

## **Draft Minutes October 15, 2018 Hayden Lake Watershed Improvement District Board Meeting**

Harvey, Acting Chair; Lund; Meyer, Absent. Present: Walker, Lake Manager; Stoll, Communication/Public Outreach. Troy Sylte.

Meeting called to order at 6:30 PM

Addition to agenda:

Meeting minutes of September 17, 2018. Reviewed minutes of meetings. Note changes by Mary Ann Stoll. Moved that minutes be accepted with changes noted, Lund, second, Harvey. Approved

### **Treasurer's Report:**

- Approval of outstanding billings (Watershed Mgmt. (\$1,802.54); Public Comm. & Outreach (Sept. \$1,773.07); Practical Accounting (\$52.50), SVL (X810242) (\$45) Moved to approve invoices, Lund, second Harvey. Approved.

### **Public Input:** ISDA Representative on Milfoil Treatment Effectiveness

Jeremy Varley, ISDA: Attending over speaker telephone. Recap of 2018 season. Treated large amount of lake, North Arm, Mokins, O'Rourke Bays and much of the shoreline. While a narrow band along the entire shore was investigated, ISDA found that Milfoil has less of a foothold along the steep shores between Rockaway and Honeysuckle, and many of the bays on the south shore, with shallower slopes, have more infestation. Diquat was used. Diquat has the advantage of having a short half-life. Hence Diquat has less of an impact on water use than longer-lived chemistries. Diquat is not systemic, meaning that the plant system does not transmit the herbicide to the roots of the plant. The herbicide kills the plant by dissolving the plant cell walls. Ongoing post treatment surveys are underway. Sportsman's Bay is coming back vigorously in Curly Leaf Pond Weed, some Milfoil. Spring 2019 Fluridone treatment is planned to address the Curly Leaf. Fluridone will treat both Curly Leaf and Milfoil. ISDA will treat Mokins, O'Rourke and shoreline with ProcellaCOR treatment. ProcellaCOR is systemic and is more effective against hybrid milfoil. North Arm treatment will be staged after the earlier Fluridone to maximize effect of herbicides. It was asked if Curly Leaf propagates from fragmentation. Yes it does propagate by fragmentation. Curly Leaf grows in fall and will take off growing fast after the spring thaw. Milfoil rebound is indicated from post treatment surveys. The rebound may be due to built-up resistance to Diquat used over the past four years. New systemic herbicides should be more effective. Some mechanical removal now. The agency hopes to get the problem down to only mechanical removal in the future. The agency is committed to holistic treatment of lake until the issue is dealt with. ProcellaCOR and Fluridone are both more selective so will effect natural plants less.

ISDA mindful of fish impacts of herbicide, but no research on impacts of milfoil and herbicide on fish. ISDA does herbicide monitoring, but no other water quality parameters. District offered its Manta capabilities.

It was asked if ISDA interfaces with private treatment contractors. It does interface with contractors to assure no duplication of chemical treatment. Thought that point discharge regulators (EPA and DEQ) must have all the information on herbicides treatments through their permit system.

The point was made that the worst infestations associated with parts of lake made year around by impoundment.

Discussion of nutrients dynamics of the Hayden Lake.

**Lake Manager Report:**

September- October activities: Last of lake monitoring complete for year. Data reduction of fall 2017 complete; spring 2018 data reduction in progress.

Lake monitoring – South Shore Monitoring startup: Nothing running in culverts yet.

Reflection on fall 2017 Monitoring Results: Phosphorous input was minor.

**Communication and Public outreach Contractor Report:**

Public education article. Public outreach talking to public at docks and visiting houses. Bryozoans again prevalent in lake. Creating a good deal of interest. More responded to Bryozoans on Facebook than to call to sign up. For more information, see attached monthly report.

**Old Business**

Election of Board Directors by District held election:

**New Business**

Set next Board meeting date: November 19, 2018

**Motion to adjourn:** Lund second, Harvey. Approve

**Adjourned at:** 8:19 PM

# Communication and Public Outreach Manger Report

10/15/2018

**Backend website development** – Sign-on plugin with online registration form is in place. Users are able to sign up for email updates; their sign-up adds their contact info to our Zoho Campaigns database.

## Google Analytics Snapshot for September:

Users: 70 11.11%

Sessions: 73 19.78%

Bounce Rate: 80.82% 24.66%

Average Session Duration: 00:45 53%

How did you acquire your users this month?

## Percent of Sessions by Channel

Direct: 68.49%

Social: 16.44%

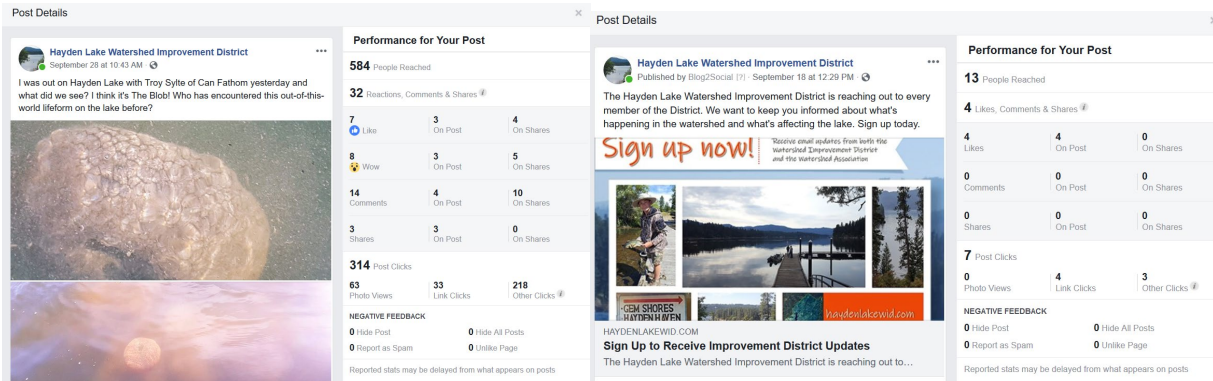
All other sessions: 15.07%

New subscribers: 4

## Publishing:

One BLOG posts, auto-posted to FB - Sign-up!

Facebook Post – The Blob!



## Communication Summary:

Sept/Oct communication consisted of one Campaign email that focused on building our audience, two days of in-classroom presentation, and drafting our request to ISDA for collaboration:

- Email Campaign
  - Where are association meeting minutes posted?
  - How to contact commissioners and candidates
  - Association vs wid post
  - Who will help grow the distribution list by handing out post cards to neighbors?
  - Survey: questions and areas of interest?
  - Thanks to those who hosted me for coffee and conversations
  - Looking for photos and photo ops!
- Print and deliver campaign postcards via various meet-and-greet opportunities to increase website usage and email distribution list.

- There were no lakeside resident visits this month; seasonal residents have left for the winter.
- Connected Kim Holzer and lake property-owner Troy Sylte re Milfoil rebound, mechanical harvesting, and Bryozoans.
- Visited the classroom of one resident, Rebecca Cristando, and either shared a watershed model or built paper watershed models with 350 students. The outcome was *very* positive; K-5 students were able to synthesize a new understanding of what a watershed is and to relate that to their experience of Hayden Lake.
- Drafted proposal to collaborate with ISDA on communication and development of outreach material during Q1 '19. Awaiting feedback from Kim.

### **In-the-Works**

#### Website development

- Create a good contact-us page!
- Troubleshoot 404 errors; create redirects

#### Website design

- Evolve personalization of the site design
  - Tag existing posts with target audience: Realtor, home owner, boaters and fishers, families, youth, businesses, agencies and partnerships

Continue to negotiate with ISDA for collaboration on communication public outreach development wrt Milfoil.

### **Developing Posts (suggested Category)**

- Sportsman's Access
- WID-sponsored testing: the north arm
- WID-sponsored testing: the south shore
- Boating on Hayden Lake
- Why is dredging the lake a bad thing – or is it?