

**Highland Lake Leadership Team
Education and Outreach Committee Meeting
September 29, 2020**

In Attendance:

Ali Clift
Dennis Brown
Tom VerLee
Gretchen Anderson
Rosie Hartzler
Amanda Pratt
Nancy Lightbody
Cathy Costa
Heather Hunt

NOTES:

Ali presented a draft Education and Outreach Plan (E&O Plan) in a report format, each target topic includes:

- Goal
- Target Audience
- Focused Message
- Delivery Tools
- Measuring Metrics
- Timeline
- Responsible Party

Meeting Goal: Focus on Measuring Metrics (MM) for each Target Topic; Think about timeline and responsible party so move this Plan out of the conceptual phase.

Target topic/areas: Roads, Yard Erosion, Shoreline Buffers

Roads

- Dennis suggested offering incentive to Road Association's (RA's) such as a free road evaluation (walk) and Operation and Maintenance Plans
- Dennis is working to keep list of RA contacts updated
- Rosie is not sure how to get Cottage Road residents to maintain their road
- Regarding E&O, Ali suggested starting small, more manageable, and then build out
- Measuring Metrics for Roads E&O:

- Survey – Ask RA if they used their O&M Plan – good way to see if they are interested in site visit workshop (Dennis would like to have contract with Town(s) for catch basin clean outs)
- Dennis suggested visual inspections to see if work on road had been done
- Rosie can provide a list of RA's needing help. A lot of RAs are doing great work! (such as Swan, Vista, Haven, Sunset, Lakeside Drive (has a plan for paving in the spring) – Rosie has a list of Ras that could benefit from some help.

Yard Erosion

- Dennis says its better to get a lot of people doing something than a few doing a lot to start with, like the LakeSmart program does.
 - Says it is good to start with just LakeSmart TOOLS (i.e. (ex. Consultations) and revisit if a competition model would work
- HLLT E&O Plan to be managed by HLLT E&O Committee
- Ali can break down the Plan with specific examples (like the MS4 E&O Plan)

Shoreline Buffers

- Refine goal to know survey priorities that are more problematic
- Dennis says there are great buffers on Highland Lake, let us focus on those that are lacking
- 368 Shoreline properties around the lake (from Tom VerLee)

Next Meeting: 10/28 at 10 am