

**Highland Lake Leadership Team
Education and Outreach Committee
May 9, 2023, Notes**

In attendance:

Nancy Lightbody
Dennis Brown
Kat Wojcik
Ali Clift

Gretchen Anderson
Diann Wood
Keith Williams

Item 1 – Quorum Established

Item 2 – Public Comment

- Opened and closed. No public comment.

Item 3 – Review minutes from 3/7/2023 meeting.

- Dennis moved to approve; Nancy seconded. Approved unanimously.

Item 4 – Annual Garden center outreach: update

- Ali provided centers with signage and factsheets to be disbursed as they see fit.

Item 5 – 2023 newsletter & social media campaign (Kat, Kevin)

- Kat shared the outline of an online newsletter – 6 new items that can be elaborated on depending on priority.
 - Dennis recommended that the presentation on native plants would be good to be linked in the buffer portion.
- Kat will send the outline to Tom and Kevin for additional comments/edits.
- Kevin and Tom to review the outline and set the deadline for publishing.

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

- Original prospect has declined invite to participate.
- Other potential prospects are HLA board member, John MacKinnon, and Dennis has offered his property as a failsafe.
- Brainstormed engagement ideas:
 - Post on HLA’s Facebook page to solicit volunteers.
 - Particularly if the property has before photos/video.
 - Canvassing of shoreline and reaching out in person.
- Dennis will reach out to John to confirm participation and contact Gretchen and Ali to start the scheduling process.

Item 7 – New resident welcome materials

- Tom not in attendance to provide update – will revisit at next meeting.

Item 8 – Wake zone content for Lake-Friendly Living Packet: On hold until the following information is available from University of Minnesota prop wash study and Maine Legislature bill on wakeboarding zone.

- On hold until final decision from legislature.
- HLA will update packet regardless of decision but would like to ensure that if bill passes the information is identical.

Item 9 – Plan Next Phase of HLLT Education & Outreach (June 8, 9-10:30 a.m.)

- Making good progress on identifying tools and narrowing in messaging.
- Still determining metrics.
- Focus areas:
 - Continue current E&O
 - Add tributaries and shoreland E&O about septic systems, fertilizers, dog waste, general watershed education.
- Falmouth Ordinance Committee enthusiastic about potential fertilizer ordinance – could be a benefit to leverage for E&O and Windham policy updates.
- Planning meeting increased to two hours (9-11 a.m.) with hopes it will only take a 1 ½ hours.

Item 10 – Other business?

- Road walks on pause for associations – limited interest.
- Windham staff to potentially provide HLLT update like Falmouth memo.
- Water Quality roundtable – inquiry about potential report out and if it should be incorporated into broader E&O campaign.
 - Roundtable date/time being finalized with intent to provide updated summary/graphs.
- Question on continuing annual education and outreach survey
 - All agreed this should occur.
 - Ali to touch base with Kevin on updating the survey.
 - Dennis will take the lead on other topical questions to be added.
- HLA currently organizing timeline/details for their annual meeting (July 20th)
 - HLA will provide an update on potential needs at the June 8th planning meeting.
- Falmouth Land Trust interested in purchasing conservation property in watershed.

Item 11 – Schedule next E&O meeting

- Postponing until E&O plan update meeting to determine next steps.