

2017 Crow Wing County AIS Prevention Plan Wrap-up and Lake Association feedback

September 21, 2017



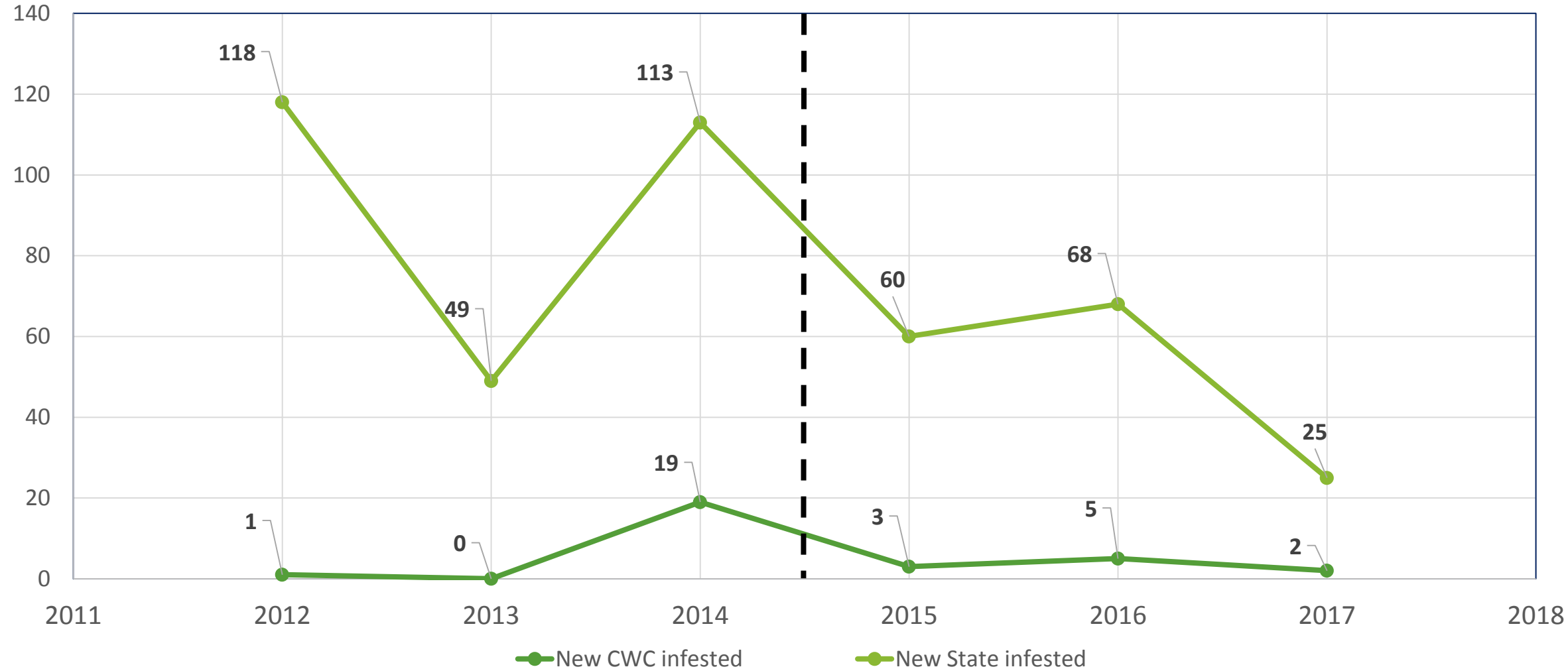
Topics Covered Today

- County presentation - 2017 AIS Prevention Plan (40 min.):
 - Planning process
 - Implementation
 - Relevant inspection / decontamination data
- Break (10 min.)
- Lake Association feedback on 2017 AIS Prevention Plan (1 hr)
 - Successes
 - Missed opportunities
- County presentation – next steps for 2018 AIS Prevention Plan (5-10 min.)

AIS Infested Water Bodies in CWC

- Water bodies infested with AIS in CWC in 2017: 2; Lake Edward [zebra mussels] and Mahnomen Mine Pit #1 [zebra mussels].
- According to the MN DNR, CWC has 61 water bodies / water ways infested with AIS out of 912 water bodies in the state infested (6.6% of the total) (*as of 8/13/2017*)
 - Crow Wing County has 647 total water bodies. 9% are infested.
- In 2017, CWC has 2 new water bodies out of a total 25 confirmed in MN so far (8% of the total).

Newly infested AIS Water Bodies in MN (as of 8/13/2017)



2017 AIS Prevention Plan Planning Process

- September, 2016:
 - State of Minnesota allocates \$445,700 to CWC in local AIS prevention aid monies
 - \$10 million total allocated each year to MN counties since 2015 (\$4.5 million in 2014)
 - Funds allocated based on each county's share of trailer launches (50%) and trailer parking spaces (50%).
- December-January, 2016:
 - 12/21/2017: AIS Prevention Plan developed and sent out for 30 day public comment period.

2017 AIS Prevention Plan Planning Process

- Comments received (generally):
 - Gather input from stakeholders prior to 30 day public comment period
 - RESULT: This meeting
 - Comment period was too late in the year
 - RESULT: Comment period for 2018 will begin in November (2017 plan = late December)
 - Form a task force committee
 - RESULT: We continue to have at least 10 different ways to gather feedback from stakeholders and constantly engage with stakeholders in a fair and open manner.
 - Spend carry-over funds
 - RESULT:
 - \$15,000 on MHB “Minnesota Traditions” social media, etc.
 - \$10,000 on AIS awareness newsletter to all riparian properties in Crow Wing County.
 - \$1,500 on Hwy 6 billboard (Cass / Crow Wing collaboration)
 - \$1,250 on “Linder's Angling Buzz” AIS messaging (multiple counties)
 - No “top 10” projects came to fruition so no money spent in that direction

2017 AIS Prevention Plan Planning Process

- Comments received (generally):
 - Reduce administration expenses related to local AIS aid monies.
 - RESULT: reduced administrative related expenses from 15% down to 9.9%...lowest in the 7 county area and possibly in all of MN.
 - Increase inspection hours and budgeted monies.
 - RESULT: 850 more inspection hours on 21 lakes (25 landings) that are infected with AIS.
 - Reduce costs associated with employment service companies
 - RESULT: ERC charges apx. 32% of wages (avg.) for watercraft inspectors. This is in-line with other counties / LGUs who use employment staffing companies to manage their inspectors.
 - Other employment staffing agency in Brainerd in 2014 did not have the capacity to manage the number of inspectors we have.
 - That same staffing agency indicated in 2017 that their rate would likely be a similar percentage.
 - Risk classification needs to be updated
 - RESULT We agree and plan to do so this off-season concerning all lakes using objective information.

2017 AIS Prevention Plan Planning Process

- Comments received (generally):
 - Decontamination has not been effective:
 - RESULT: 98% compliance in 2016 and 2017 concerning AIS violations and drain plug in.
 - New decon. hotline, business cards, AIS newsletter, billboard, and other targeted advertisings specifically messaging decontamination.
 - New Pelican Lake decontamination station.
 - Decontamination needs to be mandatory:
 - RESULT: We follow state law. Lake associations (or other partners) who wish to pursue further restrictions must obtain delegation agreement with LGU.
 - AIS prevention efforts should be levy-funds supported:
 - RESULT: County board sets the policy direction.
 - AIS Prevention Plan should identify in-kind support
 - RESULT: No “in-kind” match required as part of State’s funding reporting.
 - Lake Associations and other partners play a large role (over 4,000 anticipated extra inspections hours!, etc.). We try to say it whenever we’re communicating broad AIS strategies.

2017 AIS Prevention Plan Planning Process

- January, 2017:
 - New delegation agreement with MN DNR is signed by CWC (3 year agreement)
- February, 2017:
 - 2017 AIS Prevention Plan approved by Board of Commissioners
 - One revision:
 - 1.) Additional funding to watercraft inspections (850 extra hours) and reduction to admin. costs
- April, 2017:
 - Internal budget revision process allocated the \$35,000 in unspent AIS funds from previous years into the official AIS budget in the following way:
 - \$30,000 moved to education and awareness budget (multi-county collaborative projects)
 - \$5,000 moved to general operating supplies budget for core equipment replacement needs (tablets, landing flags, etc.)

Proposed 2017 CWC AIS Budget

Inspection	Amount	Notes
Level I Inspection Hours	\$296,979	400* hrs for very high risk, 200 for high risk, 100 for other (* = additional 50 hour increase bonus for lakes that are infested)
Level I inspector mileage	\$7,000	
Training for Level I Inspectors	\$10,800	
Supplies & Equipment	\$500	Vests, tablets, flag signs, wrenches, sponges, etc.
Usage Counters (annual operation)	\$500	
County Staff Coordination	\$22,672	Employee expenses
Total Inspection	\$338,451	
Decontamination		
Level II Crosslake inspection hours + decon. Program reimburse	\$21,500	
Level II inspector mileage	\$2,000	
Training for Level II Inspectors	\$1,000	
General Operating Supplies	\$2,000	
County Staff Coordination	\$12,945	Employee expenses
Total Decontamination	\$39,445	
Education & Awareness		
Lake Association marketing, print media, targeted advertising	\$21,500	\$250 per lake w/ boat access; targeted contact via TV, radio, online, rack
Total Education & Awareness	\$21,500	
Milfoil Treatment		
DNR-approved treatment & related surveys by licensed experts	\$45,000	Eligible Lakes: Bay, Clearwater, Emily, Kimble, Lower Mission, Ossawinnamakee, Upper Mission, Ruth, White Sand
Innovation / Special Projects		
Special projects	\$5,188	Lab costs for water quality sampling, veliger testing of non-AIS infested lakes
Total Innovation / Special Projects	\$5,188	
Balance forward from 2016 (estimated)	\$35,000	
2017 Total AIS Budget	\$449,584	\$450,473 from 2016 State Allocation

2017 AIS Prevention Plan Accomplishments

- New watercraft inspector policies and procedures manual
 - County inspector “job tasks” related
 - Discipline
 - Clocking-in / out
 - Lunch
 - Leaving the landing
 - Appearance
 - Job descriptions
 - Lake and access information
 - Enforcement information
 - DNR information
 - ERC specific information
 - AIS help tools

2017 AIS Prevention Plan Accomplishments

- New AIS watercraft inspection and decontamination program policy:
 - Clear, consistent communication about what we (County) will provide within our program.
 - Inspections:
 - Previous years: emphasis on using available inspection hours based on stakeholder input and inspector “wants”.
 - RESULT: Inconsistent inspection schedules on each lake (i.e., weekdays vs. weekends) from week to week and month to month
 - RESULT: Start and end times (on a given day) were based not entirely on highest boat traffic counts.
 - 2017 and moving forward: emphasis on using available data and consistent coverage to drive inspection schedules.
 - RESULT: Depending on available staff, consistent weekends at predictable times based on boat counters and tablet survey data from 2016.
 - RESULT: 24-40 hour work week, depending on need of the lake. Each hour is maximized on that lake.

2017 AIS Prevention Plan Accomplishments

- New AIS watercraft inspection and decontamination program policy:
 - Inspections:
 - Master schedule:
 - Previous years: No master schedule. Inspections occurred strictly based on when an inspector could work. Bi-weekly schedules constantly changed and modified
 - RESULT: Intensive administrative staff time
 - RESULT: No predictability.
 - RESULT: No information about preferred expanded hours and how much more
 - RESULT: No information about significant events on the lake that may necessitate inspections (when available).
 - 2017 and moving forward: “road map” for inspections
 - RESULT: More lakes had better coverage throughout the entire season
 - RESULT: Shows trends of inspections and how they change as the “season” progresses
 - RESULT: Better coordination with volunteer programs and how best to use them
 - RESULT: Better and earlier coordination with lake associations about how to use “expanded” hour requests.
 - RESULT: Earlier lake association planning

2017 AIS Prevention Plan Accomplishments

- New AIS watercraft inspection and decontamination program policy:
 - Inspections:
 - Local Government Unit (LGU) delegation agreement option:
 - Previous years: All inspectors are under Crow Wing County's delegation agreement. As such, all fiscal and legal responsibility for those inspections falls on the County.
 - The MN DNR's stated preference is to officially only work with LGUs and tribes directly to manage inspection programs (i.e., counties, cities, and townships) in all aspects.
 - This includes supervisory capacity of inspectors and providing all necessary equipment.
 - RESULT: No ability for lake associations to tailor inspections hours and other needs to meet the very specific needs of their lake.
 - 2017 and moving forward: Opportunity for lake associations to partner with LGUs to manage their own inspection program:
 - RESULT: LGU (in cooperation with lake associations) allows for complete control of their own program.
 - RESULT: Ability to influence times of day/week/month, etc for inspections.
 - RESULT: Flexibility in how much inspectors are paid, types of equipment, vests, IDs, etc.
 - RESULT: Less County administrative time in doing scheduling and more on education/outreach and quality control.

2017 AIS Prevention Plan Accomplishments

- Watercraft inspection plans (level 1):
 - 75% of AIS funding (\$338,441) dedicated to level I watercraft inspections and related equipment (vests, tablets, flags, etc.)
 - Very high, high, and moderate lakes receive inspections. Risk is based on:

Risk Level	# of Landings (suitable for boats)	Risk Basis	2017 Plan
Very high	32	Large, heavily used landings on or very near infested waters	County provided inspectors 400 hours per landing
High	22	Well used landings on mid-sized lakes further away from infested waters	County-provided inspectors 200 hours per landing
Moderate	40	Generally public landings with sporadic use	Generally no county inspectors reliance on volunteers & education / awareness
Low	89	Little used public or private landings	Education / awareness only training offered for private landing operators

2017 AIS Prevention Plan Accomplishments

- Watercraft inspections:

	2016 Allocation	Proposed 2017 Level I Hours	% Change
50 Lakes Total (4 Landings)	800	800	0.0%
Bass	200	200	0.0%
Bay	400	450	11.1%
Borden	400	400	0.0%
Camp	200	200	0.0%
Clark	400	400	0.0%
Clearwater	200	200	0.0%
Crow Wing	100	100	0.0%
Edward	400	400	0.0%
Emily	400	450	11.1%
Gilbert	400	450	12.5%
Gladstone	400	400	0.0%
Gull	400	450	11.1%
Horseshoe	200	200	0.0%
Hubert	400	450	11.1%
Kimball	400	450	12.5%
Lower Cullen	200	200	0.0%
Lower Hay	400	450	12.5%
Lower South Long	400	400	0.0%
Middle Cullen	200	200	0.0%
Mille Lacs	400	450	12.5%
Mission Lakes (2 Landings)	400	400	0.0%
Nokay	200	200	0.0%

North Long (2 landings)	800	850	5.9%
O'Brien	100	100	0.0%
Ossawinnamakee	400	450	12.5%
Pelican (4 landings)	1200	1250	4.0%
Perch	100	100	0.0%
Platte	400	400	0.0%
Portage/Crooked	200	200	0.0%
Rabbit	400	400	0.0%
Rice (Lum Park)	400	450	11.1%
Round	400	450	12.5%
Ruth	400	450	11.1%
Serpent (2 Landings)	600	600	0.0%
Sibley	200	200	0.0%
Upper Hay	400	450	11.1%
Upper South Long	400	400	0.0%
WAPOA Total (5 Landings)	2000	2050	2.4%
Whipple	200	200	0.0%
White Sand	400	450	12.5%
Total:	16900	17750	5.0%

2017 AIS Prevention Plan Accomplishments

- Watercraft inspection plans (level 1):
 - 17,750 hours of level 1 inspections
 - Increase in 850 hours vs. 2016
 - Increase in 2,550 hours vs. 2015
 - Increase in 11,150 hours vs. 2014
 - Inspections on 55 landings on 49 lakes
 - Goal of 60 to 75 inspectors
 - Weekends, range is generally 8:00am to 7:00pm (depending on lake-specific 2016 data)

2017 AIS Prevention Plan Accomplishments

- Watercraft inspection accomplishments (as of 9/10/2017):
 - 18,700 hours of level 1 inspections:
 - 92% of County provided hours of watercraft inspections completed (16,318 of 17,750)
 - 105% of overall hours of watercraft inspections completed (18,700 of 17,750)
 - Last planned inspection weekend day is October 22, 2017.
 - Average of 940 hours/week
 - Average of 40 to 50 inspectors at peak employment time
 - 24,374 watercraft inspected (as of 8/13/2017)
 - Anticipate 3,000+ hours of lake association extended hours coverage
 - Incoming inspections in compliance with MN law for drain plugs, AIS found: 98% compliance (same as 2016)
 - 70% of the 2% not in compliance recently came from another CWC water body

2017 AIS Prevention Plan Accomplishments

- Decontamination plans (level 2 inspections):
 - 8.75% of AIS funding (\$39,445) dedicated to level 2 inspections at Crosslake (including equipment) and providing hours for both Ruth Lake and the new Pelican Square convenience store in Breezy Point.
 - Coverage:
 - Crosslake:
 - Fully staffed: weekends, Fri-Sun 10am – 8pm
 - On-call only: Mon.-Thurs. 9am to 8pm
 - Ruth Lake (200 hours to assist)
 - Pelican Square (200 hours to assist)

2017 AIS Prevention Plan Accomplishments

- Decontamination (level 2) accomplishments (as of 9/10/2017):
 - Coverage:
 - Crosslake:
 - Fully staffed: weekends, Fri-Sun 9am – 7pm
 - On-call only: Mon.-Thurs. 9am – 5pm
 - Crosslake: 533 hours (as of 9/10), 113 inspections (as of 7/25)
 - Ruth lake: at least 200 hours, 73 inspections (as of 8/13)
 - Pelican square: Unknown...state shows no survey data (as of 8/13)
 - Number of watercraft where an authorization form was completed to send boater to any decontamination station prior to launch (only on County-inspector landings): 17

2017 AIS Prevention Plan Accomplishments

- Eurasian Water Milfoil (EWM) plans:
 - 10% of AIS funding (\$45,000) dedicated to survey and treatment of EWM on 9 eligible lakes in CWC. And, water testing of TLWD waters reimbursement.
 - Reimburses costs of up to \$5,000 per-lake that is infected with EWM, specifically:
 - One survey during that lake's peak "bloom" time period, if no treatment is necessary after the survey.
 - Two surveys and one treatment if the first survey indicates that treatment is necessary (a follow-up survey will then be performed to see effectiveness).
- EWM accomplishments:
 - 5 lakes (55%) requesting \$19,921 have sought reimbursement for survey and testing (Ossi, Upper Mission, Lower Mission, Emily, Ruth)
 - We expect at least one more (Bay) to seek reimbursement as well.
 - \$396 for TLWD water testing package.
 - Projected \$19,683 remaining at end of 2017.

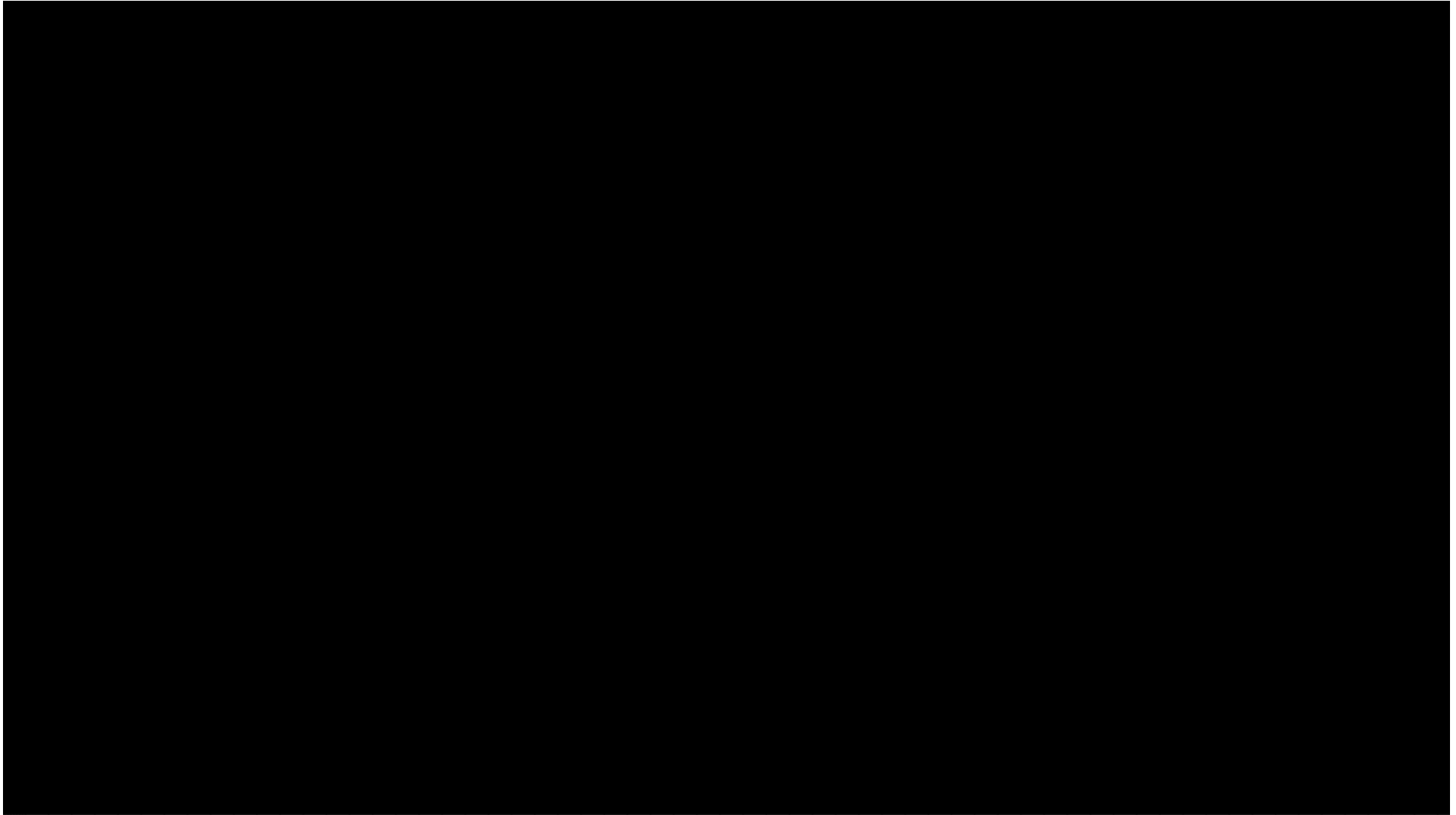
2017 AIS Prevention Plan Accomplishments

- Veliger testing plans:
 - 1.1% of AIS funding (\$5,188) dedicated to veliger testing on non-AIS contaminated lakes.
 - Cost per-sample is \$80 to the County. Additional testing beyond one is available if desired by lake association.
- Veliger testing accomplishments:
 - 27 lakes participated in and performed veliger testing.
 - One tested positive (Lake Edward) for veligers, although DNR already indicated this lake is confirmed for zebra mussels.
 - 2 lakes (Star and Bass, near Crosslake) tested later and results show no veligers present.
 - Projected 41% of funding will have been spent by end of year (\$2,160 out of \$5,188)

2017 AIS Prevention Plan Accomplishments

- Education and Awareness plans:
 - \$21,500 on lake association marketing, print media, and targeted advertising
 - Includes \$250/lake in monies to lake associations who promote awareness of AIS on a lake with a public access (i.e., newsletter, newspaper add, post cards, etc.)
 - Must be grounded in well-known and vetted “best practices” established by the scientific community and/or DNR.
- Education and Awareness results:
 - 4 lake associations (WAPOA, 50Lakes, Lower Hay, Cullen Lakes) totaling 17 lakes asked for \$4,181 in marketing reimbursement.
 - 3 press releases (decon. station, AIS Plans) to all outlets
 - New AIS decontamination hotline (218-824-1055)
 - Hand-out cards advertising decontaminations (wallet + rack cards)...handed out at landings and all public appearances

Pequot Lakes Movie Theater Decon. Ad





PROTECT OUR LAKES!

There are 4 decontamination stations located within Crow Wing County.

Decontaminating your watercraft will help stop the spread of Aquatic Invasive Species.

- #1 Decon Station in Crosslake, MN
- #2 Decon Station on Gull Lake, MN
- #3 Decon Station at Ruth Lake, MN
- #4 Decon Station in Breazy Point, MN



crowing.us
Search "AIS"



CROW WING
COUNTY
MINNESOTA

DECON HOTLINE 218-824-1055

AIS Newsletter / update to riparian CWC owners



What is Aquatic Invasive Species (AIS) and why is it important?

Our natural resources are threatened by invasive species such as the zebra mussel, Eurasian watermilfoil, Purple loosestrife, spiny water fleas and starry stonewort, among others. These, along with new invasive species, could be easily spread within the state if citizens, businesses, and visitors don't take necessary steps to contain them.

The following are direct negative impacts of AIS in Minnesota:

- Reduce Game Fish populations
- Ruin boat engines and jam steering equipment
- Potentially make lakes and rivers unusable by boaters and swimmers
- Reduce and impact native species
- Degrade ecosystems

Did you know?

- 53 of 647 water bodies in Crow Wing County are infected with AIS. That's only 8%.
- 98% of boats entering our waters are AIS and drain plug compliant.
- In 2016, CWC inspectors, in cooperation with local lake associations, performed 42,500 watercraft inspections consisting of 22,000 hours on 55 landings.

Isn't the spread of AIS inevitable?

Although aquatic invasive species may seem unstoppable, there is hope. The University of Minnesota Aquatic Invasive Species Research Center (MAISRC) is working to develop an in-depth understanding of the biology and ecology of AIS to determine if there are weaknesses in their life histories that can be targeted for control. By doing our part, we can reduce the rate of spread while that research happens.

What can I do to stop the spread of AIS?

- Get involved. Go to www.crowwing.us and search "resource directory" for contact information for all lake associations in the county and other sources of action.
- Become an "AIS Detector" and/or AIS volunteer by attending volunteer trainings hosted by the DNR and MAISRC. Learn more at www.maisrc.umn.edu/ais-detector and www.dnr.state.mn.us/invasives/ais_volunteer.html
- Visit the DNR's website dedicated to shoreland owners at www.dnr.state.mn.us/invasives/shoreland_owners.html
- Keep up-to-date with our website, review our plan, provide feedback during public comment periods, attend the annual lake association open house or the county fair, or contact Crow Wing County directly at the information below.
- Stop by the Land Services Building at 322 Laurel Street, Brainerd, MN (8am-5pm, M-F) and ask for copies of "Protect Our Waters" information packets to hand out to friends and neighbors

For questions, please contact Crow Wing County Land Services www.crowwing.us - email: landservices@crowwing.us - Phone: 218-824-1010

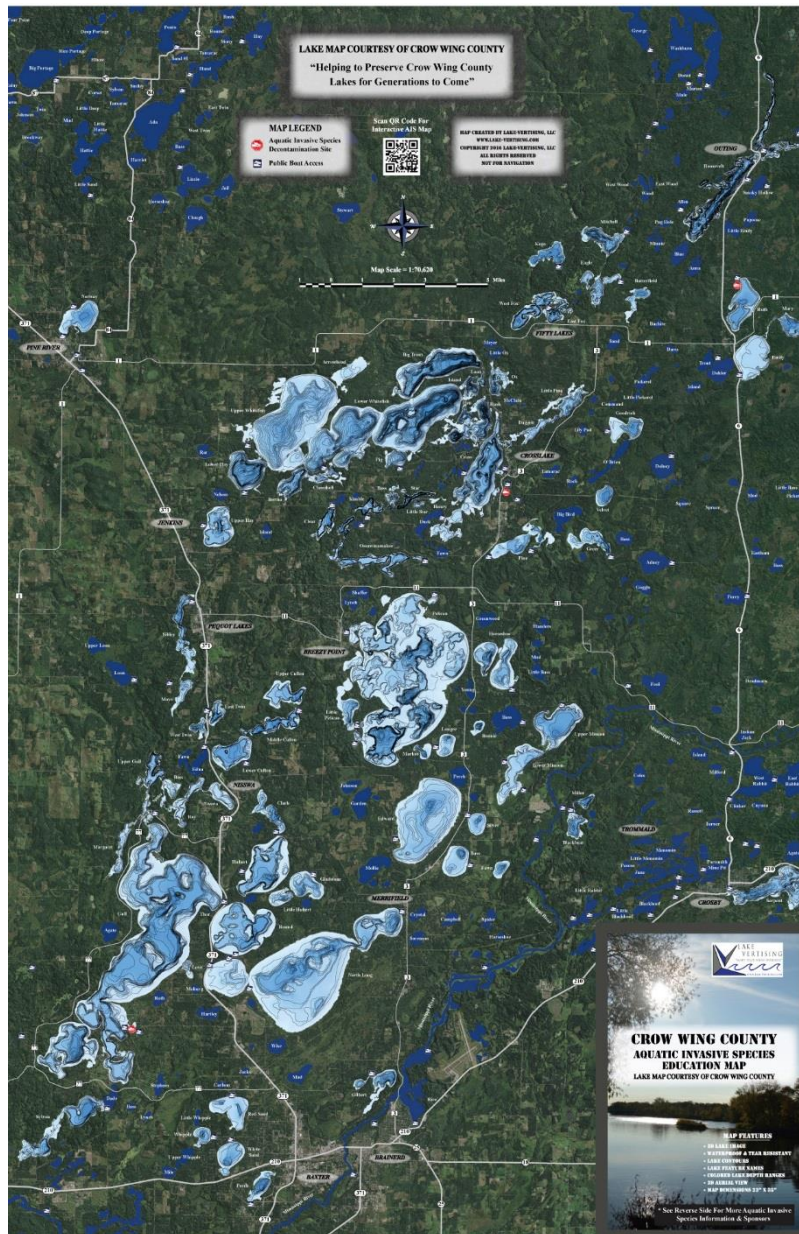
4 things you can do...

There are many things you can do to help protect our lakes, the most important 4 steps are as follows:

- 1 Leave the water at the lake**
Drain water from boat, motor, live wells & bait buckets before leaving the lake.
- 2 Clean up your rig**
Remove plants, mud, and other debris from your boat and trailer.
- 3 Dry it out**
Do not move docks and lifts from one body of water to another unless they have been decontaminated or have been out of the water for 21 days.
- 4 Spread the word not the species**
Unless it came from that body of water, don't put it in there. This includes anything from your aquarium.

Over 14,000 landowners received this AIS Update in early June, 2017!

Lakevertising maps (5,000 in 2016; 5,000 in 2017)



PROTECT OUR WATERS!

YOU CAN HELP

4 things you can do...

- 1 Leave the water at the lake**
Drain water from boat, motor, live wells and bait buckets before leaving the lake.
- 2 Clean up your rig**
Remove plants, mud, and other debris from your watercraft and trailer. (Boats, Jet-Skis, Canoes, Kayaks, etc...)
- 3 Dry it out**
Do not move docks and lifts from one body of water to another without sufficient time to dry. (21 days) This is a good idea for boats as well. (Dry boats for at least 5 days)
- 4 Spread the word, not the species**
Don't put any living thing (plant or animal) into a body of water unless it belongs there. This also applies to anything coming from your home aquarium.

Decontaminate when AIS are present!

The best possible practice is to Decontaminate your watercraft whenever you are leaving a lake known to contain aquatic invasive species.

Decontamination stations can be found in Crow Wing County near Ruth Lake (#1), Crosslake (#2) and Gull Lake (#3).

Locations are fully staffed over the weekends and available on-call on weekdays.

For full details on hours and locations call 218-824-1010.

A complete list of known contaminated lakes is available on our Crow Wing County interactive map.

Scan to view interactive map

Water is the centerpiece of Crow Wing County

Our health, safety, prosperity and general welfare are all influenced in a large degree by our water resources. All told, these lakes and rivers make up 14% of the total area within the County and are the primary reason that the County is a vacation and retirement destination.

We have a plan... a plan to preserve, a proactive approach to enhance our watershed.

We all understand there is an interdependency in nature. Elements are connected in ways that if we remove any, we affect other elements. Our lakes are not only with algae and weeds, but with the strength of our forests, our parks, our towns and our communities. All together we view this as a watershed. So, whether the quality of our lakes reaches well beyond the shoreline. Our goal at WAPOA is to develop a plan that takes all the elements surrounding a watershed into account. We call it our protection approach, and we would like you to join in our efforts.

We would love to visit with you about our proactive approach and ways you can help. Call us at 218-824-1010.

CROW WING COUNTY
MINNESOTA

www.crowwing.us

Supporter of Aquatic Invasive Species Education

WAPOA
Whitefish Area Property Owners Association

AIS have infested some lakes within Crow Wing County

Remove all vegetation and water from your boat, bait buckets, and live wells when entering or leaving any lake. Tell your visitors, friends, and neighbors.

BE A GOOD STEWARD FOR PROTECTING THE LAKES

WAPOA serves lakes both on and off the Whitefish Chain and is open to anyone who cares about the lakes, whether or not they live on the lake.

PO Box 342 Crosslake, MN 56442
See more at www.wapoa.org

EVERYTHING WE DO IS RELATED TO PROTECTING THE QUALITY OF OUR LAKES.

Joel Hartman
218-821-0513

SELL OR BUY
I'M YOUR GUY

PROTECT OUR LAKES

Brainerd License Center Advertising



**PROTECT
OUR LAKES!**

Call hotline for Decontamination locations
DECON HOTLINE 218-824-1055



crowwing.us

Gas station (5) and Venues (3) advertisements



2017 AIS Prevention Plan Accomplishments

- Education and Awareness accomplishments (continued...):
 - April: Participation in AIS roundtable hosted by WAPOA, others
 - May: Hosted lake association open house
 - May: Business expo at Brainerd Civic Center
 - June: Newsletter sent out
 - July / August: CWC fair
 - August: Fur trade event
 - September: Lake association feedback meeting (this one!)
 - November: 2018 AIS plan public feedback
 - All summer: weekly e-mails to Lake associations / LIDs with relevant AIS information.
 - All summer: CWC Land Services, City of Crosslake, and Brainerd Welcome Center AIS kiosk / brochure racks...

Kiosk rack example (Welcome Center)



2017 AIS Prevention Plan Accomplishments

- \$35,000 towards multi-county initiatives (part of “Education and Awareness” budget):
 - Mississippi Headwaters Board (MHB) partnered with CWC and others to create “Minnesota Traditions” in 2016.
 - At least 5 other counties supporting as well
 - Social media, professionally developed:
 - Reach 1.4 million people
 - 10,000 “likes” on Facebook “@minnesotatraditions”
 - Twitter “@mntraditions”
 - Fox Sports North (airing in Iowa, Minnesota, etc at prime weekend time slots)
 - TV, professionally developed:
 - 30 minutes programs
 - 30 second ads

Multi-county initiatives: MHB - MN Traditions



2017 AIS Prevention Plan Accomplishments

- Lindner Media (TV and webpage) Angling Buzz AIS messaging
 - 30-second commercial for 13 weeks of “AnglingBuzz TV”
 - 39 total airings
 - Logo billboards on AnglingBuzz TV
 - Billboards in the background of AnglingBuzz studio segments
 - Hosts share messages about AIS during transition segments
 - Fox Sports North and Fox Sports Wisconsin broadcasts
 - 4 million viewers
 - 25 counties participated

Linder Media – Angling Buzz: AIS Messaging



AIS Billboard: State Hwy 6 w/Cass County (2016 “look”)

Please proof spelling, phone numbers, directional, tag lines, logos, etc.



**CLEAN
DRAIN
DRY**

**CASS
SWCD**

**STOP
AQUATIC
HITCHHIKERS**

218-682-2225

CASS COUNTY BOAT DECONTAMINATION HOTLINE

FRANKLIN

Advertiser: Cass SWCD
Account Executive: Matt Majka
Date: March 29, 2016
Install Date:
Quantity: 1
Proof Approval (Signature): _____

Size: 10'x20'
Structure Location:
Previous Ad:
Structure Number: 676A
Extension sq. ft.: _____
Banner sq. ft.: _____

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BREAK (10 min.)

Lake Association Feedback

Lake Association Feedback

- How did things go on your lake or with this plan in 2017?...let's start with:
- Inspection **successes**:
- Inspection **missed opportunities**:
 - Inspector missed shifts, perception
 - Better access to landing / lake use data
 - Increased access to inspector scheduling
 - Extra hours scheduled
 - More detailed inspection-related data & information about accessing state's data
 - Opportunities to disperse more educational materials at landing
 - More information on how average citizen can inspect for AIS
 - Boat/traffic counter availability for other landing locations
 - Hire more inspectors in order to provide additional inspector hours on county lakes. The Bay Lake LA is willing to pay for increased hours
 - Would like to see the lake association determine which accesses are staffed, who staffs them, and the times the accesses have inspectors on them.
 - Hourly wages for inspectors appeared to be too low.
 - New watercraft inspectors could have benefited from learning from experienced inspectors prior to inspecting on their own.

Lake Association Feedback

- Decontamination **successes**:
- Decontamination **missed opportunities**:
 - Potential of CD3 (washing stations)
 - Decon. information available at accesses (even if unmanned)
 - Information out pre-season RE: hours
 - How on-call person communicates / messaging

Lake Association Feedback

- Education and awareness **successes**:
- Education and awareness **missed opportunities**:
 - Public workshops
 - Materials to hand out at landings
 - AIS public service announcements on local TV / media
 - Coordination with service providers, resort owners, etc. (other local businesses)
 - Additional signage at public accesses

Lake Association Feedback

- Milfoil **successes**:
- Milfoil **missed opportunities**:
 - More information on what's working and next steps

Lake Association Feedback

- Other **successes**:
- Other **missed opportunities**:
 - Veliger testing “next steps” if positive
 - Leftover veliger funds used to reimburse additional tests performed by lake associations.
 - Given the increased work load and responsibilities of managing the inspection program, make the AIS Coordinator position full time.
 - County should contribute consistent level of levy-funded support the AIS program beyond State AIS aid monies.

2018 CWC AIS Prevention Plan – next steps

- October, 2017: Compile inspection trend and other lake metrics from 2017, re-look at lake risk assessments, inspection needs. Develop plan components.
- November, 2017: 30 day public comment period
- December, 2017: County board approves 2018 AIS Prevention Plan
- February, 2018: Any LGU delegation agreement should be in-place
- March, 2018: Draft master inspector schedule released for feedback

Thank you!