

## Committee Reports - HC COLA for Thursday 2-22-18

### A) Social Marketing project: Next step in preventing AIS in Hubbard County – Steve Hill

#### Elevator Speech

- In October 2017, 4 people from Hubbard County attended a Minnesota DNR seminar about using the discipline of Social Marketing to help prevent AIS. Attending were two members of the HC COLA team, HC AIS coordinator Bill Don Carlos, MN DNR AIS specialist Nicole Kovar. The seminar included 80 people from across Minnesota who are focused on prevention of AIS. Go to [www.cbsm.com](http://www.cbsm.com) for more info
- Social Marketing strategies have been successfully utilized in many US and worldwide campaigns (examples: Smokey the bear-prevent forest fires, New Zealand AIS prevention, wear seat belts, prevent drunk driving, stop texting while driving, "see something say something", plus dozens more).
- HC COLA with your Lake Association is starting a project to continue the fight against AIS using Social Marketing strategies.
- The goal is to get the message to every user of HC waters and to change any existing bad behaviors that are a risk to the introduction and spread of AIS. We want users to eliminate bad behaviors, adopt new behaviors and to sustain these behaviors in the years to come.
- The project team will work this winter in order to have strategies available for the 2018 summer.
- Watch for communication beginning this spring about sustainable AIS prevention behaviors.

#### Additional talking points

- This project team will be made up of broad representation many lakes in the county, north to south. If you are interested in being an active member on the project team / to find out more please contact Steve Hill
- It will be looking for ideas from you and your lake neighbors, ideas from people who use the lakes and rivers for all types of activities.
- The team will begin to meet in late February or early March, and will meet twice a month in April, May and June. It sounds like a lot of meetings, but we plan to have actions ready for summer implementation.
- The project will use the proven social marketing 5 step process to arrive at actions to take.
- We look forward to your participation and your ideas.

### B) Civic Service – Peter Tuomisto

- Pricing for RMB Environmental Laboratories Lakes Program and veliger testing is the same as last yr. Please confirm your lake association's planned sampling by our 3/29/18 HC COLA meeting with [PeterTuomisto@gmail.com](mailto:PeterTuomisto@gmail.com) and [SharonMNatzel@gmail.com](mailto:SharonMNatzel@gmail.com) for cooler labels & shuttle service needs.
- Wed 5/9/18 - Save the Date – early evening - Pick Up your Water Quality Monitoring (WQM) Integrated Samplers plus May & June coolers at Northwoods Bank. Refresh your skillset with RMB Environmental Laboratories personnel Ellie Kriese and Moriya Rufer. Review training: <https://www.rmbel.info/lakes/>
- Please Mark your Calendars for WQM Sundays for sampling and delivery of coolers to Charlies on Mondays before 11 AM for these dates: 5/20-21, 6/17-18, 7/15-16, 8/19-20, 9/16-17
- Zebra Mussel Veliger (ZMV) water sampling is to be taken the 1<sup>st</sup> weekend in July and 3<sup>rd</sup> weekend in July. Deliver both of the preserved ZMV sample bottles to Charlie's Boats & Marine along with your water quality monitoring cooler on Monday July 16<sup>th</sup> by 11 AM. If your lake needs a used clean zmv plankton net for sampling, please let Sharon know. These samples can be tested for spiny waterfleas if your lake association wants to pay the additional fee – like last year.
- If your lake association plans to contract with the Hubbard County SWCD to install, read & report with car counter(s), please make your arrangements by March.