

**Winnisquam Watershed Network
Board of Directors Meeting
February 3, 2020**

**Meeting Opened @ 5:04 pm (EST)
Adjourned @ 6:24 pm (EST)**

Attendees

Phone: LisaE, Terry, Tom, Lynn, Sue, Jeff, Dick, Dean, Jim, Bob
Absent: Deb, Ed, Judy, LisaM, Tony

Next Meeting (Remote)

March 4, 2020

US Dial-in Number: (563) 999-1018
Access Code: 797673

Online Meeting Link: <https://join.freeconferencecall.com/ldeggleston>
Online Meeting ID: ldeggleston

Minutes Acceptance:

January minutes accepted

Treasurer's report

Balance: \$32,862
Merchandise Order pending payment
\$200 for merchandise purchases

2020 Milfoil Program

- WWN requested Solitude to schedule for June (vs. August as in previous years)
- Requested abutters list from Tilton & Belmont (dependency to meet June schedule)
- 2020 final cost pending the NH State contributions
 - Tilton (Tom): Budget meeting this week to review \$6,000
 - Sanbornton (Terry): Follow up on budget ask for \$5,000
 - Meredith (Lisa): Committed to \$6,000
 - Laconia (Dean): Meeting for decision on 2/3
 - Belmont (Lynn): Anticipating \$2,700 once presented with billing (not including Sunray Shores contributions)

Website

- Search engine optimization requires a level of expertise not available with current board
- Seek alternate routes to optimize text

Donations & Membership

- One membership renewal.
- Board to continue to follow up with donors. Note card in email (can be printed) or Tony has copies on card stock.
- Decal Stickers (car) 500 @ \$193 to be included as a thank you for donation
 - Spend approved – will be shipped to Dean

T-shirts / Lithograph Sales

- Repost on website as a banner for merchandise (e.g., hats, shirts, lithographs)

Watershed Management Planning

- LRPC \$10,000 towards Watershed Management
- Meeting held with LRPC on next steps
- LRPC will gather land use data and septic data required as part of first task
 - Hire intern & map Winnisquam to septic/sewer and non-sewer/septic systems
- Met with FB Environmental (DES preferred consultant) seeking assistance with developing a strong foundational component at a cost of \$85 p/h (maximum of \$4,500)
- Reinforces commitment to the watershed management plan
- Approval to move forward with FB (with condition that WWN retain oversight over the management of the effort working with all parties)
- Lisa to advise LRPC of the engagement of FB Environmental and their role

Grants

- NHDES grant received will match @ 40% of our milfoil program costs (up to \$17,408)
- Grow grant of \$500 received from New England Grassroots will be put towards cyanobacteria education.

Potential others:

- NHCF – can apply for an unrestricted grant (up to \$10k per year for 3 years)
 - Mission based funding (not specific to one effort e.g., milfoil)
 - Proposal to submit a concept paper (to include the Watershed Management Plan effort)
- Explore others like Pardoe, Moose Plate, etc. Low interest or Loan forgiveness options for Watershed Planning – must be done by the municipality

Other Business

- LakeSmart Program
 - Lake front assessment (similar to an energy audit)
 - Board member engagement (do as I do)

Looking forward / Carry Over Items:

Lisa visited Lake Sunapee and should their structure be the WWN aspiration?

How do we get the “day trippers” on board? Carry over for future discussion.

WWN needs a defined strategy.

- Consider sources like realtors (local realtors group – Deb to investigate).
- Target beyond lake town zip codes?
- Laconia Sun Blow Ins
- Public Events
- Leverage Winnisquam’s history = what if??????
- Winnisquam Summit: Joint Meeting of Conservation Commissions to educate them on “who we are” “what we have done” “what we are doing” & “what we need”
- Sponsor a Fishing Tournament
- Target Sand Bar people, Ahern State Park, Loon Sanctuary
- Membership ‘tchotchke’ (e.g., sticker, floating key chain, cloakie), personalized Thank You note, voice mail message
- Periodic Facebook Reminders
- Update Business Sponsor approach (Lisa to send out Business Letter)
- Are there any Business Sponsors expired, how to handle. It was decided to keep them listed on the Website.
- What about Grant Sponsors (Ed to reach out to BoNH)

Awareness/Fund Raiser Potentials/Social Events

- Fishing Derby
- **Bike Race (Donna Hepp?)**
- **Concert Benefit @ Pitman’s w/the Fullertons?**
- **Lake Clean Up Day**
- Rotate Informational Literature/Board (e.g., Libraries, Town Halls)
- Triathlon
- Eagle Scout Project
- Marine Patrol Boater Safety
- Kayaking Winni River
- Swimming across the lake (could be dangerous)
- Lake Smart Program (NH Lakes)
- Invasive Free Pledge
- Nature Boat Rides w/kids w/certificates of completion
- Would the Lobster Connection be willing to sponsor and event early next year?)

Campaigns:

Brochures / Informational Cards

- Who we are w/a membership tear off
- Map of Lake / informational
- General Information:

- Cyanea bacteria blooms (this is what it looks like, this is what to do if you find it, etc.) - Informational Card (possibly leverage what is already out there). Statistics on closures / impact
- Also, what is not Cyanea bacteria blooms
- What is the impact of the Geese or water fowl (bacteria)

Stickers

- Now available to provide to new members.
- Drop some off to Winnisquam Market & Lobster Connection. Will they (WM) be willing to sell the t-shirts w/% of sales? (Terry)
- Next round = larger size
- What is the goal – advertising & recognition or fund raising?

BCCD stream assessment

- Black Brook assessment submitted for Moose Plate grant. \$16k application.
- Black Brook study done in 2012 was not accepted by the town. Would like to have a complete watershed assessment done and not be piece meal.
- Strategy
 - Social Event: Coffee Talk w/key neighbors
 - November time frame

New Website

- Investigate an email newsletter (quarterly) (Terry to work on a format – possibly using MS publisher)
 - Seek out guidance from other organizations (e.g., Sunapee/Lakes Region)
- Google search challenge status pending (Sue)
- Can Blog hits be tracked? Sue & Judy investigating
- Blog topics (ongoing)
 - Water Quality / Tributary
 - Septic
 - Build membership – what are they getting of value – make it personal (you are missing out if you are not a member)
 - Did you know???? (email out to board for ideas)
 - Include in Newsletter
 - Lake Winnepesaukee has a Friday “did you know”
 - Historical items – possibly reach out to historical societies for information
 - Winter Information from Snowmobile clubs
 - Consider Lobster Connection move information....
 - What causes the beach closures (geese, ducks, storm runoff)
 - The Winnisquam Beaches / Public Access Points
 - Lake Hosts
 - How Black Brook got its name?
 - Flushing rate / scientific data from Watershed Plan

General:

- Lakeshore Association – how to get more engagement?
- Tracking of ‘ice-out’ (LisaM to contact Dave Emerson)
- Track the depth of the ice on the lake (Judy’s Bob?)
- North American Lakes Society Conference – Vermont
 - Let Lisa know if you are interested

