

**Education and Outreach Committee (Highland Lake Leadership Team)**  
**Minutes of September 18, 2019, 3:00 p.m. to 4:30 p.m. at Falmouth Town Hall**

**Members present:** Dennis Brown, Donna Chapman, Tom VerLee, Nancy Lightbody, Rosie Hartzler (by telephone), Heather Huntt (by telephone), Gretchen Anderson (by telephone)

- Tom VerLee was welcomed as a new member of E&O (and the HLLT).
- The minutes for June 19, 2019, were accepted.
- Public Service Announcements  
Donna reported that SMCC is excited about helping out. She will follow up. Kimberly will be in touch with Falmouth High School the week of September 23. It sounded as though a collaborative effort would be best, but the deadline may depend on the needs of the schools. Donna will discuss dates with Kimberly. E&O needs to write the script that the schools would then be asked to film and produce.

There was a discussion about the outcomes that we expected from the PSAs. What is our target audience? What is our target message? We hope to engage people and encourage them to get out and do the right thing. We want to help people understand the implications of the actions they take. There needs to be a PSA sub-group that works specifically on this project. Many ideas were discussed, including various YouTube presentations, videos from Lake Stewards of Maine, LakeSmart, the Maine Lakes Society, “Maine is our lab” from Belgrade Lakes, and even asking comedian Bob Marley for his support.

To get the sub-group going, Heather offered to collect ideas from all of us about possible PSA topics, outstanding YouTubes, and any other inspirations. She will then combine all these into one document. If you haven’t already done so, please reply to Heather no later than **Monday, September 30, 2019:** [hhuntt@cumberlandswcd.org](mailto:hhuntt@cumberlandswcd.org)

- Road Association Meetings  
There is an ongoing need to educate HL residents about how to manage stormwater on their property and on the private roads, as this is the major contributor to ongoing erosion into HL.

There has been some discussion among Windham Town Council members to make winter plowing of private roads contingent on each private road demonstrating that they have invested a certain amount of money into the maintenance of that road – an amount of money spent on maintenance would be a set % of the total cost of the winter plowing for that private road. No such proposal has been made yet.

The Public Boat Launch, located off the Lowell Farm Road, owned by the Town of Falmouth is in need of repair, and has been noted as an identified site in the 2018 Watershed Survey. Town Manager, Nathan Poore is very interested in working with the HLA in the upgrade of this site. No target date is set for this remediation.

#### Lawn Care Events

YardScaping workshops have been scheduled and are happening regularly. Maybe there should be a combined Windham-Falmouth one again. Heather will ask Ali Clift (at CCSWCD) for her help with this.

- Upcoming events:
  - \* September 30, 2019:

- ✓ “Limnology 101” will be taught by Jeff Dennis from 5:00 p.m. to 9:00 p.m. in the multi-purpose room at Windham Public Works at 185 Windham Center Road.
- ✓ Reply to Heather with your PSA thoughts and ideas (broad-brush and/or specific)
- \* October 10, 2019: Karen Wilson will speak about water testing to the HLA board from 5:00 to 6:30 p.m. at Windham Town Hall.
- \* October 16, 2019: Public Forum at the Cornerstone Church, 5:30-8:00 p.m.
- \* December 6, 2019: Science Roundtable at USM
- The next E&O meeting will be on **Wednesday, October 16, 2019, from 3:00 to 4:30 p.m.** in Falmouth.