Appendix C

PUBLIC RELATIONS ACTION PLAN

#	S	Lead	Action	Description/Status
1			Create & Maintain **TLC PR Master Contact List**	4/16/09-Create computer based mailing/email list for target audiences, including but not limited to: Newspapers, Radio, TV, Vilas Cty Website, Town of LDF Website, Tribal Newspaper, Lake Associations, Tribe, Lions Club & other Service Organizations, Ted Ritter, Vilas Cty …Sue Drum, LDF Area Improvement Association. For each entity we will list both a contact at the entity as well as someone in our area who will transmit the info.
1.2			Create & Maintain **Lakes Association Data Base/ Contact List**	4/16/09-This is one part of Item #1 This info will include info regarding current officers, membership, scheduled activities etc. This will be our principle repository for Lakes Association Information
3			Create & Maintain a Printed **Material Distribution List**	4/16/09-This is a special list of entities that will receive printed materials
3.1			**Distribute Materials** per List	4/16/09-Actually deliver the materials per item 3
4		Rob & Donna	Assure Availability of **AIS Info Materials/Packets (5 Totes)**	4/16/09-Inventory, cleanout and organize all 5 totes, making sure that all the totes have a full supply of info & are stocked for Opening Day
4.1	A	Roberta	Order **Watch Cards** for Totes	4/16/09-Roberta to order from Wausau supplier
4.2	A	Roberta	Inform Coordinators regarding contents and handling of **Totes**	4/16/09-Inform Coordinators of location, content and how they are to make use of the totes and how to request additional info if they need any
5			Write **Press Release** for monthly TLC meetings, TLC Events and any other TLC Accomplishments	4/16/09-Probably need a process to guaranty that we write and release a Press Release for all meetings and events as well as other key accomplishments such as securing funding.

6			Contact **Ted Ritter** to make sure that PR Team are all copied	4/16/09-Make sure that all PR Team Members see Ted's communications
7			Request Norm to add **TLC deadlines/milestones** to his calendar	4/16/09-We need to keep track of milestones and deadlines that everyone needs to be aware of. For example the date to give draft info to the printer.
8			Create & Maintain a **Picture File** for use in PR Efforts	4/16/09-Develop a digital photo file for use in PR communications. Make sure that all events and meetings are recorded.
9			Develop & Execute an **Outreach Program**	4/16/09-Figure how best to work with other organizations to enlist their support for our objectives. Include but not limited to: Schools, Resorts/Bait Shops/Guides, **Tournaments**, Rental, Boat Dealers, Churches, Cultual Center, Museum, Chamber of Commerce, Library (s), Resturants, ACE Hdwr, Trigs, SaveMore, Bookstore and other entities that our members may suggest.
10			Purchase **Name Cards** for TLC workers	4/16/09-Improve communications and acceptance with leave behind contact cards (business cards)
10.1			Review use of Tee Shirts by TLC Team	4/1609-Order Shirts if needed and make sure that Members and Volunteers wear them when doing public TLC activities
11			Contact PR Team Members not at 4/16 meeting -Gorski & DeWald	4/16/09-Verify their interest in working on the PR Committee, update them on outcomes from our meeting and secure their commitments to specific deliverables
12			Decide PR Committee meeting schedule & working arrangements	4/16/09-Decide when we are going to meet and how best to get our work done and report on it to the TLC each month
13			Develop **TLC Slogan/Message Imagery**	4/16/09-Basic "Advertising" issue. What are our "official" slogans, images, colors, symbols etc. Once decide make sure we use them.
13.1			Run **Poster** Contest at Grammar School	4/16/09-Run contest to develop TLC AIS poster and then print and distribute the poster and do appropriate PR releases
13.2			Develop **Bumper Sticker**	4/16/09-Popular low cost advertising/awareness tool.

Legend:# Our Action Item – Facilitates communication with each other, as in “Take a look at Action Item 11! Decimal point format allows us to add work items and keep them grouped into related areas S Stands for Status – A is active item, currently being worked on, H is on Hold, F is

Future, D is Done Lead Who is in the lead or is responsible for making this happen

Appendix D

NEWSLETTER -MAY 2009

TOWN BOARD

FRANCIS CHARTIER
CHAIRMAN
MIKE CHRISTIANSEN
SUPERVISOR
MATTHEW E. GAULKE
SUPERVISOR

Lac du Flambeau
Town Lakes Committee

Newsletter May 2009

Town Lakes Committee Members

- John Bartosz
- Roy Bodo
- Guy David
- Charlene DeWald
- Edith Dobrinski
- Roberta Gast
- Jack George
- Gerald Gorski
- Lester Kuerschner
- Rob Milburn
- Chuck Pollack
- Donna Roche
- John Spickerman
- Paul Stinski
- Gretchen Watkins
- Norm Wetzel
- George Zickert

AIS Coordinators

- Randy Augustinak
- Nancy Edwards
- Jane Pfeifer
- Mark Vallier

Grant # AEPP-191-09

Dear Neighbor:

The Lac du Flambeau Town Board is pleased to announce that the Wisconsin Department of Natural Resources has approved our Aquatic Invasive Species (AIS) Grant Application for 2009.

For the fourth year the Town Lakes Committee will receive funds from the WDNR to help protect our lakes from aquatic invasive species.

Since the Town Board created the Town Lakes Committee in March 2005, hundreds of volunteers have graciously provided thousands of hours to combat AIS.

In December of each of the past three years, the Committee mailed reports to LDF residents and property owners summarizing volunteers' participation for the 2006-2008 seasons. The reports are available on request at the Town Hall on paper or CD.

Importantly, volunteers donated enough hours to offset the Town's financial obligations for all three grants.

The grant for 2009 is a matching grant, meaning the Town will be reimbursed if volunteers donate sufficient hours participating in specific grant activities.

This newsletter highlights the new grant and encourages you to help. Every minute you serve as a volunteer will help protect the lakes as well as help us secure the grant money from the WDNR.

As you read the newsletter, please think about how *you* will help support the important effort to combat AIS.

Plan to attend the special event noted below as well as the other activities described in this newsletter.

In closing, we extend a warm thank you to the members on the TLC and to all of you who have volunteered in the past and who will help this season as well.

Eurasian Water Milfoil

On behalf of the Lac du Flambeau Town Board,

Francis P. Chartier,
Chairman

Key Communicator: John Bates

John Bates, Northwoods naturalist and nature writer, will be the featured speaker at an event sponsored jointly by the TLC and the Crawling Stone Lakes Association.

He will address our role in protecting and preserving the Northwoods, especially the lakes.

John Bates is the author of seven books on the Northwoods and Upper Midwest. He conducts outdoor classes for Nicolet College and the UW-Extension. He owns a guide service, *Trails North*, and he also writes a bi-weekly column, "A Northwoods Almanac," for *The Lakeland Times*.

John Bates
Saturday, June 20, 2009
10:45 AM
LDF Public School
Auditorium

TOWN LAKES COMMITTEE

-MISSION-
Protect the lakes from Aquatic Invasive Species

GOALS
Prevent AIS Infestations

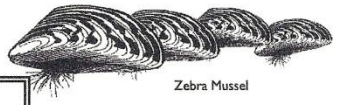
Manage AIS Infestations

Administer Efficiently & Effectively

Lake Association Partners
Several lake associations have joined the TLC in the effort to curb AIS. They include:

>Crawling Stone Lakes Association
>Shishebogama-Gunlock Lakes Association
>White Sand Lake Association
>Placid Lakes Association
>Squaw Lake Association
>Ike Walton Lake Association
>Pokegama Lake Association
>Spring-Jerms Lake Association

Introduction to Aquatic Invasive Species


Zebra Mussel

Of the more than 180 invasive species in Wisconsin, six currently pose the greatest threat to the lakes in the Flambeau area: Purple Loosestrife, Curly-leaf Pondweed, Eurasian water Milfoil, Rusty Crayfish, Zebra Mussel, and Spiny Water Flea.

All six have been found in lakes in Vilas County or in nearby counties.

Purple Loosestrife, for example, is in Moss, Flambeau, Fence, North Placid, Wild Rice, White Sand, Gunlock, Pokegama, Long Interlaken, and Shishebogama Lakes. The Rusty Crayfish is in Little Crawling Stone, Crawling Stone, White Sand, Pokegama, and Little Trout Lakes.

To learn about AIS, plan to attend a workshop on AIS identification and watercraft inspection sponsored by the TLC. Learn about AIS, including how to identify them and what to do if you suspect you find one.

Members on the Town Lakes Committee will present the workshop on Wednesday, June 9, from 9:30-Noon at the LDF Town Hall. **(Note: same workshop mentioned in next article).**

Register by completing the enclosed form and returning it to the LDF Town Hall, or call the Town Hall at 715-588-3358.

Learn About Clean Boats Clean Waters

Most of the AIS that threaten Lac du Flambeau travel to the Great Lakes from Europe and Asia in the bilge water of ships. From there, they hitch rides further and further inland in bait buckets and bilge water and on boats and motors.

A portion of the grant funds, therefore, will be spent on implementing the *Clean Boats Clean Waters Program*, a proven way to keep unwanted plants from entering a lake by examining boats and trailers at the landings.

Per the grant, the Town has hired four inspectors who will work primarily on weekends at landings from late May through October.

However, the overall task requires more help and time than the coordinators can provide alone. You can assist in a major way by helping to inspect watercraft and educating boaters.

To learn how, attend a workshop on inspecting watercraft and identifying AIS.

Members on the TLC will present the workshop on Wednesday, June 9 from 9:30-Noon at the LDF Town Hall. **(Same workshop noted in previous section).**

Register by completing the enclosed form and returning it to the LDF Town Hall, or, call the Town Hall at 715-588-3358.

Learn About Establishing a Lake Association

In addition to confronting AIS by inspecting watercraft and monitoring the lakes, you can provide a critical and positive role in helping the lakes by establishing a lake association.

Volunteer organizations have been a part of the lake scene in Wisconsin for over a hundred years. By the turn of the 19th century, declining water quality and other human impacts on lakes were becoming apparent. People on Lake Geneva and the Lauderdale Lakes formed the first lake organizations in 1898 and 1902, respectively, to deal with the issues.

*Over the years, a growing sense of urgency has caused more and more lake area residents to band together, and today, Wisconsin has 480 lake associations and 220 lake districts.**

The grant includes resources to help establish new lake associations. The TLC, therefore, will host a meeting for anyone who wants to learn about forming a lake association on Tuesday, June 30, 10:00-11:30 am, LDF Town Hall.

To register, complete the enclosed form and return it to the LDF Town Hall, or, if you prefer, call the Town Hall at 715-588-3358.

*People of the Lakes: A Guide for Wisconsin Lake Organizations.

Grant documents issued by the TLC are available at the LDF Town Hall. Many are also available on the Vilas County Website.

Rapid Response Plan & Lake Steward Program

The Lac du Flambeau Town Board and the Lac du Flambeau Band of Lake Superior Chippewa Indians both took significant action last October by endorsing the *Rapid Response Plan (RRP)*, a process for guiding the Town and Tribe on how to respond to new reports of AIS in a timely manner.

The word *rapid* refers to responding to a verified finding of AIS before it is able to reproduce. The RRP pertains to new detections of AIS that may cause the greatest damage to the local economy and environment or threaten human health.

The process includes four phases: verifying an AIS report, assessing the threat of the AIS, developing a management plan to respond to the AIS, and implementing the management plan.

The complete RRP is available at the LDF Town Hall and the Tribal Office.

Consistent with the Rapid Response Plan, the TLC will begin this summer to establish a network of *Lake Stewards*, volunteers who want to learn about AIS and serve as liaisons between their lake's residents and the TLC.

If you would like to be a Lake Steward or simply receive more information about the program, plan to attend the meeting scheduled for July 8, from 10:00-11:30 am at the Town Hall. Register by completing the enclosed form and returning it to the Town Hall, or call the Town Hall at 715-588-3358.

Lakes Fest June 20, 2009

Plan to learn about the lakes and have some fun at the same time by attending the Annual Lakes Fest sponsored by the LDF Tribe, Saturday, June 20, 10:00 am to 3:00 pm, downtown Lac du Flambeau.

Workshop on Purple Loosestrife

Purple Loosestrife is an invasive perennial plant that is spreading in the wetlands, shorelines and wet roadside ditches in Lac du Flambeau. The following lakes are infested with the plant: Moss, Flambeau, White Sand, Pokegama, Long Interlaken, Wild Rice, North Placid, Fence, Gunlock, and Shishebogama.

The plants have tall purple spikes in mid-summer that are very attractive, but they crowd out native vegetation and reduce food, shelter and nesting sites for wildlife such as birds, turtles and frogs.

Unlike other invasive plants, Purple Loosestrife can be effectively controlled biologically. A specific beetle reduces the growth and reproduction of the plant.

The beetle is native to areas of the world from where Purple Loosestrife was imported and it cannot survive without feeding on the plant.

The Tribe and the Town have taken an aggressive approach to control Purple Loosestrife but would like to expand the effort.

To this end, the TLC will conduct a workshop to help volunteers learn about Purple Loosestrife, including how to raise and release beetles.

The workshop will be held at the LDF Town Hall on June 6 from 9:00-11:00 am. Register by completing the enclosed form and returning it to the Town Hall, or call the Town Hall at 715-588-3358.

Estimated Grant Budget

Through the grant, the Town of Lac du Flambeau will receive up to $44,708 from the WDNR to combat AIS. This amount includes:

>$29,153 for coordinator salaries and transportation expenses
>$7,595 for purchased services such as printing and mailing
>$2,350 for supplies
>$610 for equipment rental
>$5,000 for items like mileage reimbursement, workshop registrations, and administrative costs

In order for the Town to receive full reimbursement, volunteers need to provide $14,903 in donated time at $12 per hour (1242 hours).

The TLC has set goals to accumulate at least 1200 hours of volunteer time for inspecting watercraft at the landings and 1000 hours of volunteer time on lake monitoring activities.

The itemized grant budget is available at the Town Hall.

Workshop on Citizens' Lake Monitoring Network

Each lake in Lac du Flambeau has its own personality, its own physical and chemical traits that uniquely define the lake.

These traits may change over time, sometimes for the better and sometimes not. A lake's chemistry, for example, can change daily while other changes such as plant and algae growth occur seasonally. Importantly, factors such as the arrival of aquatic invasive species can exacerbate the change process.

Seeing a need to be aware of such changes, residents have been asking what they can do to help monitor their lakes.

In response, the Town Lakes Committee will conduct a workshop on how volunteers can observe and document trends in water clarity, water chemistry, and the aquatic plant growth of their lakes.

The workshop will be offered in conjunction with the *Citizens' Lake Monitoring Network*, a statewide program for monitoring lakes.

The workshop will include presentations at the LDF Town Hall as well as demonstrations on a local lake.

The workshop will be held on Tuesday, June 23 from 9:00-Noon.

Sandy Wickman, representing the Citizens' Lake Monitoring Network (WDNR), will be a primary presenter.

Register by completing the enclosed form and returning it to the Town Hall, or call the Town Hall at 715-588-3358.

Tribe to Study Lakes

The Lac du Flambeau Tribal Water Resource Department is planning to survey aquatic plants on some lakes within the Lac du Flambeau Chain this summer.

Using the point-intercept (PI) sampling approach developed by the Wisconsin DNR, data will be collected on factors like the maximum rooting depth, distribution of aquatic invasives, and the diversity of the plant community (called Floristic Quality Index).

Also, the Tribe is applying to the WDNR for funds to compile data on aquatic plants, water quality, and land use, as well as document user perceptions. As part of the grant, all data and information will be made available to the public.

If funded, volunteers will be needed to ascertain user perceptions of the target lakes (Flambeau, Fence, Big and Little Crawling Stone, Pokegama, Moss, Long Interlaken, White Sand, Ike Walton, and Little Trout).

The Town Lakes Committee has pledged to help with this important effort, but more volunteers will be needed. Please express your inclination to help by calling the Tribe at 588-3303 or the Town at 588-3358.

Property Values & Aquatic Invasive Species

The Town Lakes Committee and numerous volunteers have been deeply involved in inhibiting the spread of aquatic invasive species. Periodically, this has given rise to the question of whether there is a relationship between AIS and property values.

The issue was addressed recently at the Wisconsin Association of Lakes Conference where David Lewis, Assistant Professor at the University of Wisconsin, presented results of a study on the relationship between Eurasian Water Milfoil (EWM) and property values.

According to Professor Lewis, a primary conclusion of the study is that "lakes invaded with...Eurasian Water Milfoil experienced an average 13% decrease in land value *after* invasion."

Professor Lewis and Eric J. Horsch tracked "more than 1800 lakeshore property transactions across 172 lakes in Vilas County over a ten year period, 1997-2006.

Lakes infected with EWM were selected for study as opposed to lakes with other forms of AIS because EWM is one of the most widespread and common aquatic invasive species in North America. It is easily transported by boats and trailers and can have dramatic effect on a lake by replacing native plant species and choking the lake, making navigation, recreation and fishing difficult. The WDNR allocates about 4 million dollars annually to prevent and manage all AIS in the entire state.

The complete study can be found at: www.aae.wisc.edu/pubs/sps/abstract.asp?id=580.

"Clean Lakes Bill" (Phosphorus Lawn Fertilizer) Now Law *

The Clean Lakes Bill (AB 3) passed both houses of the legislature and was signed into law by the Governor on April 14. According to the Wisconsin Association of Lakes, approval of the bill has made Wisconsin a national leader and a model for other states.

Modeled after Dane county's existing county ordinance, the law regulates phosphorus in lawn fertilizer and prohibits the display, sale, and use of lawn fertilizer containing phosphorus, with certain reasonable exceptions. The prohibitions will take effect next year to give retailers time to order phosphorus-free lawn fertilizer.

Nutrients like phosphorus—a common ingredient in lawn fertilizer—are degrading most of Wisconsin's inland lakes. Plants don't absorb more phosphorus than they can use, and excess phosphorus from lawns washes directly into the lakes and streams causing smelly algae blooms, fish kills, and declining water quality.

The Wisconsin Association of Lakes member lake associations, lake districts, and concerned citizens from across the state worked together for passage.

*From the Wisconsin Association of Lakes E-mail Newsletter, April 2009 and e-mail of April 23, 2009.

Slow-No-Wake Bill Passes*

A bill (SB 12) that will establish a statewide slow no wake zone for motorboats within 100 feet of a lake's shoreline awaits the Governor's signature to become law. The bill is intended to preserve water quality, prevent shoreline deterioration, and improve public safety for citizens who are fishing, swimming, and paddling along the shorelines.

Boating too close to shorelines can contribute to shoreline erosion problems, reduce water clarity by stirring up lake bed sediments, release phosphorus—the nutrient responsible for algae blooms—from lake bed sediments, and harm fish habitat when propellers uproot shore land plants.

A provision within the bill allows local boating ordinances to extend slow-no-wake zones farther away from the shore (for example, 200 feet as Dane County has done).

Local boating ordinances may also specify slow-no-wake zones that are less than 100 feet from the shoreline. This provision recognizes that there are some locations where a more localized approach may be desirable to accommodate recreational use.

An exemption is also included for water-skiers pick up and drop off zones.

*From the Wisconsin Association of Lakes E-mail Newsletter, April 2009.

Aquatic Invasive Species Transport Bill*

The Legislature has introduced a bill (SB 123) and companion bill (AB 162) that would regulate aquatic invasive species.

The bills offer some technical changes to improve upon the "illegal to transport" language that was passed in May of 2008.

Current law prohibits invasive species from being transported on a highway. The new bill would prohibit the transport of aquatic plants or animals on a vehicle of any kind on a public highway.

The bill would also prohibit the launch of watercraft, (expanded to include any vehicle, seaplane, watercraft, or other object of any kind) with aquatic plants or animals attached.

Authority for law enforcement officials is also broadened under this bill.

This bill would give the Department of Natural Resources authority to respond to invasive species that are new to Wisconsin, or are an increasing threat to Wisconsin resources.

*From the Wisconsin Association of Lakes E-mail Newsletter, April 2009.

Ballast Water Regulations*

When ocean-going ships flush their ballast water tanks, they can deposit exotic stowaways like zebra mussels and sea lampreys directly into the Great Lakes.

Having no native enemies to keep them in check, the invaders become established and cause major ecological and economic damage. Currently, 185 invasives inhabit the Great Lakes, and most have arrived in ballast water.

In response, Governor Jim Doyle has proposed a permit program that would require all ocean-going vessels that discharge ballast water at Wisconsin ports to greatly step up their removal of invasive species within the next three years.

Under the proposal, Wisconsin would require all ocean-going vessels by 2012 to cleanse their ballast water 100 times more stringently than a proposed international standard.

By 2013, all newly constructed ships that dock at Wisconsin ports would need to cleanse their ballast water 1,000 times more stringently than the international standard.

None of Wisconsin's proposed new standards would be required of ships that only travel the waters of the Great Lakes.

*From the Wisconsin Association of Lakes E-mail Newsletter, April 2009.

LDF Website

The Town of Lac du Flambeau website "went live" on May 1, 2009.

Check it out and you'll find helpful information about the Town Board, Zoning Committee, Town Lakes Committee, Transfer Station, and more.

The site will provide access to ordinances, meeting agendas and minutes, and links to other sites.

Check the website, for example, to read the Town Lakes Committee's past newsletters and the Strategic Plan and Rapid Response Plan.

Access the site at: http://www.tn.lacduflambeau.wi.gov

Thank You

Several individuals and organizations supported the submission of the grant application. The Town Lakes Committee extends a warm thank you to:

- Jim Holperin, State Senator, 12th District
- Dan Meyer, State Representative, 34th Assembly District
- Carl Edwards, President, Lac du Flambeau Band of Lake Superior Chippewa Indians
- Ted Ritter, Vilas County Invasive Species Coordinator
- Sue Drum, Secretary, Vilas County Lakes Association
- Jim Gresmer, President, Lac du Flambeau Improvement Association
- Chet Andrews, President, Lac du Flambeau Lions Club
- Jeff Zanski, President, Squaw Lake Association
- John P. Dean, President, Ike Walton Lake Association
- Tom Koenen, President, Shishebogama & Gunlock Lakes Association
- Clark J. Albert, President, White Sand Lake Association
- Bob Schneider, President, Crawling Stone Lakes Association
- Thomas Schuler, President, Placid Lakes Association
- Lester Kuerschner, President, Pokegama Lake Association
- Roy Bodo, President, Spring-Jerms Lake Association

Town of Lac du Flambeau
P.O. Box 68
Lac du Flambeau, WI 54538

REGISTRATION

Please use this form to register for the TLC workshops. Mail the form to the LDF Town Hall at PO Box 68, 54538; or, deliver it to the Town Hall at 109 Old Abe Road; or, call the Town Hall at 715-588-3358.
There are no registration fees.

DATE	TIME	ACTIVITY	NAMES OF REGISTRANTS
June 6	9:00-11:00 am	Purple Loosestrife Workshop	_____
June 9	9:30-Noon	CBCW/AIS	_____
June 23	9:00-Noon	Lake Monitoring Network	_____
June 30	10:00-11:00 am	New Association Workshop	_____
July 8	10:00-11:30 am	Lake Steward Information Meeting	_____

Primary Contact: Telephone: _____ E-mail: _____

Appendix E