

## Education and Outreach Committee (Highland Lake Leadership Team) Minutes October 16, 2019 3:00 - 4:30 p.m. at Falmouth Town Hall

**Members Present:** Nancy Lightbody, Tom VerLee, Ali Cliff, Heather True, Gretchen Anderson, Donna Chapman (by phone)

- Minutes from 9/18/2019 were accepted pending edits.
- Public Service Announcements
  - Ali and Heather explained the need for an education and outreach plan to ensure behavior change is successful. They warned against starting the PSA creation prior to the plan to ensure the PSA's are successful and fit within the messaging the committee wants to achieve.
  - The committee should conduct the following (community-based social marketing):
    - Identify goal or desired behavior change.
    - Identify target audience(s)
    - Identify messages you want audience to learn
    - Figure out delivery method for those messages
    - Evaluate steps to ensure behavior change effectiveness
  - Ali and Heather explained that behavior change is a slow and laborious process.
    - Takes approximately 5 years to start seeing behavior change.
    - Plan is needed to ensure organization and successful implementation.
  - Heather referred to draft watershed management action item (see attached) 5A.
    - Suggested that committee should develop E&O plan and establish a PSA as component of that broader plan.
  - Committee identified private roads maintenance as a desired behavior change.
    - Some members think that private road maintenance is a big behavior change to tackle and could take a long time.
    - Action Item 2D would need to be completed prior to starting E&O on private roads.
  - Tom VerLee thinks the committee should focus on fostering a community around the lake and adopting an "It's a problem of all of us" culture.
    - Ali suggested phosphorus awareness as the E&O goal, then slowly introduce solutions (i.e. private road maintenance, septic system maintenance, etc.)
    - E&O plan should mirror action item/tech. assistance plan.
  - Draft goal: Teach lake watershed residents about phosphorus, relation to Highland Lake and why excess phosphorus is not good.
  - Committee determined that next meeting should focus on brainstorming and developing E&O plan.
- Lawn care events: Potentially a combined Windham-Falmouth YardScaping workshop (Heather and possibly Ali)
  - Ali adapted Yardscaping presentation to incorporate shoreline residents.
  - Committee could educate residents on certain lawn care companies to use or what questions to ask to ensure proper lake-friendly practices.

- Yardscaping presentation could be conducted at next HLA annual meeting
  - 'Advertise' and then have separate presentation (training is 2 hours)
- Road Association meetings: Follow-up needed
  - Not covered
- Limnology 101 class: Debriefing
  - Very informative and perhaps, overwhelming?
  - Gave perspective on the complexity of lake science and why finding an 'answer' is not as easy as people think it should be.
- Next E&O meeting?
  - Wednesday, November 20 from 3-4:30pm at Falmouth Town Hall.
- Other?