

Wolfeboro Waters Communication Subcommittee
Meeting Monday 3.29.21 12-1pm
Minutes.
Virtual Meeting

Attendees: Marie Durgan, Abby Adams, Warren Muir, Chris Pape, Karen Lancaster, Beverly Woods.

Agenda

- **Call to order (Roll Call) 12:01pm**

- **Review minutes from October 5, 2020.**

Warren motioned to accept the minutes. Chris seconded the motion and all were in favor.

- **Review our mission/vision for the Website (educate, inform) & Possible changes to Website formatting-Bev Woods**

Abby stated that no one is going to the website.

Chris. "If you build it they will come", does not apply to websites. How are we going to proactively message people? Ice-out, bacteria found, etc. Email is a great way to let folks know about issues. Put something on the Wolfeboro home page for folks to signup for email alerts for outbreaks, etc.

Warren. News types of things, Helpful information. The World Health Organization recently released 2nd Edition of its Guide on Toxic Cyanobacteria in Water (859 pages). (<https://www.who.int/publications/m/item/toxic-cyanobacteria-in-water---second-edition>). Among the many topics covered was a detailed evaluation of the hypothesis that the chemical BMAA, which can be produced by some cyanobacteria may be the cause of ALS/Parkinson's Disease. Researchers at Dartmouth and UNH have been studying this hypothesis associated with ALS/Parkinson's clusters in communities near lakes in NH that may have cyanobacteria that can produce BMAA. The World Health Org. evaluation concluded that the available science does not support the hypothesis and that BMAA is not a likely a cyanotoxin of concern.

Abby. Most medical folks think the jury is still out on that topic.

Warren. Things like useful meetings coming up. Do we actively distribute information? Current website is a record for the town's committee and what they are doing. Should we have a Facebook page? What about archiving of our data? Should we be using our website to create a resource for what we have collected?

Beverly suggested that we put up a headline of "SHOCKING NEW FINDINGS FROM THE WORLD HEALTH ORG.

Abby. Columns for news, etc.

Beverly. Columns are old school. Folks are using their phones to get informed. Columns don't work on cellphones. It doesn't matter what we build if nobody sees it.

Abby. We are not reaching anybody under the age of 65. What if we went to the science teachers in Wolfeboro and see if the students would be interested? Harvest Market, Hunters, the Library, have a booth, email signups, brochure. Farmers Market booth.

Beverly. If you had school involvement, get footage of kids doing science at the lake. Everyone will watch videos of their kids.

Warren. Floating masses that come up along our shores are very likely masses of cyanobacteria, that potentially contain toxins. We want to get that stuff harvested out. It isn't something we want kids being involved with. We have now found pico-cyanobacteria in our waters. We need to alert people about not drinking water directly from the lake. How do we get that information out?

Chris. The website is a resource. People will gain awareness over time.

1. Build an email database. Do two emails a year. One at the beginning of the Summer and one in the Fall. Get the information out.

2. Creating a Facebook page which can repost information that should get out there.

Warren. Facebook should have no comments. Put an email address out there for folks to send their questions to.

Beverly. Google email address. Not sure if we have any newsletter functions built into our website? Mail Chimp is a possibility.

The two emails (Chris's idea) could be a newsletter. One in the Spring and one in the Fall.

Beverly. Yes, and we can post it on our website and post it on our Facebook page.

Abby. What if we used What's Happening in Wolfeboro or Wolfeboro Community groups on Facebook?

Chris. You don't want to build anymore groups outside of what we have. There are two or three large community groups in Wolfeboro. We should put a link to our website on one of those group pages.

Abby. How do we build our email group?

Chris. If you would like to receive information alerts, signup on our website.

Marie. For Summer have something on the Wolfeboro website home page with a link to our

website.

Beverly. There has to be something on the website if you are going to send people to it.

Abby. Warren's idea of a section on news, and a section on topics.

Warren. Twice a year newsletter and then if there is an outbreak of cyanobacteria, we could use that email list to alert people.

Abby said that she was a member of the Wolfeboro Community group. I can post a link to our website.

Warren. Include a link at the bottom of any announcement to signup for alerts and news.

Beverly. You cannot have a page without comments unless you indicate the page is closed for comments. You have to do this every time you post something to your page.

Abby asked Warren if he would give Beverly a catchy little blurb on cyanobacteria to post?

Warren. There is that ALS article.

Beverly. We could link to it.

Warren. First post that goes on a Facebook page has got to be an introduction to Wolfeboro Waters.

Karen. Repost email/messaging posts that are already being distributed by other entities involved in water conservation, etc. (DES, EPA, Conservation Commission, etc.)

- **Report from each Lake Rep.**

Abby talked to Julie Brown at the Wentworth Watershed Association, there was no news to report.

Russ pond rep was not in attendance.

Warren. Lake Winnepesaukee. One of the things we want to do is advertise the proposed Wolfeboro Bay Watershed plan.

Abby said she would give Beverly that plan.

Sargent Pond came up. But there is no data yet.

Abby will talk with Julie about monitoring Sargent Pond.

Warren. Another information piece to put out there is to watch out for people who are monitoring the lake. Alert people that some of the boats and drones along the shores are there to do water sampling and to take pictures of the lake.

Beverly and Abby thought that that would be a reasonable thing to have on the front page.

Warren spoke of beach advisories/alerts. If it is part of Wolfeboro Recreation Department, we could link to it.

5. Adjournment:

Warren moved for adjournment. Marie seconded the motion.

Meeting was adjourned unanimously at 12:52pm.

Submitted by Karen Lancaster