

**Highland Lake Leadership Team
Education and Outreach Committee
March 29, 2021 Notes**

In attendance:

Ali Clift	Ashley Krulik
Nancy Lightbody	Thomas VerLee
Dennis Brown	Amanda Pratt
Kevin McElearney	

Dennis moved to accept March 2, 2021 minutes. Approved unanimously.

Progress Update on the Implementation of FY21 E&O Plan

Private Roads – Priority #1

- Goal is to have handouts ready for roundtable (end of May)
- Performed outreach to road association leadership, updated contacts, updated roads
- HLA created questionnaire for road associations – answers will help to inform round table discussion, cost-benefit analysis handout and infographic – will be sending soon
 - Assist with group purchasing for discounts on materials and equipment
- Cost benefit handout is “next step” from existing resources, help guide people regarding pricing, include that there are cost savings when utilizing group purchasing
- Reference Gravel Roads manual for cost-benefit analysis
 - Include detailed examples
- What is the most important information to include in the handout? Kevin to provide more info.
- State passed LD192 – gives any road association the ability to collect funds from non-members for road maintenance

Yard Erosion – Priority #2

- Lake Friendly Living Tips - Use existing handout
- Tom to ask for permission to utilize existing brochure
- Draft shoreland zone regulations
- How to get assistance – include list of issues they need assistance with and appropriate contact
 - Town Offices – Gretchen, Ashley, Code Enforcement Department (can refer people to DEP)
 - CCSWCD for BMP recommendations, Heather
- Timing mid-May

Shoreline Buffers – Priority #3

- Organize a boat trip to see buffers first hand
- Mythbusters – June timing
- Slideshow for HLA website – pictures of great examples of shoreline buffers – may be June/July timing if we need to take new photos
 - Show variety of buffers – use Highland Lake specific examples so that they are recognizable to residents

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Branding

- Need to establish HLA logo
- Need to decide how materials will be distributed – digital or printed?
 - Have at road association meetings
- Potentially include images of wildlife
- HLA will be the voice of the campaign and HLLT partnership/support will be referenced in handouts

Next meeting: 12:30pm, Tuesday, April 27th.

Adjourned: 1:37pm