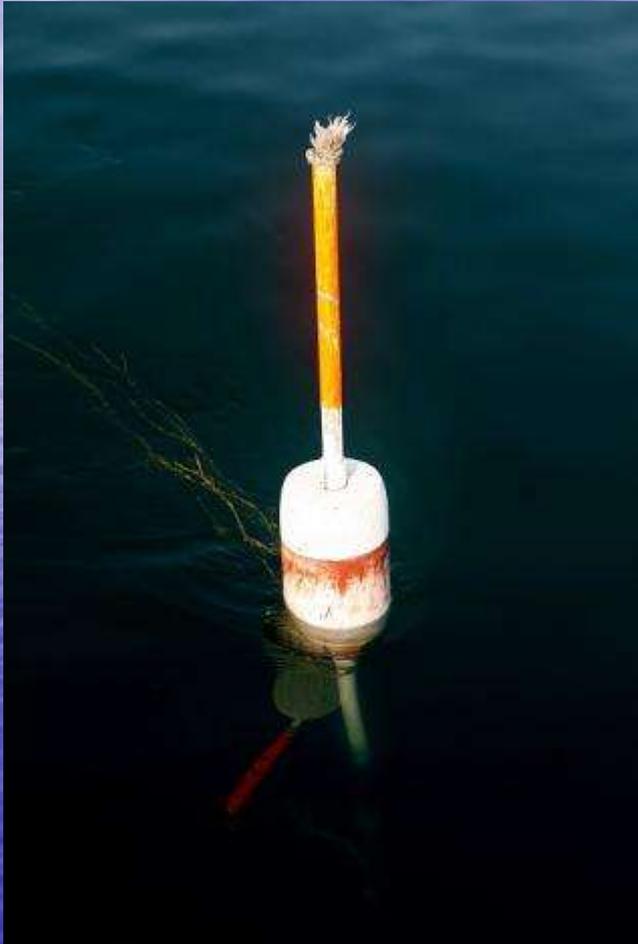
Currently, the membership dues are funding the ongoing operations for the PACRS, including postage, convention fees, website maintenance, board expenses, etc.

# Ongoing Operations--2

- Another major decision is whether to seek non-profit status under the federal 501(c3) provisions. Among the advantages of this status are that donations to your organization are tax-free & you are also eligible for a number of private foundation, state and federal grants.



# On to Big Projects



The PACRS knew that membership dues alone would not be sufficient to fund any big projects, so they have reached out to various private, state and federal organizations and will continue to do so.

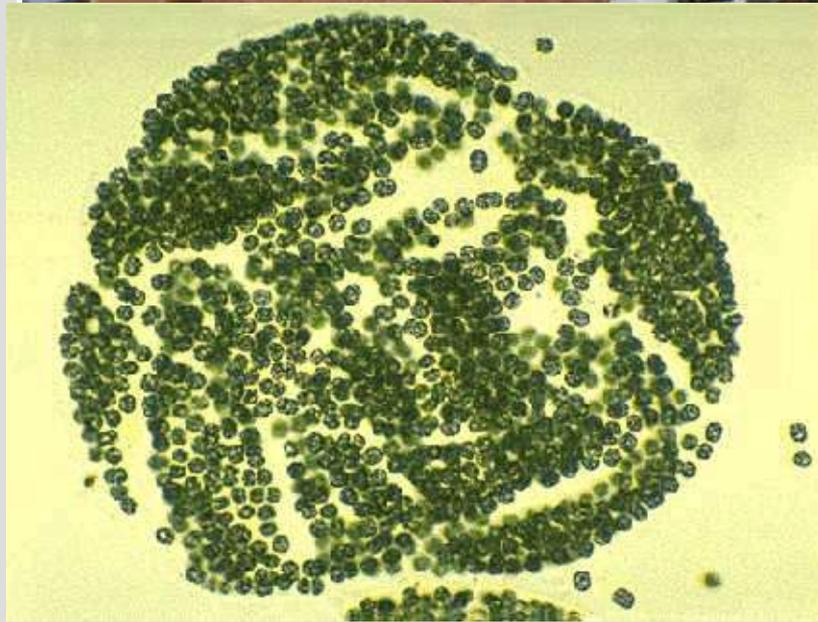
# Big Projects--2

These connections have resulted in:

- ✚ Placement of buoys by the Army Corps of Engineers for marking some of the sample sites:
- ✚ Training by the Adams County Land & Water Conservation Department for water quality sampling;
- ✚ Training by NOAA for taking samples of potentially-toxic cyanobacteria;
- ✚ Loan of high-quality microscopes to identify the cyanobacteria from the CDC;
- ✚ Sampling by UWSP of various aspects of water quality.

# Blue Green Algae Results by PACRS volunteers--2010

- 64 samples collected
- 63 samples contained blue-green algae
- Microcystis 46.9% of samples
- Oscillatoria 32.8 % of sample
- Aphanizomenon 25.0% of samples



# On the Horizon

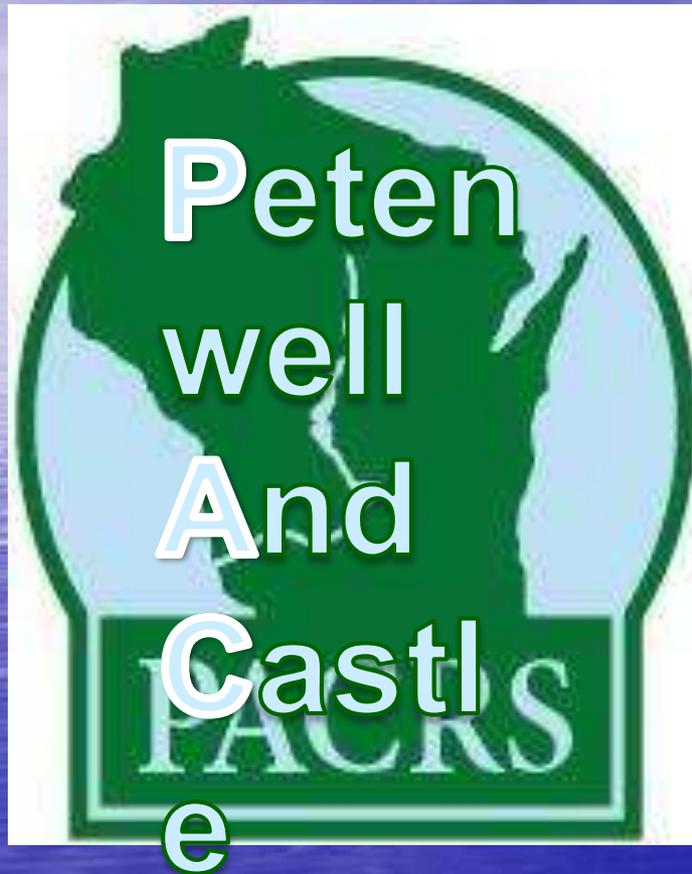
## Economic Impact Study



# Economic Impact Study Blue-Green Algae Effect

**As you saw from comments noted earlier, there is a big concern about the economic impact of the awful lake conditions on the local economies. Although there have been discussions about the impact all along the Wisconsin River corridor, we want to know about the local impacts. So, in partnership with Adams & Juneau Counties, we have been in discussions with the UW Madison Economics Dept to perform such a study and are looking for funding for this project.**

# Local Fundraising



In addition to seeking funding from other organizations & agencies, the PACRS also plans to engage in local fundraising activities, such as

- ✓ Jars on Bars;
- ✓ Snowmobile Poker Run;
- ✓ Various subdivision/ neighborhood/ homeowner organizations;
- ✓ Individual donations.

Rock

# VOLUNTEERS

None of this has been accomplished without the donated times of many volunteers.

In 2010 alone, volunteers gave 343.5 hours for water and algae sampling, as well as donating the use of 8 boats.



- CURRENT PACRS BOARD MEMBERS

- Barb Baker
- Bruce Carlson
- Scott Bordeau
- Curtis Frost
- Gerry Ganther
- Rick Georgeson
- Wayne Gjersvig
- Tom Koren
- Carol Lyman
- Ron Lyman
- Gail Rollins
- Chris Turok
- Ron VonHaden

CURRENT BUSINESS/ORG MEMBERS

28 Property Owners' Associations

Local Businesses

Local Clubs

Snowmobile

ATV

Fishing

<http://pacrs.org>

# Reasons Why We Care

What brings us to the water??

Family vacations

Weekend get away

Swimming

Sailing

Water skiing

Canoeing/kayak

Wildlife viewing

Fishing

Camping

Motorboating

Tubing/Jet Skis

Scenery

Whatever the reason, lake users are concerned about water quality.



For those of you who may be unfamiliar with blue-green algae, to put it bluntly, it stinks”

Former Senator Russ Feingold





Todd Forcier, Forcier's Guide Service, LLC.



Courtesy of  
Musky Mark's  
Fishing guide



Never doubt that a small group of thoughtful committed citizens can change the world:

Indeed, it's the only thing that ever has."

Margaret Mead

A 3D graphic of the words "THANK YOU" in a light blue, blocky font. The letters are rendered with a slight shadow and are set against a black rectangular background. The "THANK" part is positioned above the "YOU" part, and the entire graphic is tilted slightly to the right.

THANK  
YOU

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# QUESTIONS?

