



THE CREEKSIDE ALMANAC

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Lifecycles

by Michael Byrd

In 2002, the Arizona Community Foundation hosted a talk in Phoenix by Susan Kenny Stevens about Nonprofit Lifecycles. I committed without a clear understanding of what exactly I would receive for my two hours and 200 mile round-trip. The buzz-word in the nonprofit world then was “capacity-building”, so I took the gamble since the subtitle of the talk was “Stage-Based Wisdom for Nonprofit Capacity.”

Ms. Stevens quickly helped us understand that all nonprofits begin with an idea, overcome (or perish from) the challenges of starting-up, and eventually grow into maturity. Invariably there comes a period of decline, at which point every organization has the opportunity to turn itself around and cycle back through the growth and maturity stages.

An important way for organizations like Prescott Creeks to deliberately evolve is through strategic planning. Over the last year the Prescott Creeks Board of Directors and staff have engaged in a strategic planning process that has helped us refine key elements of our approach to ensure that Prescott Creeks stays in the productive part of the lifecycle curve shown below – the capacity, or capability, to achieve our mission.



Nonprofit Lifecycle Stages graphic – Adapted from Susan Kenny Stevens.

Outcomes from the planning include our VISION for a central Arizona with healthy watersheds and clean waters, including water suitable for swimming in the creeks and lakes of the Granite Creek Watershed; a revised organizational MISSION to achieve healthy watersheds and clean waters in central Arizona for the benefit of people and wildlife through protection, restoration, education and advocacy; and CORE VALUES of leadership, empowerment, responsibility, accountability and respect.

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Prescott Creeks is a 501(c)(3) nonprofit organization with the mission to achieve watersheds and clean waters in central Arizona for the benefit of people and wildlife through protection, restoration, education and advocacy.

From the Executive Director

Autumn seems to have been nipping at the heels of the equinox this year. The windows are still open at night, but I've dug out the extra quilt Mom made for me. The summer rains were so luxuriant we've been spoiled with all the shades of green around us. I am wistful as the colors slowly drain away.



During the middle of September, before fall took hold, I got to spend two very wet days in the Verde Valley at the Cross-Watershed Network's Riparian Restoration Workshop. Attended by personnel from watershed groups, state and federal agencies, scientists, businesses, foundation representatives and citizens at large, it was a great opportunity to step outside the day-to-day work of ecological restoration and consider how we, collectively as restoration practitioners, can learn from each other. In addition to case study presentations (including mine about our work at Watson Wood Riparian Preserve) we spent considerable time exploring ways that this nascent regional network could support more and needed restoration efforts. From additional workshops to online resources, technical assistance to funding were brainstormed. Most importantly, there were many structured opportunities to 'just network' and get to know other folks.

These events are critical to Prescott Creeks' progress toward healthy watersheds and clean waters. They help shape our thinking about the big picture – like long-term direction and effectiveness, and the educational and on the ground elements of our mission. We hope your thinking is similarly shaped as you read on in this issue of *The Creekside Almanac*.



Board Member Spotlight

Matthew Einsohn joined the Prescott Creeks Board of Directors in July this year. He graduated from the University of Texas at Tyler with a Bachelors of Science in Psychology. He then went on to graduate school for a Master of Arts in Environmental Studies with a concentration in Ecological Design. Matthew has taught Biology, Statistics, and Math for the Liberal Arts at Prescott College.



Now he works for the admissions office at Prescott College as a Recruiting Specialist. He shows undergraduate, Master, and PhD students how to find their passion, and funding to go through the program at the college. He is am now a part of Prescott Creeks and excited to use his funding skills to help the organization.

Board of Directors

Karen O'Neil – Board Chair
Joel Hiller – Director
Ed Lutz – Director
Doug Bunch – Director
Paula Cooperrider – Director
Matthew Einsohn – Director

Staff

Michael Byrd – Executive Director
Ann-Marie Benz – Outreach &
Communication Director

Imitating Nature

by Ann-Marie Benz

The creeks and lakes in the Upper Granite Creek Watershed are impaired, or not meeting their minimum water quality standards. Of the four lakes and nine creeks in the Prescott area, almost half of them are impaired - two lakes and four of the creeks:

- Granite Creek impaired for DO in 2004
- Granite Creek impaired for E. coli in 2010
- Miller Creek impaired for E. coli in 2010
- Manzanita Creek impaired for E. coli in 2012
- Butte Creek impaired for E. coli in 2012
- Watson Lake impaired for DO, high nutrients, and high pH in 2004
- Willow Creek Reservoir impaired for ammonia in 2012



As we look to the future Prescott Creeks is replicating natural systems through Green Infrastructure to improve water quality. Green Infrastructure is a broad term for features that rely on natural processes such as soil, water, and plants to provide ecosystem services such as a clean water, clean air, wildlife habitat, and temperature regulation.

Two projects have been funded by Arizona Department of Environmental Quality (ADEQ) to implement Green Infrastructure in cooperation with the City of Prescott. The projects will create Green Infrastructure in urban areas and imitate the drainage and filtration that happens in nature; by preserving natural systems and using engineered systems more natural forms of filtration and absorption are reintroduced to the largely impervious urban landscape. Green Infrastructure



will also moderate stream flows and flooding, reduce infiltration and overloading to the sewer infrastructure, help with water conservation, and provide habitat while creating attractive green spaces within the urban environment.



For more information on this project watch the Prescott Creeks website at www.PrescottCreeks.org.

Invasive Species Removal

by Michael Byrd

Whether or not you are a “plant-person” everyone seems to have a favorite (or most despised) weed. It’s the one that you *must* pull from the trail-side, or the one that vexes your efforts in the garden. Always close by on my bookshelf is *Weeds of the West*. Its authors define as weed as:

*A plant that interferes with management objectives
for a given area of land at a given point in time.*

– J. M. Torrell

For a number of years, Prescott Creeks has maintained its own weed list – a list of invasive plants that interfere with management objectives at Watson Woods Riparian Preserve. Originating with vegetation surveys at the Preserve, this list is increasingly used in conjunction with watershed improvement projects. Being aware of where these species are is just the first step, however, and controlling them is an ongoing challenge for resource managers, homeowners, businesses and others. At the Preserve, Prescott Creeks and community volunteers have been working to control weeds in the context of restoration work and monitoring results have shown that we are not getting ahead.

As a result Prescott Creeks initiated the proactive *Urban Habitat Improvement through Invasive Species Removal Project*. Funded by the National Fish and Wildlife Foundation’s Five Star Restoration Program, the project will take place at multiple sites encompassing approximately 170 acres in the Granite Creek Watershed of central Arizona – Watson Woods Riparian Preserve, the East and West Granite Creek Parks, the Prescott Community Center, and multiple sites along Aspen Creek. These sites are located on urban creek reaches in the greater Prescott area. Due to historical uses, such as agriculture and extractive industries (gold and gravel), and recent urban growth, the creeks have been channelized and most of the riparian vegetation has been removed. The watershed nears 20% impervious cover, which is considered “impacted” by the Center for Watershed Protection’s 2003 Impervious Cover Model.

In addition to supporting ecological restoration efforts at Watson Woods Preserve, the project complements the Upper Granite Creek Watershed Improvement Plan (WIP). Project partners include the Yavapai Weed Management Area, City of Prescott, American Conservation Experience, and property owners.

Extensive opportunities for volunteer involvement exist during this two-year project.

If you’d like to volunteer, please visit the Prescott Creeks website and submit a volunteer application at www.Support.PrescottCreeks.org/volunteer.



Volunteer Jay Crocker displays a just-dug common teasel plant.

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Operating from an Awareness to Action framework serves as the basis for the Prescott Creeks strategic plan. Simply put, we believe this perspective will provide community members a positive and informed context in which to build responsible, environmentally friendly and balanced long-term solutions to the healthy watersheds and clean water problems faced by central Arizona. Programming for Prescott Creeks is built around this concept and includes four main programs: Watershed Awareness, Understanding Our Watersheds, the Watershed We Want, and Protection, Restoration and Enhancement. While this is just a “sneak-peek” at the plan, please watch the Prescott Creeks website for a full release of the strategic plan - coming soon.

Trash into Treasure

by Lois Richardson

*WHERE DID THIS YOUNG GIRL GET THIS TIRE?
AND WHAT IS SHE GOING TO DO WITH IT?
THINK “ONE MAN’S TREASURE.”*

Every year Prescott Creeks sponsors a community wide project called the Granite Creek Cleanup. Each year this Cleanup yields a new bounty of trash and recyclables. The tire you see here was one of the 38 tires reclaimed in 2013 along with 4.8 tons of other trash and recyclables from our creeks.

Two years ago a group of artistic and civic-minded people brain-stormed the idea of “up-cycling” these and other interesting mediums, and transforming them into collectible treasures of “Creek Art”. The culmination of this idea became “ONE MAN’S TREASURE” an auction and social event presented by Prescott Creeks in partnership with Prescott College. This annual event has brought the community together ... as dedicated citizens clean up our creeks, lakes and trails; local amateur and professional artists select a recyclable, of any medium, that appeals to them and wallah! Like positive pressure turns coal into diamonds, these items are refashioned into “art you want to own.”

Please experience the evening with us. This year’s event is scheduled for **Saturday, May 3, 2014** and will be held at the Crossroads Center at the Prescott College Campus.

Perhaps you won’t recognize this tire... it may have been redesigned into a swing, a planter, a pair of shoes or a fancy doormat. Come marvel at the “Creek to Creativity” concept and what can be done when we all come together to make Prescott a more beautiful place to live and enjoy.



“Yanina’s Tire” by David Cottle

**Lois Richardson is a creekside resident and member of the One Man’s Treasure Steering Committee.*

Membership Form

MG-1-02

Select Your Membership Level:

- \$35 – Friend:** Give printed materials and other educational information to the community.
- \$50 – Explorer:** Support ongoing conservation activities such as monitoring water quality.
- \$100 – Guardian:** Maintain our ongoing work at Watson Woods Riparian Preserve.
- \$250 – Advocate:** Provide for presentations to local decisionmakers, community groups and schools.
- \$500 – Conservator:** Contribute toward long-term planning for healthy watersheds in central Arizona.
- \$ _____/month – Sustaining Member:** Build a stronger, more powerful watershed organization by giving monthly (\$10 min).
- \$100 – Business Member:** Demonstrate your support for healthy watersheds and clean waters.

Payment Method: Visa MasterCard American Express Check (Make payable to Prescott Creeks)

Credit Card #: _____ Exp. Date: _____ CCV Code: _____

Signature: _____

*In addition to my yearly membership dues I would like to make a tax-deductible donation of \$ _____ to Prescott Creeks.
The total amount I would like to contribute to Prescott Creeks is \$ _____.*
All contributions are tax-deductible as allowed by law.

Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Email Address: _____

Home Phone: _____ Cell Phone: _____

Thank you for your ongoing support!

For questions, concerns or comments, please contact Prescott Creeks at (928) 445-5669 or Info@PrescottCreeks.org.
Please mail this form and payment to: **Prescott Creeks, PO Box 3004, Prescott, AZ 86302.**



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