

**Winnisquam Watershed Network**  
**March 6, 2023**  
**BOD meeting**

Attendees: Lisa Eggleston, Bob Day, Kath Keen, Chuck Mitchell, Tom Camp, Ed Stephenson, Dean Anson, Judy Hughes, Dawn Dupak, Marion Longo and Cindy O'Connell

Lisa opened meeting at 5:30 PM.

Meeting minutes: Lisa made motion to accept the Jan 9th minutes, Judy seconded, all in favor.

Treasurer's report \$112,257.66 in account.

Chuck told the board that he attended a meeting on the Silver Lake damn proposal, and that the project was rejected.

Cindy gave the board an update on the **319 Grant**. The RFQ process is complete. Comprehensive Environmental (CEI) was selected for the engineering and consulting portion of the project. The contract for their services has been sent to DES for approval. The first task to be completed is a Site Specific Project Plan, to include all of the tasks, timelines and phosphorous model. Work on the project should begin in the spring, including site surveys and test pitting. Dean asked that a meeting be held with residents impacted by the Gale Ave project before work is started. Group recommends adding Grant information on WWN website and completing the press release that Lisa drafted. Possibly Cindy could attend a Laconia CC meeting to provide an update.

NHDES grant will fund 50% of milfoil removal via DASH. The contract with AquaLogic is in progress. A deposit of \$1,540 is required by 4/1. The contract states a maximum of \$23,000, for 15 days of diving. Bob motioned approval to sign the contract, all in favor.

The **NH Lakes Lake Smart** coordinator contacted Lisa and Cindy to volunteer her assistance in doing a Lake Smart project on Winnisquam this year. Are there any sites Board members know of? Cindy will call Crystal to get more information on criteria; public versus private site, beach site. Will review our Watershed plan to see if any sites listed needing repair are a potential fit.

WWN prequalifies for \$3,900 from **NH Lakes Lake Host grant program**. Lisa will submit a budget of \$15,000 to cover a schedule similar to last summer. Dean has reached out to our previous lake hosts, and they both want to continue this year. A new volunteer is also interested in filling in when a primary host is not available. 4,144 boats/trailers were inspected last year.

Registration for the **NH Gives online fundraising event** is open. Registration is \$50. Lisa asked if we should participate again this year. All board members agreed it was a successful event and we should participate again this year.

Tom, Marion and Lisa met to discuss the **direct mailing**. Plan is to complete the mailing in May. A draft letter is in progress, and was given to Marion's husband for review. He recommends adding website links for various sites mentioned in the letter. Lisa has an application for a non-profit bulk-mailing permit from the Post Office that she'll complete, and Marion will deliver to the PO. Tom will call PO to find out where the application needs to be delivered. Chuck mentioned that for bulk mailings the PO

has up to 1 month to deliver the mail, and that all mail must be pre-sorted by zip code. We'll have a couple thousand items. Discussion ensued on hiring a company to do the addressing and stuffing of envelopes. Dean volunteered to find a company to do the stuffing.

It's time for the next **WWN Newsletter**. The last newsletter went out in the Fall. Lisa to work on it and to include:

- 319 grant update
- ice in/ice out conditions with no ice in to allow people on
- Dean HB2 and HB655 House bills
  
- Cindy to send a summary of the bills we need to be aware of
- call for volunteers
- don't forget your annual membership
- Announce Laconia Conservation Commission organizing a display at Belknap Mill – Dean will send a blurb about it

Lisa reached out to 2 individuals that might be **marketing or fundraising consultants** for WWN, and requested proposals from them. One of them was willing to work on an ad-hoc basis as needed for \$110/hour. The other was looking for \$thousands for their services. Some of the information gathered during this process was:

- use the direct mailing event specifically to increase our membership
- need to cultivate large \$\$ donors
- need specific projects to entice large \$\$ donors
- wait on hiring, as a new potential Board member has a marketing background

Kath, Lisa and Dawn met to discuss **merchandise sales**. We're not going to move to an online store at this time. Will add the photos and graphics that were sold last summer during the Summer social event to our WWN website store that has our clothes and lithographs. Lisa sent the images to Tom who will add them to the store. Lisa will post items for sale of our FaceBook page. Possibly also put a poster of items for sale at eh public boat launch in Laconia. Chuck suggested hiring a 3<sup>rd</sup> party service to ship items, such as merch.amazon.com, to reduce the amount of work the WWN board does.

Lisa mentioned **Thankyou cards** for \$100+ donors that Jim was working on. Marion volunteered to help with thank you notes.

Next Meeting set for April 3<sup>rd</sup> at 5:30PM

Meeting adjourned 6:45PM