

**Winnisquam Watershed Network
Board of Directors Meeting
June 08, 2020**

**Meeting Opened @ 5:03 pm (EST)
Adjourned @ 6:45 pm (EST)**

Attendees

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

Next Meeting (Remote)

July 06, 2020 @5:00

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

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

Minutes Acceptance:

- May minutes accepted w/corrections

Treasurer's report

- Balance: \$27,728.57
- FB environmental invoice submitted and processed

June membership drive

- Renewals (21) and one new member from email
- Press release – June membership drive to local papers (Terry)
- How can we highlight referrals?

Lake Host status

- Lisa to check w/Dean on status
- Plan to start on Memorial weekend

Water quality monitoring schedule/logistics

- DES has cut their staffing and testing due to COVID
- VRAP only testing chlorides this year
- Consider leveraging a private lab to test for phosphorous (pricing should be relatively low (\$10-\$15 per sample))
- VLAP sampling restricted to two months (July/September), also did VLAP sampling June 1
- With Lynn transitioning out / if needed Dick can assist with lead time
- State's beach testing program is also being cut this year (e.g., bacterial testing)
 - Out of scope for WWN

Milfoil program update

- Amy Smagula from NHDES surveyed lake this week
- Little to no milfoil identified at the Northern end of the lake following treatment

- One small patch of milfoil identified, will have divers remove later in summer
- Jay's Marina also clean – may need divers later in summer but no herbicide
- SunRay shores / Rock Pile will be treated with herbicide in June
- Divers have done some work in less dense areas, will return later in summer as needed

Website SEO

- Lisa and Sue will followup

Annual Meeting

- Given COVID what will the approach be for this year
- Video + social distancing
- Belmont town beach does not have internet access
- Hotspots access is not consistent there
- Decision: Zoom Meeting
- Consider: History lesson as part of Agenda & determine who to use to raise funds (e.g., through membership / website traffic)
- Lisa will prep draft notice to membership and circulate to BOD

Proposed bylaw changes

- Bob & Jeff suggested additional edits
 - Budgetary (polling via email if time sensitive / add to standing agenda to present/authorize/deny)
 - Expenses in excess are reported (budgeted/actual/proposed future)
 - Expenses NTE \$500 require approval
 - Treasurer will send out report prior to each monthly meeting for review
 - Endowment fund language
 - Challenge: attendance @ annual meeting
 - Work towards an endowment fund over time (subject to available funds)
 - Need to have language to support Endowment over time
 - Consider language for 2021 Bylaw updates (strategic plan efforts)
- Lisa will revise and circulate – need to send out 30 days before Annual Meeting

Next year's BOD

- BOD turnover (Terry, Tom, Lynn, Sue)
- Chuck Roberts is interested in joining the Board and can represent Tilton
- Belmont coverage pending

Cleanup day

- First annual – decided to postpone until 2021
- Continue to do your part and share photos

Merchandise sales

- Retake photos in daylight
- Online store in process
- Retake photos of the lithographs

Donor tracking software

- No update

News updates

- Not having to use herbicide in some key areas
- Teasers: Post cards / artifacts (Jim to share some photos of what he has)
 - Sponsored by WWN consider joining
- Did you know section....
- Email Sue with any items to post on Web
- High traffic patterns on lake – watch out for PWCs, etc.

Strategic planning

- Schedule a planning session out to the fall – one BOD meeting dedicated to planning only

Other

- High traffic on the lake
- Loons not nesting yet
- Lobster connection has not yet moved across the street yet

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.

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)

New Website

- 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
 - 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?