

**Highland Lake Leadership Team  
Education and Outreach Committee  
March 2, 2021 Notes**

**In attendance:**

Ali Clift	Ashley Krulik
Nancy Lightbody	Heather Huntt
Thomas VerLee	Dennis Brown
Cathy Costa	Amanda Pratt
Kim White	Kevin Mcelearney

Dennis moved to accept January 19<sup>th</sup> minutes. Approved unanimously.

**Implementation of FY21 E&O Plan**

Private Roads – as part of 319 project, Dennis and Kim are drafting email to private road associations and will begin outreach in the middle of March. Hosting road association roundtable toward the end of May.

Implementation steps:

1. Create handout template (CCSWCD + municipal staff + Cathy)
2. Update HLA social channels, official HLA page and Community page, create calendar of topics, post on NextDoor (HLA – Kevin, Cathy, Tom, Dennis, Webmaster)
3. Website + Newsletter – post technical content to website (maintenance manuals, etc.), post similar content to newsletters as social media, drive to website
  - a. Need to make sure efforts are coordinated – materials must be posted to website before newsletter goes out, etc.
  - b. Use HLA Communication Matrix
4. Post content to municipality pages

FY21 Projects:

- Private Roads - **priority 1**
  - Distribute RA & Maintenance Manual – align with roundtable event
  - Cost-Benefit handout + Cost-Benefit infographic – HLA to find handout examples, Gretchen + Ashley to draft content
    - Aim to have drafts complete by the end of May
- Yard Erosion – **priority 2**
  - Lakeside Living Tips handout – distribute in May/June
    - Homeowner version – Ali/Heather
    - Lake benefit version – Ashley/Gretchen – add shoreland zoning regulations, add how to get assistance
    - Handout are catch-all with all the information – pull content from handout for social media, newsletters, etc.
- Shoreline Buffers – **priority 3**
  - Mythbusters handout – have buffer between yard and lake - June
    - Helps your property AND the lake – maintain your buffer
    - Ashley/Gretchen

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- Slideshow
  - Good examples of shoreline buffers
  - HLA

Kevin to send shared drive information for reference materials to be saved.

Any sponsored content will need to be distributed by HLA, not HLLT.

Next meeting: 12:30pm, Tuesday, March 30

Adjourned: 4:15