

**Highland Lake Leadership Team
Education and Outreach Committee
September 14, 2021 Notes**

In attendance:

Ali Clift	Ashley Krulik
Nancy Lightbody	Gretchen Anderson
Dennis Brown	Tom VerLee
Kevin McElearney	

Establish Quorum

Public Comment

Opened and closed

Item 1 - Review May 26, 2021 Minutes

Dennis moved to accept, Tom seconded, minutes were approved unanimously.

Item 2 - Review the FY21 E&O Deliverables

- Road calculator/cost-benefit handout
 - We just need to doublecheck estimated costs
 - Once complete, send to DEP for review
- Road cost-benefit infographic
 - Convert road calculator/cost-benefit handout into infographics
 - Gretchen could make this infographic by the end of December
 - Use for social media posts in the spring
- Lake-friendly living handout
 - Dennis to provide Ali and Ashley pet waste phosphorus info to incorporate
 - Once complete, send to DEP for review
- Shoreline buffer website slideshow – good examples
 - Ali to send photos from boat trip to Kevin using Google Drive
 - Need to get homeowner permission to use photos – Kevin, Dennis, and Tom to ID properties and get permission
 - HLA to create slideshow on website
 - Maybe include before/after pictures if homeowners are OK with it

Item 3 - Assign FY22 workload

- Social media & newsletter calendars for HLA
 - Create list of topics to cover that are flexible – HLA to develop
 - Water quality
 - Handbooks
 - Fundraisers
 - Vision/Values – Town initiatives
 - CCSWCD events
 - Yard waste/leaf disposal – and how to use leaf litter on property
 - Ali to work with Kevin to build calendar, aim for calendar completion by February

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- Ali to connect with Tom/Dennis/Kevin on articles for monthly newsletter – October newsletter all set, work on November
- Road maintenance workshops (coordinated with Heather and HLLT management plan)
 - Discussing another workshop that may be more regional to broaden message – partner with Maine Lakes
 - No need for another maintenance/budgeting workshop
 - Switch focus to new guidelines for Windham private roads – timing TBD, potentially backburner
 - Potential ‘walking the road’ workshop?
 - On the ground fact checking of the WMP and what’s been done.
- Yard erosion BMP pick list handout
 - Similar to road cost-benefit handout structure
 - Use Brunswick Yard Erosion BMP worksheet – Ali will share following meeting.
 - Windham has one-sheet step-by-step handouts for 12 BMPs – Gretchen will find and share.
 - Have Windham’s step-by-step handouts linked within summary sheet.
 - Question posed – how do we encourage people to install them without it being a requirement (i.e., building a deck, etc.)?
 - Call outs in newsletter, social media, town website
 - HLA members do a similar LakeSmart program to encourage BMP implementation.
- Yard erosion cost-benefit handout
 - Merged with above picklist.
 - Gretchen, Ashley, and Ali will work together to complete this handout.
 - March-April timeframe
- Shoreline buffer planting handout
 - Based on boat cruise, it may not be a priority.
 - Would be helpful for new residents.
 - Currently offer two handouts – Buffer handbook and ‘Lakes like Less Lawn’ handout
 - Review those handouts and complete the following:
 - Make short and sweet social media posts, articles
 - Review spring posts from HLA for feedback.
- Garden Center native plant/buffer plant program
 - Nancy previously reached out to greenhouses for interest. Nancy will continue
 - Many were eager to have resources, information for this and there are varying resources for this.
 - There is a speaker/expert (Lindsey) that Dennis knows that could provide a presentation, worksheet information that we could set-up.
 - Potential presentation for HLA annual meeting
 - Timeframe – over the winter collate resources
 - Mid to late March/early April will reach out to garden centers

Item 4 – Schedule next E&O Meeting

- Every other month schedule. Early November (9th from 1-3 works for attendees)

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- Ashley confirms Zoom meeting availability for 11/9 from 1-3 PM or suggests other early November dates and times available to meet

Additional Discussion

- Consider including terrestrial invasive plant management in private road maintenance plans and other road association handouts

Adjourned: 2: 56 pm