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MEMO

Date: August 15, 2013
To: Sam Weber
Fm: Peggy Lauritsen
Re: CBCW report of activities in 2013 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 3x.
- 2) Distribute supplies to 42 volunteers as needed.
- 3) Email 42 volunteers weekly in June and July. Phone calls to 7 volunteers who don't have email.
- 4) Write press release for DNR July Landing Blitz. Distribute to 5 media outlets. Follow up.
- 5) Publish CBCW & AIS info on 1 page of Blake Lake Bugle Newsletter mailed to 212 residents.
- 6) Coordinate 2 photo opps, 2 June Saturdays, for Landing Blitz. Send to media outlets.
- 7) Prepare for the July 4 Landing Blitz with a volunteer cookout. 16 people attended. Distribute supplies, shirts and towel giveaway.
- 8) Distribute AIS flyers and brochures to area bait shops and places bait is sold.
- 9) Call DNR to donate pamphlet "*Wisconsin Boating Regulations*" (\$3 ea x 300 = \$900 value) to give to boaters and mail to 212 residents.
- 10) **Mailing** to 212 residents: AIS flyer & sticker and free "*Wisconsin Boating Regulations*" pamphlet.

Results

1) Boat inspections: goal is 400 hours per season.

This year YTD: 326 hours, **82% complete**. In the remaining 45 days until Sept. 30 = 74 hours remaining.

Last year YTD: 206 hours YTD, only 52% complete.

2) Increase awareness with area residents: **contacted residents directly 2x**

Blake Lake Bugle newsletter: 212 residents received 1 page of CBCW prevention steps

Mailing: 212 residents received CBCW flyer, boating safety pamphlet and stickers.



3) Educate boaters and the public about AIS. 2 Media placements

1) June 25, *Amery Free Press*, circulation of 5000/week printed the 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) 1 press release + photo of volunteers published in the Polk County Leader (circulation approximately _____).

3) Pass out literature at the boat landings, put literature on windshields of vehicles at the landings, distribute literature at bait shops.