

**Highland Lake Leadership Team
Education and Outreach Committee
March 7, 2023, Notes**

In attendance:

Nancy Lightbody
Dennis Brown
Tom Verlee
Kat Wojcik

Ali Clift
Gretchen Anderson
Diann Wood

Item 1 – Quorum Established

Item 2 – Public Comment

Opened and closed. No public comment.

Item 3 – Review minutes from 1/10/2023 meeting.

Dennis moved to approve with the small grammatical changes, Nancy seconded. Approved unanimously.

Item 4 – 2023 Newsletter & Social Media Campaign

- Kat has been working on newsletter topics and social media images for the lake association.
 - Image designs similar to factsheet designs created from committee.
- Comment that it may be confusing to introduce new branding when HLA recently updated their logo.
- Discussion regarding whether the information should be in the HLA newsletter or separate.
 - Current HLA newsletter format is short-form with bullets and link to website with full article.
- Recommendation to adapt Kat's information/images for the current HLA newsletter format.
 - Full article would be posted on the latest news section of the HLA website.
 - A 'test run' will be completed – 2/3 articles with review of metrics, feedback.
- HLA (Kevin) will send logo file per Kat's specifications for incorporation into the images.

Item 5 – Annual Garden Center outreach: next steps, social media, etc.

- The garden centers are very excited to participate:
 - Broadway Gardens (610 Bridgton Road)
 - Roosevelt Trail (310 Roosevelt Trail)
 - Skillins Nurseries (Falmouth)
 - Allen, Sterling; Lothrop (Falmouth)
- CCSWCD is putting together 8.5x11 factsheet on how to install a vegetative buffers with list of acceptable plants.
 - Decided to include QR code with PWD's "Lakes Like Less Lawn" packet.
- Recommendation to add signage (yard sign) as an option for garden centers.
 - CCSWCD will create signage with QR code to factsheet.
- Coordinate with social posts for HLA.

Item 6 – Plan shoreland BMP videos: two property owners to be suggested by HLA.

- Recommendations from HLA on potential property owners to video properties:
 - Kim White
- Kevin, Dennis & Tom will brainstorm potential participants, reach out to property owners and get back with two confirmed participants to committee on Friday, March 17.

Item 7 – New resident welcome materials

- Discussion on how to disseminate information in an easily digestible, forever-type document.
 - Create a one sheet calendar with tasks for season.
 - Send QR code with link to welcome-wagon page on HLA website.
- Tom will research on how to find current residents.

Item 8 – Wake zone content for Lake-Friendly Living Packet

- On hold until following information is available:
 - University of Minnesota prop wash study
 - Maine Legislature bill on wakeboarding zone.

Item 9 – Plan Next Phase of HLLT Education & Outreach (April 11, 11-12:30pm)

Item 10 – Other business?

Item 11 – Schedule next E&O meeting

- Tuesday, May 9th 10-11:30 am.