

# Highland Lake Education and Outreach Committee Meeting Minutes

January 22, 2020

3:00-4:30 p.m.

**Members Present:** Heather Hunt, Ali Clift, Tom Verlee, Rosie Hartzler, Gretchen Anderson, Amanda Pratt, Dennis Brown, Keith Williams, and Nancy Lightbody

- Minutes from 11/20/19 and 12/18/19 were accepted pending edits
- **E&O Plan Development: Recap of the E&O planning process and continuation of identifying audiences and messaging for those audiences.**
  - CCSWCD attempted to present updated draft flow chart (see attached) based on 12/18/19 meeting.
  - Bigger discussion of how all stakeholders (Towns, HLA, CCSWCD, DEP) fit into the E&O implementation plan. Committee agreed that consistent messaging is crucial to engage and create behavior change.
    - HLA agreed that ‘phosphorus messaging’ will run through HLLT E&O plan, while also having flexibility to broadcast ‘non-phosphorus messages’ (loon counting, safety, etc.).
  - Discussion about effective communication between HLLT stakeholders is key in successful E&O plan. Needs be a single point person(s) for each behavior change to ensure that audience is receiving message correctly.
    - Example: Septic Systems – Town (Gretchen or Kimberly)
  - CCSWCD reviewed E&O example (see attached).
    - One/two committee attendees assigned to each behavior change.
      - Homework: Complete exercise for assigned behavior change (see CCSWCD example for guidance). Complete week before meeting and submit to Gretchen for compilation.
        - Private Roads – Rosie and Keith
        - Septic Systems – Gretchen and Kimberly
        - Yard Erosion – Tom and Cathy
        - Healthy Properties - Nancy

Other topics not to forget but not to be discussed at this meeting:

- Lawn care events: potentially a Yardscaping workshop for shoreline residents at next HLA annual meeting
- Road Association meeting: Follow-up needed
- 9/10-year education and outreach plan for the HL watershed
  - ✓ Guidelines for the plan
  - ✓ Time frame
- Next E&O meeting: February 25<sup>th</sup>, 2020: 3-4:30 p.m. in Falmouth.

**Awareness Message**

- *Very simple, what is the issue/problem, message for ALL audiences*
- *Example: "Highland Lake is being overfed" or is "too dirty"*

**Why is there a problem?**

- *Bigger picture of what needs to be done*
- *Example: Erosion and nutrients (phosphorus) are bad; Help us stop feeding Highland Lake dirt; Keep lake clean and clean water flowing in*

**Behavior Change: Specific Actions Needed for Identified Sites from Watershed Survey**

**Private Roads  
Invest and Maintain!**

**Yard Erosion  
Cover and Stabilize Soil**

**Shoreline Buffers  
Plant Native Shrubs**

**Private Road Residents**

1. *\*Review funding sources*
2. *\*Assess issues/needs*
3. *Create maintenance plan*
4. *Understand importance of maintenance*
5. *Implement maintenance plan*

*\*If not already a road association*

**Owners/Property  
Managers/Residents**

1. *Install BMPs in areas identified in the survey themselves or seek assistance*
2. *Participate in LakeSmart*

**Owners/Property  
Managers/Residents**

1. *Plant in eroding or sparsely vegetated areas.*
2. *Maintain & encourage buffer*

**Septic Systems**  
(Provide TA to top priority sites, E&O to rest of watershed)

**Healthy Properties**  
(Expands Yard Erosion and Buffer Planting to full watershed)

**Phase I:  
Approximate  
Shoreland Zone**

**Phase II:  
Full watershed**

# Phase I:

Approximate  
Shoreland Zone

Behavior Change: Specific Actions Needed for Identified Sites from Watershed Survey

## Goal:

To get 15% of shoreland zone residents to increase their shoreline buffers each year.

## Target Audience:

Shoreland zone property owners & property managers

## Theme of Message:

Plants are great at stabilizing shorelines and help protect the health of Highland Lake.

## Delivery:

Handouts on native plants that grow in shoreline conditions; example photos of good buffers on Highland Lake; Neighbor-to-neighbor conversations

## Measuring Metric:

Take photos during annual boat survey, compare to watershed survey photos.

Shoreline Buffers  
Plant Native Shrubs

Owners/Property  
Managers/Residents

1. Plant in eroding or sparsely vegetated areas.
2. Maintain & encourage buffer