

**Highland Lake Leadership Team
Education and Outreach Committee
October 28, 2020 Notes**

September 29 meeting minutes approved unanimously with a couple of grammar edits

Meeting goals:

- Confirm or make any edits/change to outreach plan table
- Begin table for road association/private road category or give Ali OK to draft. Decision: Ali will draft.

Reviewed Phase I: Approximate Shoreland Zone Plan

Overall – use plan as a roadmap to help determine best outreach strategy – do not need to do everything in plan but consider what would work/would not work

Social Media

- HLA could post content if someone else develops (E&O committee)
- HLA facebook page – 155 likes, 169 followers
- Assist HLA website webmaster to make updates to the website’s appearance and navigation
- HLA Secretary (Dennis) to make sure that content gets posted but will not be doing it himself.

Marketing materials

- Will need to refresh the materials every couple of years to not feel repetitive
- Annual evaluation will inform how to update materials
- Could send postcard to new owners in the neighborhood to connect with them
- Handout format – team to weigh pros and cons to determine best layout
- Use one color across materials to make them stand out
- Need to consider age of target audience

Distribution

- No local gathering place to post materials/information
- Could use municipal offices, churches, libraries, area businesses (does not need to be right at lake)
- Given that there are only 300 houses, may make sense to just canvas and target people directly

Video

- Want to wait until we have the time and resources to make it look professional
- Show some before and after footage for people to see gains made
- Complete vide post-COVID

BMP Shopping List

- Use terminology that homeowners can understand (do not say BMP)
- Quick hit/easy best management practices for lake-friendly living – reduce fertilizers, how often to pump your septic tank, specific information for shoreland zones
- Include contact info for more serious issues
- Could include message about how this increases the value of your home, reduces maintenance overall

BMP Workshop

- Target to road associations – have professional present
- Develop guidebook that road associations can reference
- Use 319 grant funds to host workshop and develop plans for gravel road maintenance (can be very costly)
- Communicate value of workshop and plan when advertising to road associations

Garden Centers

- Start talking to stores to see if they may be interested in a program
- Determine goals and who is eligible