

## Education and Outreach Committee (Highland Lake Leadership Team) Minutes of January 22, 2019, 3:00-5:00 p.m. at Falmouth Town Hall

**Members present:** Gretchen Anderson, Donna Chapman, Cathy Costa, Kimberly Darling, Rosie Hartzler, Nancy Lightbody, Dennis Brown (by telephone)

- The minutes for November 28, 2018, were unanimously accepted as revised.
- Update on the Public Forum
  - \* Date: Still under discussion. (Gretchen will look into room availability.)
  - \* Tentative schedule
    - Introduction (2 minutes): either Gretchen and Kimberly D. or a Town official from Falmouth or Windham
    - Karen Wilson (45 minutes): Results of the science study: What was the hypothesis? What was learned? What are the plans for 2019?
    - Kim White and Rosie (20 minutes): Results of the Watershed Survey and, going forward, the Highland Lake Watershed Management Plan
    - Kimberly D. and Gretchen (40 minutes): Questions from the audience
    - Rosie (10 minutes): Pep talk about Highland Lake and ask for interested volunteers to sign up to help
  - \* Publicity ideas for the Forum and getting out the compelling story about how important it is to protect the Lake
    - Many of the same successful venues from 2018: *The Forecaster*, *Windham Eagle*, *Lakes Region Weekly*, Town websites and other social media, flyers in Town Halls and libraries
    - A large slide listing three things that residents can do (i.e., clean up pet waste, put in appropriate plantings, use soap containing less phosphorus)
    - Booths in the hall as people enter the auditorium for the Forum: Master Gardeners? HLA info? LakeSmart/Maine Lakes Society?
    - Checklists of best practices for the audience to fill out and hand in at the end (for HLLT baseline data collection) and/or keep themselves. LakeSmart may already have a sample checklist.
- Ideas for a two-year strategic plan

Starting from Heather's comprehensive outline, the committee discussed a number of ideas for explaining the purpose and goals of HLLT, celebrating the successes, and focusing on highlighting current and future concerns about the Lake.

  - \* Gretchen will create a Google doc system for getting input from E&O members

- \* Potential ways to communicate with the public:
  - Press releases
  - Websites of the Towns, the HLA, and the HLLT
  - Notices to Town councilors in Windham and Falmouth
  - Flyers in Town Halls and libraries
  - HLA newsletters
- \* PSA's: It was suggested that we develop public service announcements about different topics. These could go on public access TV channels, YouTube, etc. We would begin by developing four announcements, which could be shown one-a week on a rotating basis throughout the year. The topics would be scheduled according to the time of year, would be helpful to many different people, and would be non-accusatory.

Many topics were suggested, such as

- Picking up after your pets
- Water sampling through the ice (winter)
- Watching where water goes in a storm
- What's phosphorus
- Alewives (end of May)
- Septic maintenance
- Different types of algae
- Discharge from bilges in boats (summer)
- Water clarity

Gretchen will create a Google doc system for getting input from E&O members about possible topics. Perhaps high school students would be interested in creating the PSA's? Gretchen will ask the IT person at Windham High School, and Nancy will talk with the IT director in the Falmouth Schools.

- Budget for E&O for the next two years
 

It was mentioned that the Town Managers would like to know the approximate costs of the HLLT and the various committees going forward. It was estimated that annual costs for E&O might include about \$1,500 a year total for mailings (\$750 a year per town), \$1,000 a year total for speaker charges just in case (\$500 a year per town), and some amount of money for a celebratory party/barbecue. Before the full HLLT meeting next week, Kimberly will come up with an estimate of the cost for a party.

- YardScaping workshop by the Cumberland County Soil and Water Conservation District
  - \* It was decided that this would take place in Falmouth on April 10 from 6:00 p.m. to 8:00 p.m. in the Lunt Auditorium Public Forum.
  - \* It will be open to anyone, including of course residents from Falmouth and Windham.
  
- Other
  - \* Rosie mentioned that this coming summer an intern from St. Joseph's College familiar with water quality testing would be the go-between with the team taking the samples and the Highland Lake community. In addition, the intern might begin to gather stories from families who have had residences and/or cottages on Highland Lake for many years and focus on the question "What does Highland Lake mean to you." (Perhaps these stories could be part of a PSA.)
  - \* Help is needed for content and branding of the newsletter of the Highland Lake Association. This topic will be on the agenda for the next meeting of E&O, but it was suggested that perhaps technology groups in the high schools would be willing to assist with logo development. Other suggestions from the committee were:
    - Add an events calendar and fun facts sections (did you know)
    - Debut at the annual meeting (unveil the logo)
  
- The next E&O meeting will be on **Tuesday, February 19, 2019, from 3:00 to 5:00 p.m.** in Falmouth.