

Clearwater Lake Community Runoff Mini-Grant, 2018

Table 3: Publicity

Publicity Activities


To spread the word to the community the following publicity was done:

Presentation to Clearwater Lake Association

Presentation: May 26 at the Clearwater Lake Association Annual Meeting

Kathy Peterson, Grantee Representative and Shelley Larson of Hayland Woods spoke at the Clearwater Lake Association Annual Meeting. An overview of the project and description of the June 2 seminar were discussed. Attachment 2 and 4 were distributed.

Article on Clearwater Lake Association's Web Page



HOME LAKE ASSOCIATION LAKE HEALTH COMMUNITY MORE... LOG IN

Lake shore Run Off Mini Grant

- Lake Health**
Overview, Maps and Reports on Clearwater Lake
- Trophic State Index**
Lake Health Standard
- High Water**
Find out the causes and what we are doing about it.
- Invasive Species**
Clearwater has 4 invasive species.
- Lake shore Run off Mini Grant**
 - News Release**
 - Seminar Flier**
 - Willow Wattle - DIY**
- Our Loons**
- Historical Data**
See what people have been tracking!
- DNR / Other Resources**
There is all kinds of GREAT information out there.

Lake shore Run off Mini Grant

The high water over the last few years has caused or aggravated shoreline erosion around Clearwater lake.

Kathy Peterson, Lake Association board member and Clearwater lake property owner was shocked by just how bad her shoreline had become. She contacted Shelley Larson, a Shoreline Restoration Consultant to discuss her needs and options. Through this contact she learned a lot of things, including that Crow Wing Soil and Water will be offering a Community Shoreline Grant in 2018. Funds for these types of grants are going away and 2018 may be the last year they are available.

She decided to spearhead a Clearwater Community Grant Proposal. An e-mail was sent out in late August to the home owners on Clearwater lake to solicit participation in the community project. ([Email here](#)).

We received tremendous response. There were 10 properties that expressed interest in being a part of the grant. That is over 10% of the lots on the lake!

Shelley Larson has visited all the sites interesting in being a part of the grant. She is working up plans for those sites this fall. Then she and Kathy will do the actual grant paper work to submit to Crow Wing Soil and Water.

Sometime in early 2018, we should find out our grant has been accepted.

Update! Grant Submitted on 1/11/18!

[Grant Details](#) - restricted access, sign in required


Grant Approved - We got \$20,000 !

On 4/24, I was notified that our grant application received \$20,000!


Restoration Consultant

Shelley Larson
Hayland Woods
6549 Keystone Road
Milaca MN 56353

Office 320-983-2584
Cell 320-983-6354
shelley@haylandwoods.com



Major Shearing - Kathy Peterson



Erosion undercutting - Kathy Peterson

Clearwater Lake Community Runoff Mini-Grant, 2018

Attachment 1 - Clearwater Lake Annual Meeting Newsletter

Distributed: Mid-May by e-mail and USPS

Newsletter was mailed in mid-May to all lake home owners on Clearwater Lake and e-mailed to all known e-mails for association members.

Newsletter gives a brief update on the top of page 2 about the mini-grant project and the details for our education seminar to be held on June 2.

Attachment 2 – Education Seminar Flyer

Distributed: May 26 on tables at the Clearwater Lake Association Annual Meeting

Distributed: Posted Mid-May on the Clearwater Lake Association Web Page

Distributed: Mid to End of May on Deerwood area Community Boards

This Flyer advertises our projects free education seminar held on *June 2*, **“Protect Your Water Quality with Shoreline Stabilization and Restoration”**. It was printed on color paper to be more visible.

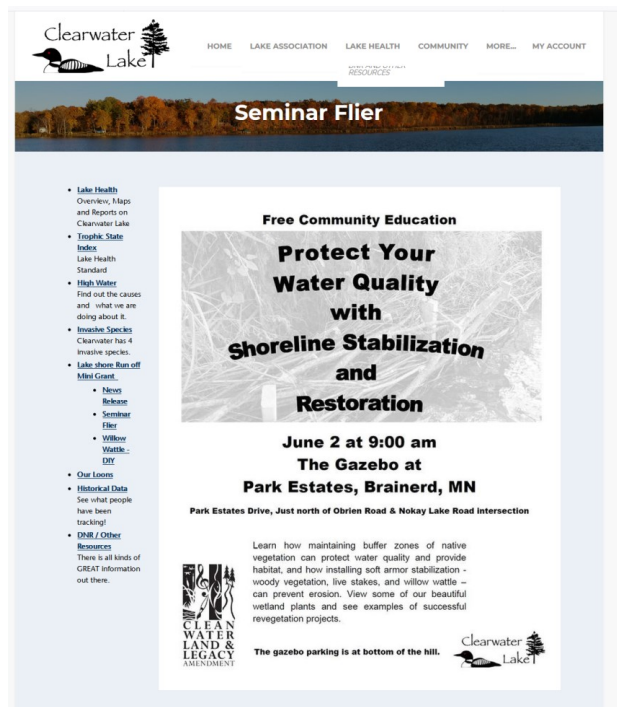
The color copies (blue) were also distributed around the Deerwood general area on community boards. They were posted in the following locations:

- Deerwood: Holiday Gas, The Deerstand, Hardware Hank, Ace Hardware, Coaches Ruttgers, Clearwater Camp, Deerwood auditorium
- Crosby: Public Library, Super Value Grocery Store
- Garrison: Family Foods, Holiday Gas, VFW, Deerwood Bank, the Y



Clearwater Lake Community Runoff Mini-Grant, 2018

- Web Page Posting



Attachment 3 – E-Mail Sent to area Lake Associations

Distributed: May 24 via e-mail

A list of 14 local area lake associations was compiled and information about our project and the educational workshops was sent to these lake associations. Attachment 2 and 3 were included in the email to encourage participation.

Lake Associations Sent to:

- | | |
|-------------------------|--------------------|
| • North Long Lake | • Bay Lake |
| • Upper South Long Lake | • Rice Lake |
| • Lower South Long Lake | • Borden Lake |
| • Serpent Lake | • Shirt Lake |
| • Portage/Crooked Lake | • Mille Lacs Lake |
| • Eagle Lake | • Farm Island Lake |
| • Placid Lake | • Clearwater Lake |

Attachment 4 – Grant Calendar of Events

Distributed: May 26 on tables at the Clearwater Lake Association Annual Meeting

Distributed: June 2 on tables at the Mini-Grant Education seminar, **“Protect Your Water Quality with Shoreline Stabilization and Restoration”**.

Clearwater Lake Community Runoff Mini-Grant, 2018

This flyer contains the scheduled dates for the hands on workshops of the installation.

Clearwater Lake Mini-Grant Calendar of Events

Seminar June 2 at 9am

"Protect Your Water Quality with Shoreline Stabilization and Restoration" by Shelley Larson of Hayland Woods Native Nursery. The seminar is at the Park at Clearwater Estates Gazebo off of Nokay Lake Road. Gazebo parking is available at the bottom of the drive to the lake.

Workshop June 16 at 2pm

Identifying and cutting Willow for natural willow wattle buffers. Meet at the Peterson residence, 15409 Ladyslipper Lane, Deerwood MN.

Workshop June 22 at 9am

Installation of willow wattle lakebank stabilization, Rain garden construction and lakeshore buffer planting on four properties. Meet at Robert Peterson residence, 15409 Ladyslipper Lane, Deerwood MN.

Workshop July 21 at 9am

Installation of lakeshore and upland plants. Meet at Swanson residence, 15614 Nels Johnson Road, Brainerd, MN 56401.

For more information contact Kathy Peterson, Clearwater Lake Association board member and Mini-Grant Committee Chair at 612-801-7872.

Funding Provided by



Attachment 5 – Press Release Sent to local papers

Distributed: Posted Mid-May on the Clearwater Lake Association Web Page

Distributed: May 24 via e-mail

A summary of our project and goals, along with project dates was sent as a press release to local papers.

It was sent to the following papers:

- Mille Lacs Messenger
- Aitkin Age
- NewsHopper

Clearwater Lake Community Runoff Mini-Grant, 2018



Publicity Conclusions

The publicity was successful.

- The education seminar on June 2 had 20 participants attending. Of the 20, only 4 were participants in the grant. We reached and educated 16 people outside the scope of our project.
- We had representation at the education seminar from 3 area lakes; Clearwater, Eagle and Peterson.
- After the Clearwater Lake Association presentation, 3 properties on Clearwater Lake requested appointments with Hayland Woods for runoff project evaluations.
- Clearwater Camp created a week long program, "ECO" week program, which included the installation by camp participants of their grant project.
- An Eagle Scout candidate joined the project by making part of the Clearwater Camp project his service project.