

**Winnisquam Watershed Network
Board of Directors Meeting
December 2, 2019**

**Meeting Opened @ 5:03 pm (EST)
Adjourned @ 6:15pm (EST)**

Attendees

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

Next Meeting (Remote)

January 6, 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:

October minutes accepted

Treasurer's report

Balance: 21,057.49

End of Year Review

- Positive response from appeal letter ~\$750

Budget review

2019 Committed:

- Sanbornton \$5,000 pending – Terry continuing to work to get allocation
- NH DES 2019 Milfoil \$1,600 pending

2020 (retained from previous meetings):

- Laconia: 2020 funding is on their radar
- Tilton: seeking for 2020 \$6k
- Sanbornton: will need to be voted on @ Annual Meeting
- Consider adding \$\$ contributions to support funding for Lake Host Program
 - Laconia has contributed

Fundraising

- Orders slowly trickling in for T-shirts/Sweat shirts
- Sweat shirt orders coming in and be sent out (Terry)
 - Postage TBD (ranging from ~\$7-\$25)
- T-shirt Inventory
- Order Sweatshirts to increase inventory

- XL / L (primary size)
- \$500 approved to get an inventory of sweatshirts and t-shirts
- Purchasing prints at cost (~\$20 pp)
 - Selling set \$100 or individually \$70
 - Consider doing a press release
 - Use Photos of framed copies if we can (Sue)

Website updates

- Store link added to the drop down menu (how to purchase)
- Too many variables (e.g., shipping)
- Easier to establish on-line order form for the prints (need to verify the \$5 for single vs. multiple)
- Not to be confused with an eCommerce site which will be more complicated
- Search engine optimization has been done, but should be revisited – possibly Ryan Baldwin or Lisa's son?

Sponsorship

- Plaque for Jay's Marina (\$1,000 donation) benefactor 2020

Membership/renewals/Benefactors

- One renewal from recent appeal
- Re solicit the assigned names on Giving Tuesday (include lithograph for purchase)
- Donor tracking software (Terry to investigate)
- Consider thanking donors personally for donations – what should our approach be?

2019 Milfoil Program

- Belmont Received
- Sanbornton – still in progress
 - Trustee cannot find where the \$\$'s were approved
 - May need to attend Selectman's meeting to release \$\$'s for Trustee to cut check

Other Business

- Summary to send to towns promoting the work done with the support of their contributions
- Thank donors personally for donations or through a thank you note (snail mail)

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