

**Highland Lake Leadership Team
Education and Outreach Committee
January 10, 2023, Notes**

In attendance:

Gretchen Anderson
Nancy Lightbody
Ali Clift

Dennis Brown
Diann Wood
Kat Wojcik

Item 1 - Quorum Established

Item 2 - Public Comment

Opened and closed. No public comment.

Item 3 – Review minutes from 07/04/2022 meeting.

Dennis moved to accept minutes. Nancy seconded. Minutes accepted unanimously.

Item 4 – 2023 Newsletter & Social Media Campaign

- Introduced Kat Wojcik, a new CCSWCD employee that will continue her work on graphic design, branding, & marketing.
- CCSWCD will coordinate with HLA on creating a 2023 schedule for newsletter & social media campaigns.
- Discussed frequency:
 - Winter – 1 newsletter every other month, social media post every 2 weeks (1 fun post / 1 educational post alternating)
- CCSWCD will establish a calendar.
 - HLLT E&O will be responsible for phosphorus-related post.
 - HLA will be responsible for 'fun' posts (birding, outings, sunsets, etc.)

Item 4 – Determine Private Road education needs

- It was discussed that watershed residents may experience information fatigue if done every year.
- Decided to push private road education until next year.

Item 5 – Annual Garden Center outreach

- Focus on shoreland buffer displays at surrounding nurseries.
- Timeline – late April, early May.
- Drive interest through social media posts on HLA, CCSWCD & Town sites with visual aids, resources.
- Nancy will reach out to the nurseries from last year and determine interest.

Item 6 – Plan shoreland BMPs video

- Videos would be abbreviated site walks, give kudos to those property owners, & point to resources for residents learn more.
- Discussed short-form vs. long-form content. Decided that short-form content is the best form for our audience and easier to edit.
- HLA will find two property owners with 'lake-friendly' properties that would be willing to allow us to film.
- Trial run and see success rate.

Item 7 – New resident welcome materials

- Water Quality Data Sheet

- Lake-Friendly Living
- Septic / Well Maintenance

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

- Ali reminded that HLA members need to send information to be incorporated into the packet.
- Dennis will send reach out to University of Minnesota and see if there are updates on their down-thrust throttle study to be incorporated.

Item 9 – Plan next phase of HLLT Education & Outreach

- Committee has completed most of the tasks outlined in the E&O Plan.
- Aiming for two meetings – potentially more.
- Septic Systems, Pet Waste

Item 10 – Other business?

- None currently.

Item 11 – Schedule next E&O meeting

- Tuesday, February 14 from 11-12:30 PM.
- Tuesday, March 7 from 11-12:30 PM.

Adjourned at 11:15 am.