

Education and Outreach Committee (Highland Lake Leadership Team) Minutes of March 11, 2019, 2:15 p.m. to 3:00 p.m. at Falmouth Town Hall

Members present: Gretchen Anderson, Heather Huntt, Kimberly Darling, Rosie Hartzler, Nancy Lightbody, Dennis Brown (by telephone)

- Help with public service announcements
There was a short discussion about a Windham sixth grader who is good at technology and might be willing to help with getting out our message. Rosie agreed to get in touch with the student. In addition, Gretchen agreed to follow up with the tech teacher at Windham High School.
- Ideas for positive publicity
Maybe we could use “Think Blue Maine” (for which Windham has a permit), and/or focus on LakeSmart (by the Maine Lakes Society) but maybe call it something different (e.g., “WaterSmart”), and/or begin with a focus on septic maintenance and why you should pick up after your pet. The information could go on the Windham and Falmouth town websites, Facebook, and YouTube.
We need to define our primary audience (i.e., is it just Highland Lake residents or all residents in both towns?) and the primary message that we want to convey. The message needs to be very concrete and simple.
It was suggested that maybe we could re-do the Rubber Ducky information and get the “Follow the Flow” message out again.
- Update on the Public Forum
It was decided that there would not be a Public Forum until June or the beginning of July. Perhaps some information could be presented at the HLA annual meeting or in updates to the two Town Councils.
It was suggested that there are a lot of questions surrounding the cause(s) of the picocyanobacteria bloom. One thing that is important to emphasize to citizens is the ongoing need to reduce the amount of NPS pollutions going into the Lake
It was suggested that we could create a script to take to the road association meetings and to people around the Lake. The text would include a summary of highlights, encouragement to attend the HLA annual meeting, and specific ways that people could volunteer to help. Rosie agreed to ask Karen Wilson, and the two of them will try to come up with a draft for the next E&O meeting if possible.
Gretchen will add “Lakes Like Less Lawn” to the HLLT website. This is a guide created by Portland Water District and the Lakes Environmental Association (LEA).
- The next E&O meeting will be on **Monday, April 29, 2019, from 3:00 to 5:00 p.m.** in Falmouth.