

**Winnisquam Watershed Network
Board of Directors Meeting
September 16, 2019**

Meeting Opened @ 5:00 pm (EST)

Adjourned @ 6:41 pm (EST)

Attendees

Present: Phone: LisaE, Judy, Terry, LisaM, Tom, Tony, Bob, Dick, Ed, Lynn, Jeff, Deb

Absent: Jim, Sue, Dean

Next Meeting

Monday, November 4th @ 5:00 (EST)

Minutes Acceptance:

July, Annual & August minutes accepted

Treasurer's report

\$21,373.16 as of today

Paid Solitude \$20,900 for herbicide treatment (pending reimbursement from state)

Aqualogic has not yet billed us but cost will be about \$12,000

Budget review

Committed:

- Sanbornton \$5,000 pending (Terry to go to Town Hall on 9/17)
- Belmont: will reimburse after diver/DASH work complete
- Tilton: Tom to submit request for diver work
- Laconia: payment received
- Meredith: payment received

Milfoil Program status

- Herbicide treatment was conducted by SOLituted 8/21
- Check on whether SOLitude needs to do any followup testing. (Lisa)
- Procellacor is very effective although a second round may be required in some areas.
- Aqualogic update:
 - Billing: 12.7 hrs/90 gals to Meredith; 1.0 hr/0 gals to Laconia; 1.0 hr/5 gals to Sanbornton; 19.8 hrs/170 gals to Belmont; 19.0 hrs/290 gals to Tilton
 - Total Harvested: 465 Gallons
 - Total Hours: 52 hrs, 30 mins (8 ¾ days)
 - DASH completed on Belmont Canal / 1 pond with 1 pond (the worst) remaining
- Do not want to exceed budget allocation. Will be keeping tabs with one day to perform cleanup as needed.
- Tilton to be assessed next year for herbicidal treatment (per Amy). Milfoil was embedded in the rocks (across street by Shalimar) and difficult for divers to get it all. Note: should have a direct impact on Silver Lake as well which has been a topic of discussion with Tilton ConCom.
- May need to reach out to a member next year for boat docking overnight in the vicinity of the work.
- Press releases have not been published as of yet. Ed to check on this.
- Aqualogic wrapping up this week.
- Final bills forthcoming.

Water Quality Monitoring

- Final round of lake samples taken and submitted for assessment
- Judy & Dean will conduct another round of tributary monitoring in the next several weeks

Watershed Management Planning Updates

- LRPC, partnering with WWN, submitted letter of intent for grant funding under section 602B for development of a Watershed Mgmt Plan (\$40k). The majority to go to an environmental consultant to perform the assessment per EPA mandated guidelines to include pollutant loading (likely phosphorous). The total budget for a WMP is ~\$75k so that the remaining budget will need to come from other sources. Some could possibly come from the Pardoe Foundation. Volunteers will also be needed as well (LisaE, Dean & possibly Bob)
- LRPC had to apply for it in partnership with WWN.
- We should hear back within the next few months.
- Timeline for the project is about a year.

Campaigns:

Ideas for Brochures / Informational Cards

- Who we are w/a membership tear off
- Map of Lake / informational
- General Information:
 - Cyanobacteria 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 Cyanobacteria blooms (e.g. the green algae clouds)
 - What is the impact of the Geese or water fowl (bacteria)

T-Shirt Sales

- Blog item (Terry)

Stickers

- Now available to provide to new members and anyone else who wants them
- 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 car stickers, possibly sell them
- 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)

- Repoint “learn more” to About Us
- Can Blog hits be tracked? Sue & Judy investigating
- Blog topic ideas (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
 - T-shirt sales (Terry to draft blog item)
 - 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:

- Shore Drive Associations – how to get more engagement (Deb to followup)
- 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
- Stream conference for NH Association of Conservation Districts (October 17)

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

- 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?)