

Highland Lake Education and Outreach Subcommittee
Draft Minutes of January 24, 2018, 1:00 p.m. Falmouth Town Hall

Members present: John MacLaine, Rosie Hartzler, Kimberly Darling, Donna Chapman, Nancy Lightbody, Dennis Brown (by phone), Gretchen Anderson (by phone)

- **Revised mission statement:**

The purpose of the Education and Outreach Subcommittee is to coordinate communications with the general public regarding water quality issues and to build an informed and actively engaged community.

With these changes, the group unanimously voted to approve the January 3rd minutes.

- **Brainstorming of different avenues/vehicles of communication (social media, print, town websites, etc.) Focus shifted to the Public Forum:**
 - The group discussed the agenda/program for the public forum. Discussed the question-and-answer session. The group discussed information tables at the event and how those will work.
 - Discussed welcome table and how that will work: Will ask folks where they are coming from, how they heard about the event, etc.
 - Discussed other avenues of marketing. Discussed following up on Highland Lake article with the Portland Press Herald and inviting reporters to the event along with public service announcements.
- **Support from CCSWCD: How/where should they begin?**

This item was tabled.
- **Building of timeline: for three months; for six months; for one year; longer?**

Tabled discussing this overall timeline but discussed timeline for the forum.
- **Road Association meetings:**

Briefly discussed John MacLaine's involvement with the DEP and his role with road associations.

Kimberly and Rosie are the points of contact for the Public Forum. Rosie will talk to the presenters and Craig Freshley and will cc Kimberly on those communications.

- **Upcoming events**
 - **Workshop with Windham Town Council: January 30**
 - **Workshop with Falmouth Town Council: February 12**
 - **Public Forum: March 7**
 - **Watershed Survey: May 19**
 - **Highland Lake Association Annual Meeting**
- **Upcoming meetings**
 - **Next EOS meeting:** February 14 from 1:30 to 3:30 p.m. in Falmouth
 - **Next full HLLT meeting:** February 28 at 1:00 p.m. in Falmouth

ACTION ITEM: Members will follow up on a variety of marketing ideas that were mentioned.