

Highland Lake Leadership Team
Education and Outreach Committee
January 11, 2022 Notes

In attendance:

Ashley Krulik

Gretchen Anderson

Kevin McElearney

Nancy Lightbody

Ali Clift

Dennis Brown

Diann Wood

Amanda Pratt

Quorum Established

Public Comment

Opened and closed. No public comment.

Item 1 – Review minutes from 11/09/2021 meeting

Dennis moved to accept. Kevin seconded. Minutes accepted unanimously.

Item 2 - Admire the DEP-approved final versions of the Gravel Road Maintenance Handout and Lake-Friendly Living Tips handout

- Lake-Friendly Living was approved for DEP logo – revisions will need to be reapproved.
- Gravel Road Maintenance was not approved for DEP logo. We can choose to not have the DEP logo on the documents to have more ability to edit.
- **Next Steps:**
 - Both documents need to be posted on HLA & HLLT website. (Kevin [HLA] & Gretchen [HLA])
 - Gravel road maintenance document should be sent to road associations. (Kevin & Dennis)
 - Snippets of information should be pulled out and posted on social media platforms, emails, newsletters, etc. (Ali, HLA Communications Committee)

Item 3 - HLA social media calendar and newsletters

- HLA communication committee is currently set with information and posting timeline. Committee will be following District pages for pertinent information.

Item 4 - HLA website updates

- Lake-Friendly Living should go in new residents' section and resources section.
- Gravel Road Maintenance document should go in resources section – should decide about 'new resident's section'.
- HLLT website should be updated to reflect new documents and updated information. Website will be eventually phased out and minutes will be placed on Town websites.

Item 5 - Road association continuing education (roundtable part 2, walking tour, etc.)

- Roundtable went well. However, there is 'zoom' fatigue and a different event could be beneficial.
 - Walking tour – should identify a road that would be willing to host and entice people with resource identification.
 - Communication for level of commitment in May regarding cost for material, catch basin cleaning
- **Next Steps**
 - Get together with Barry, Public Works Director, Kevin, and Dennis to determine specifics for cost (Gretchen)

- Drop dead dates for information
- Opportune times for walking tours

Item 6 – Regroup on BMP pick list/cost benefit handout

- Ashley, Gretchen & Ali need to figure out what content to pull to create handout from plethora of information.

Item 7 - Garden Center partnership planning & planting fact sheet

- Nancy is continuing to pull more resources for fact sheet
- Skillins in Falmouth has offered a Saturday morning slot for education training.
- Potentially use Lindsey Stretch, Highland Lake Landscaper, willing to provide education and training.
- Next Steps
 - Which garden centers in Windham and Falmouth would like to participate? (Nancy)
 - What do we want the garden centers to do? Give discounts, provide information for buyers, etc. (Committee)
 - Information should be finalized in March for upcoming growing season.

Item 9 - Our progress on the "Ask Code Enforcement" spreadsheet as a resource for watershed residents

- Kevin sent out google sheet with questions that lake residents want to know.
- Next Steps
 - Gretchen will take first pass and then follow-up with Codes to clean it up.

Item 8 - Start of annual evaluation survey (taken out of order)

- Check-ins with watershed residents to ensure work is impactful and effective.
- What type of questions do we want to ask? Strictly E&O or expand to incorporate other HLA needs?
- Should be conducted with a captive audience – HLA annual meeting.
- Important question - What is your favorite way to receive information?
- Next Steps
 - HLA Communications Committee will create survey draft and send to Ali for technical set-up of questions.

Item 11 – Other (added and taken out of order)

- Should Town leadership receive update on Highland Lake Watershed Management Plan?
- Running handout with things completed in Plan?
- CCSWCD is running a rain barrel sale
 - Get feelers out to determine need.
- IN Lake Friendly Tips (jet skis, powerboats, fireworks) handout

Item 10 - Schedule next E&O meeting for March 2022 (maybe Tuesday, March 8?)

- Tuesday, March 15, 2022, from 1-2:30pm

Adjourned at 1:14 pm.