



Peggy Lauritsen / Clean Boats, Clean Waters – Volunteer Coordinator
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MEMO

Date: August 16, 2014
To: Sam Weber
From: Peggy Lauritsen
Re: CBCW report of activities in 2014 YTD

Sam, this is the summary of goals and actions taken YTD. I will present this report on Saturday.

Goals and Objectives

- 1) Volunteers to perform boat inspections at 2 landings for a total of 400 hours per season.
- 2) Increase awareness with area residents: a) that a grant to the District requires volunteer hours; b) that AIS is a serious issue on area lakes and our lake; and c) offer AIS prevention steps.
- 3) Educate boaters and the public about AIS.

Actions Taken

- 1) Refresh all current literature, forms, shirts and supplies. Order new supplies from DNR 2x.
- 2) Distribute supplies to 52 volunteers as needed. Volunteer base grew by 20% this year.
- 3) Email 52 volunteers weekly in June and July. Phone calls to some volunteers who don't have email. Maintain CBCW email list.
- 4) Write press release for DNR July Landing Blitz. Distribute to 3 media outlets. Follow up.
- 5) Write copy for CBCW & AIS info in Blake Lake Bugle Newsletter.
- 6) Three CBCW volunteers attended training (9 hours) at PCLAR June 11 for "Citizen Lake Monitoring Network Aquatic Invasive Species" (Gail Rustad, Marge Filkins and Vicky Dorner).
- 7) May 17 District meeting: set up CBCW display and circulated a key flyer to all attendees. Announced Drain Campaign to anglers. About 150 attended, so this is excellent contact with property owners. Distribute AIS flyers and brochures to area bait shops.

8) Participate in WDNR statewide 2014 Drain Campaign June 14-15

Distribute supplies to volunteers. Set up AIS training session with PCLR expert Katelin Holm/ Water Quality Specialist, Polk County Land and Water Resources Department, to identify invasives, go over the new inspection forms for CBCW.

Attending training session: Judy Hall, Mike Rogge, Naomi Anderson, Tom Borden, Diane Borden, Sue Ogren, Marge Filkins, Jim Filkins and Peggy Lauritsen and Kathy Maraden. Set up photo shoot for 2 photos of volunteers including second group on West Landing: Max Bay and Carla Hagen.

Key points on the Drain Campaign: It's a WDNR statewide initiative to make sure anglers know about Wisconsin's draining laws—what they are, why they're important, and some easy ways to comply. We gave out ice packs, flyers, and posters. "DRAIN AND ICE" was our theme.



9) Participate in the July 4 Landing Blitz.

Write press release for placement in The Leader on July 2 and 9. Received excellent section page placement on 9th. Reached 13,500 potential readers each time for total of 27,000 hits. Sent in 3rd press release published on August 13. Total of 40,500 hits! Great exposure for Blake Lake, CBCW and our volunteers.

Distribute kits, supplies, shirts and towel giveaway.

Results

1) AIS, CBCW education & boat inspections: goal is 400 hours per season.

This year YTD: 307 hours or 76% complete.

In the remaining 45 days until Sept. 30 = 93 hours remaining.

2013 Last year YTD: we were very similar in results.

2012 we were only 52% complete YTD.

2) Volunteer base grew by 20% this year.

3) Increase awareness with area residents:

a) Blake Lake Bugle newsletter:

sent copy to editor: 212 residents get CBCW prevention steps

b) display and flyers at May 17 meeting to about 150 key property owners

c) 2 newspaper articles in The Leader published July and August resulted in 40,500 potential readers.

4) Educate boaters and the public about AIS. 3 Media placements

July DNR press release (not ours) *“Nineteen Polk County Lakes participate in statewide Landing Blitz to tackle Aquatic Invasive Species”*. Mentions mentioned area lakes including Blake Lake.

2) 2 press releases + photos of volunteers published in The Leader to 40,500 potential readers.