

**Summary of Education & Outreach Activities**  
**For Invasive Species**

- The City formed an Aquatic Invasive Species Work Group to assist in the development and implementation of this grant. Members of the Work Group were:

Niel Petersen, Chairman, Lake Advisory Committee  
Gary Burkart, Alderman, Shell Lake City council  
Sarah Ashenbrenner, WTIC Marketing and Public Relations Representative  
Jeff Dodge, WITC Dean of Continuing Education  
Brad Robole, County Conservationist, Washburn Co., PLRMD  
Lisa Gabriel, Planner, Washburn Co., PLRMD  
Dave Vold, Grant Writer, City of Shell Lake  
Dave Zeug, Mayor, City of Shell Lake  
Fred Blake, Chairman, Washburn County Lakes and Rivers Associations  
John Haack, UW St. Croix Basin Natural Resources Educator

The committee met on December 16, 2005, January 18, 2006, March 10, 2006 and May 5, 2006. Committee members developed an Invasive Species Information/Education Plan and a comprehensive management for purple loosestrife.

The following is a summary of outreach activities:

- Purple loosestrife: Refer to attached report
- 2000 placemats were provided to and used by our four local restaurants (sample attached)
- The Washburn County Lakes and River Association provided a “Help Protect” poster to local establishments. (sample attached)
- Our Invasive Species Coordinator provided by-weekly reports to the Washburn County Register on information about the launch site which included number of boats inspected, vegetation found, etc. (example attached)
- A series of articles on the 2005 inspection program written by Gary Burkart appeared in the Washburn County Register
- A final report on this years inspection program was prepared by Gary Burkart and appeared in the Washburn County Register
- Feature articles plus photos on the following topics were written by the Washburn County Register; (example attached)
  - o Justin Hemshrot on raising beetles
  - o How to identify Purple Loosestrife and who to notify about infestations plus how to control
  - o Lakeshore restoration – 2 articles
  - o Inspectors at the launch site
  - o Aquatic Plant Survey
- Brochures on invasive species were made available to the public at the City Hall lobby and at our launch site

- An inspector shelter was built to protect inspectors from weather extremes, provide a work space, and elevate their presence and authority. It included computer accommodations, an inspector on-duty signal and signs. Money for the shelter was provided by property owners on Lake (pool) and the labor was volunteered by the Shell Lake Lions Club.
- A power point presentation was prepared by Gary Burkart and presented to both the City Council and the Lake District's annual meeting. A copy of this presentation is included in this report.

## **ZEBRA MUSSEL AND SPINY WATER FLEA MONITORING**

The city crew collected samples to be analyzed for zebra mussel and spiny water fleas veliger on the following dates: 6/7/06, 7/27/06, 8/21/06, and 9/14/06. The samples were taken at five locations on the lake. (Refer to attached map). Over the summer, 20 samples were sent to DNR for analysis. We used the protocol as defined in Shell Lake's Long-Term Monitoring Protocol for collecting the samples.

## **Shoreline Inventory**

(include a picture of pontoon with Niel & Gary)

### Purpose –

- Fulfill a condition of the DNR permit that the City received to install the diversion project. The inventory will focus on characterizing current patterns of shoreline erosion and will attempt to characterize what portion is resulting from high water levels and human use patterns.
- Identify infestations or purple loosestrife around the lake
- Record the condition of the shoreline including erosion problems and existing vegetation.
- Compare conditions of 2006 to another study in 2013 (using same parameters)

Inventory performed by - Shell Lake Advisory Committee Members Niel Peterson, Dennis Anderson and Gary Burkart; Lisa Gabriel, Washburn County Land Conservation Department and Dave Vold, Lake Coordinator

Equipment – pontoon equipped with a ladder for a digital camera and a computer to record information.

Process – take a digital photo of each parcel and record shoreline condition in database.

Timetable – Between July 15 and August 15, 2006.

**COMPREHENSIVE MANAGEMENT PLAN TO  
ERADICATE PURPLE LOSESTRIFE IN  
THE CITY OF SHELL LAKE**

June 2006

**Objective I: Develop an inventory of purple loosestrife infestations within the corporate limits of Shell Lake and record on an inventory sheet prepared by the Washburn County Land Conservation Department.**

---

**GOALS**

Goal A: Complete a shoreline inventory of Shell Lake via pontoon and identify parcels with purple loosestrife.

Goal B: City staff will inventory rest of City property and report findings to Project Coordinator.

Goal C: Washburn LCD staff will notify Project Coordinator as they work with property owner on buffer plans.

Goal D: Encourage Shell Lake residents to notify Project Coordinator of known infestations.

**SUMMARY OF ACCOMPLISHMENTS**

-On July 12, 2006, the shoreline inventory was completed via pontoon with the following participants:  
Gary Burkart, City Alderperson-volunteered time and pontoon;  
Lisa Gabriel, Washburn Land Conservation Department;  
Clint Stariha, Police Chief; and Dave Vold, Project Coordinator.

-overall, using Goals A-D, thirty-four infestations were identified on a city map and recorded on the inventory sheet

**OBJECTIVE II: Develop an information/education program to help residents identify purple loosestrife and its serious affect on the environment.**

**GOALS**

**SUMMARY OF ACCOMPLISHMENTS**

Goal A: Place news releases in the Washburn County Register.

Two feature articles appeared in the Washburn County Register on June 21, 2006 and August 2, 2006 on purple loosestrife. The first article featured volunteer Justin Hemshrot raising beetles and asked residents to notify the Project Director about known infestations and the second article talked about how to identify and eradicate.

Goal B: Provide placemats to local restaurants containing information about purple loosestrife.

Two thousand placemats were printed and made available to our four local restaurants.

Goal C: Make the brochure entitled "Purple Loosestrife-A Major Threat To Wisconsin's Wetlands and Waterways" available to the public at the City Hall.

A supply of brochures was obtained from DNR and were/are available to the public at Shell Lake City Hall.

**OBJECTIVE III: Eradicate known infestations within the City.**

**GOALS**

**SUMMARY OF ACCOMPLISHMENTS**

Goal A: City crew will eradicate infestations found on city property.

-The city crew applied roundup on infestations found on city property.

Goal B: Obtain volunteer to raise beetles and distribute them at the largest infestations.

-Volunteer Justin Hemshrot worked closely with DNR's Dave Blumer and raised beetles the summer of 2006. The beetles were then released in known infestations throughout the City.

Goal C: Notify landowners as purple loosestrife is found and send them a brochure on how to identify and eradicate.

-Landowners with known infestations were sent the brochure along with a letter from the Mayor asking them to eradicate their population. Many landowners responded that they had completed this task.