

February 27, 2024

Dear Minnesota Legislators:

I'm writing to ask you to support **the Keep It Clean Program, Grants Bill HF 3662 / SF 3957**.

I'm a Lakeville resident who owns a third-generation family cabin on Mille Lacs Lake. I've been working with leaders and business owners in Dakota, Mille Lacs, Crow Wing and Aitkin Counties and with the Mille Lacs Band of Ojibwe — as well as others statewide — to address the growing problem of garbage and human waste left on the ice of Minnesota's lakes and rivers by winter recreationists.

The first year the Keep It Clean campaign was introduced on Mille Lacs Lake (2022-2023 ice fishing season), there was 100 percent participation from all the businesses offering ice access and/or selling bait around the Lake. Other local businesses, bars and restaurants also participated.

The campaign deliverables included Keep It Clean banners, posters, table tents, postcards (for ice access passes), stickers and a geofencing educational campaign that delivered pop-up ads to mobile devices reminding people to pick up and remove their garbage and waste from the ice.

At the end of the season, several businesses were delighted to share with me personally or via social media that they had seen a significant reduction in the amount of garbage left on the ice! Notably, there was 100 percent participation at Mille Lacs Lake for the second consecutive year during the 2023-2024 ice fishing season. One business, Lyback's Marine, even donated billboard space so a Keep It Clean billboard could go up on the east side of the Lake.

In May 2023, our Keep It Clean Bill — which makes it illegal to place garbage and waste on or under the ice statewide — received bi-partisan support and was signed into law.

This year, Representative Andrew Myers has chief authored our Keep It Clean Program, Grants Bill in the House HF 3662 and Senator Aric Putnam has chief authored it in the senate SF3957. It will provide funding for a statewide agency-run Keep It Clean Program and assist communities interested in implementing local clean ice programs.

In less than two years, the volunteer Keep It Clean Coalition has grown from including three Minnesota lakes (Lake of the Woods, Upper Red Lake and Mille Lacs Lake) to encompassing thousands of lakes across the state.

As word spreads, more lakes continue to join this grassroots effort — including lakes in Wisconsin and South Dakota — giving Minnesota an opportunity to serve as a leader in best practices for other states in the ice belt trying to address the problems of and associated with garbage and waste on the ice.

Thank you for your time and consideration,

**Ann Brucciani Lyon**

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