

**Winnisquam Watershed Network
Board of Directors Meeting
November 4th, 2019**

Meeting Opened @ 5:03 pm (EST)

Adjourned @ 6:45pm (EST)

Attendees

Phone: LisaE, Judy, Terry, Tom, Bob, Lynn, Jim, Dean

Absent: Tony, Ed, Sue, Deb, Jeff, Dick, LisaM

Next Meeting (Remote)

December 2, 2019

US Dial-in Number: (563) 999-1018

Access Code: 797673

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

Online Meeting ID: ldeggleston

Minutes Acceptance:

September minutes accepted

Treasurer's report

Balance: 16,447.11

Budget review

2019 outstanding funding:

- Sanbornton \$5,000 pending – Terry continuing to work to get allocation
- Belmont & Tilton pending – Belmont \$2900 - Lynne is meeting with them tomorrow, Tilton \$3100
- NH DES 2019 Milfoil \$1,600 pending

2020:

- Laconia: 2020 funding is on their radar
- Tilton: seeking for 2020 \$6k
- Sanbornton: will need to be voted on @ Annual Meeting
- Belmont: Lynne is meeting with CC this week
- Meredith: Lisa will follow up
- Consider adding \$\$ contributions to support funding for Lake Host Program
 - Laconia has contributed

2019 Milfoil Program

- \$39,392 for 2019 (bid at up to \$46,000)
- Broke even w/grants, commitments and expenditures (+/- \$600ish)
- No apparent milfoil growth since treatment

2020 Milfoil Program

- Bid documents received. Cost will likely be similar to 2019

- Not calling for another round of herbicide in Ephraim's cove
- Jays Marina is included based on stream movement which may contribute to it not being as effective – will see how it looks when things start to grow
- Plan calls for managing North end with divers
- 13 acres with Herbicide treatment – adding area in Tilton near outlet
- DASH up to 25 days
- Tilton – can the treatment be done earlier (e.g., prior to heavy boating season) to help with spreading. Lisa E – needs to be done during growing season, but can do in June if we get abutters lists to SOLitude in time for permitting.

Watershed management plan

- Winnisquam is a sub watershed of the Winnepesaukee watershed
- ~\$75,000 for a complete plan
- Reluctant to break up by municipality at assessment stage – holistic view of watershed
- Consider a with a few representatives from each of the municipalities with this as the topic with conservation committee and planning committee (educational, steering committee, etc.)
 - Dean to call Barbara Richter from New Hampshire Association of Conservation Commissions (NHACC) to facilitate meeting
- Will need to determine the elements of the plan (e.g., sewer) and what elements municipalities can help us with

Lake Host Program

- 500 boats that were launched and inspected

Grant Status

- Not selected LRPC for the watershed management plan funding under 604B program
 - Lake Winnisquam was #2 ☹ - only one lake funded
 - Look to apply again next year
- Consider municipality based funding (SRF) for WMP
- PARDOE grant application pending for WMP
- Could be additional \$\$'s coming from the state through grants or other means for invasive species management
- Out of state boat registration funds will not be available for invasive species management until possibly 2021
- Applied for a grant from New England Grass Roots that could be used towards additional brochures. Interview completed. Pending decision.
- Moose Plate grants another option to consider – have not filed an application.

Other Funding (could be a consideration post a Watershed Management Plan)

- ARM funds
- 319 funds

Winnisquam Prints

- Circa 1892 or 1912
- Lithograph drawings
- Peter Dupak has neighbor who is willing to donate to WWN for cost – still assessing (Dean going to reach out)
 - Bought out the inventory
 - 501c3 donation?

- How many copies?
- Are they willing to sell to us or maybe on consignment?
- Could we sell them (e.g. with holiday's coming up)
 - Mailing cost
 - What is the pricing
- Could we get a 2019 view on watercolor to compliment?

Tributary Monitoring

- Fall monitoring not completed
- Judy & Dean to assess if it can be done

Website Updates/Blog

- T-shirts
 - T-shirt blog w/order form.
 - Shipping costs for announcement
 - Terry will deliver if local
 - Long and short sleeve options?
- Watercolor prints
 - Include w/t-shirt blog if possible
- Website stats being captured through google analytics. Looking to see if additional detail can be available through a direct login.
 - Referral sites, top posts, top hits, etc.
- Repointed "learn more" to About Us
- Search update pending.

Membership

- Renewals
 - Still a number who have not renewed
 - Move forward strategy
 - Divide and conquer
 - Phone call – email – street address/ personal outreach
- Donations
 - End of year giving letter to be crafted and sent out by Lisa
 - Consider spring solicitation (in addition to)
- Donor Tracking
 - Very manual, labor intensive and prone to error
 - Donor tracking software being leveraged by other watershed associations
 - Tech Soup has a free one – Terry to go out and look at for possible use

Other Business:

New Hampshire Association of Conservation Commissions

- Dean Attended
- GRANIT database
- Wetland's Permit Planning Tool site is a great resource
<https://www.des.nh.gov/organization/divisions/water/wetlands/index.htm>

Next Meeting: December 2, 2019 at 5 pm EST

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

