

**Winnisquam Watershed Network
Board of Directors Meeting
April 6, 2020**

**Meeting Opened @ 5:03 pm (EST)
Adjourned @ 6:31 pm (EST)**

Attendees

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

Next Meeting (Remote)

May 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:

March minutes accepted
February pending

Treasurer's report

Balance: \$32,283.02
Renewal of Commercial Package Policy insurance coverage – board approved

Lake Smart Update

- Approved joining with NH Lakes at previous meeting
- Timeline for training is 'holding' based on pandemic
- Board will assess their own properties based on training
 - Starts with an on-line survey
- Not 'policing' – doing the right thing
- Tom asked if there was any recognition of 'passing'.
 - Yes – there are signs
 - WWN will list on website those with a Lake Smart Certification

Lake Host Update

- Submitted grant application w/no word back yet, we are eligible for up to \$1800
- WWN has committed to up to \$5k
- Don't know Laconia contribution as no Laconia Conservation Commission meetings (pandemic driven)
- One committed person (Deb Lewis) for Lake Host
- Dean will continue to seek out resources (\$9/\$11 p/hour)

Watershed Plan Update

- LRPC \$10K grant
- They will hire an intern to develop some of the modelling

- WWN is working with FB Environmental who will review all data provided to them
- On track

2020 Milfoil Program

- Solitude has submitted permits seeking out start in June 2020
- 40% state match
- Effraim's Cove not slated for herbicide this year
 - Tilton (Tom): \$6,000 committed
 - Silver Lake - pending
 - Sanbornton (Terry): \$5,000 committed
 - Meredith (Lisa): \$6,000 committed
 - Laconia (Dean): \$7,500 committed & invoiced
 - Belmont (Lynn): estimating \$2,000 to \$3,000

Outreach, Newsletter

- Lake cleanup day –
 - weekend before the annual meeting w/'prize' for biggest collection of debris
 - July 18th 2020
 - Consider a social gathering post the cleanup
- Program Training
- Grant
- Milfoil Program
- Lake Host
- Watershed Plan
- Water Quality Planning
- Spring Newsletter – provide ideas to Lisa
- Merchandise Availability
- Renewals
- Decals

Other Business

Membership Management

- Will send out recommendation w/ 2 weeks

Google Voice Account Created

- Phone number that rings on LisaE's phone w/email transcription

Grants

- likely to be impacted by the pandemic

Plaque

- Jay's Marina – delayed due to logistics, Lisa will send them the Certificate

Board Membership

- 4 members rotating off
- 11 remaining
- Review bylaws at next meeting for modifications to support
 - Budgeting
 - Varying levels of engagement

Online Weedwatcher Report

- Potentially use the Jot form on the Website

Online Merchandise Orders

- Potentially use the Jot form on the Website

Software

- Google non-profit eligibility
- 11 Microsoft Office

Ice Measurements

- Ice In 01/21/2020
- Maximum 10" (Blackbrook Sanbornton/Meredith line)
 - 2019 20"
- Ice Out 04/04/2020

Other

- Decals and thank you notes available (via Dean)

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

