

8/22/2023

Dear LLPA Membership,

We have been working hard to develop our Long Lake Comprehensive Lake Management Plan. Thanks to your input from the Social Survey that was distributed earlier this summer, the ongoing shoreline habitat assessment, water quality monitoring data, and past studies, we have developed Goals and Objectives for the comprehensive plan. The four primary goals are: Long Lake monitoring, Long Lake management, education and communication, and capacity building. The goals are expanded upon in the objectives that are divided into three categories: In Water, Shoreline, and Watershed. Under those goals follows a series of actions that should contribute to the completion of the objective and ultimately, lead us to reaching our goals.

We would like your feedback on these goals and objectives. Please take the time to read them and provide feedback in the comment section at the end of the Google Form at <https://forms.gle/VNVGmrBf9EMuA6rFA>. **This public comment period will close September 12, 2023, but there will be a follow up public comment period later this year to read and comment on the entirety of the Long Lake Comprehensive Lake Management Plan.**

Your comments will be reviewed by the LLPA Board of Directors and the lake management consultant and will be taken into consideration for the final draft of the plan. Please know that your input is a highly valuable part of this process, and your participation is an essential piece of developing an effective plan.

Please provide your comments by September 12, 2023. If you have any questions, please email info@longlakellpa.org.

Thank you!

Goal 1

Long Lake Monitoring: The LLPA will pursue and evaluate ecosystem mapping and monitoring efforts to establish baseline data to be used for appropriate management/protection and education/communication efforts that support the mission of the LLPA.

In Water - Objective 1: Collect data to monitor Long Lake's trophic state, water quality, and ecological health.

Evaluate and measure this objective with water quality data collected through the Citizen Lake Monitoring Network.

Action 1 - Continue participating in the Citizen Lake Monitoring Network (CLMN) to collect water quality data (Secchi reading, temperature, dissolved oxygen, total phosphorus, and chlorophyll-*a*) to monitor changes in water quality.

Action 2 - Use Shoreline Habitat Assessment data and GIS analyses to identify high priority sites for mitigation of runoff of nutrients to the lakes, and support mitigation efforts. Funding and additional support may be available from Washburn County and/or WDNR Surface Water grant program for mitigation projects.

Action 3 - Support shoreland restoration and runoff best management practices (potentially through the WDNR Healthy Lakes grant program) to mitigate potential impacts of future shoreland development. Use Shoreland Habitat Assessment results to target efforts. Identify what works best to encourage participation.

Action 4 - Conduct an analysis of potential sources of phosphorus to develop a phosphorus budget for Long Lake.

See Long Lake Groundwater Testing Project, 2006

- a. Develop a monitoring program for inflows to Long Lake.
- b. Develop a phosphorus budget for Long Lake (*See 2021-2025 Red Cedar Watershed 9-Key Element Plan*)

Action 5 - Explore land conservancy options to protect watershed areas from development. Include partnerships with landowners, Federal, state, and local agencies, nonprofit organizations, Hunt Hill, and the Tomahawk Scout Camp.

Action 6 - Explore using research buoys to monitor water quality and supplement the CLMN water quality data.

Action 7 - Explore innovative monitoring techniques and technologies.

In Water - Objective 2: Aquatic Invasive Species (AIS) are monitored and managed so that they do not negatively impact Long Lake; no new AIS should become established in the lake, and existing infestations should be properly managed to mitigate their spread and impact.

AIS currently in Long Lake include: Curly-leaf pondweed, Yellow flag iris, Common forget-me-not, Reed canary grass, Hybrid cattail, Banded mystery snail, and Chinese mystery snail (WDNR and Berg, 2022). Additionally, Eurasian water milfoil, Hybrid Northern-Eurasian water milfoil, Purple loosestrife, and Zebra mussels are present in nearby lakes and threaten Long Lake.

Evaluate and measure this objective with volunteer AIS monitoring and continued PI surveys every five years.

Action 1 - Continue to conduct and expand Clean Boats, Clean Waters inspections at public access points.

Action 2 - Maintain AIS signage at the public access points consistent with Wisconsin DNR guidance.

Action 3 - Maintain and promote the use of AIS decontamination stations at public access points.

Washburn County Ordinance Chapter 28 Article III, Section 28-143: "If a decontamination station is available for use at a public or private access, the boater shall decontaminate per posted directions using the station provided."

Action 4 - Identify private boat launches and work with owners to identify and employ methods to limit AIS introduction at these locations.

Action 5 - Stay informed on AIS developments in area water bodies, primarily through contact with the Washburn County AIS Coordinator and the DNR AIS Coordinator for NW Wisconsin, to understand AIS threats to Long Lake.

Action 6 - Follow standard WDNR Citizen Lake Monitoring Network standards and reporting to complete AIS monitoring.

- a. Recruit and train AIS lake monitoring volunteers with the Monitoring Committee. Complete expert training of volunteers at least every two years.
- b. Continue to conduct volunteer AIS littoral zone monitoring twice-per season.
- c. Divide the lake into manageable sections for volunteers to reasonably monitor.
- d. Ask CBCW volunteers to check near boat landings for invasive species like Eurasian water milfoil.

Action 7 - Develop an updated aquatic plant management plan that addresses AIS and integrated pest management. Items to include:

- a. AIS Monitoring schedule for the Monitoring Committee
- b. A rapid response protocol for when a new potential AIS is discovered.

Action 8 - Work with NWRPC or other consultants to conduct professional AIS meandering survey twice per year following standard WDNR protocols. A mid-June early season survey will target Curly-leaf pondweed and Yellow flag iris. A second survey in late August or September will look for EWM and Purple loosestrife.

Action 9 - Continue to conduct Zebra mussel monitoring. Also use contact methods to ask residents to check docks and lifts when removed from the lake each year.

Action 10 - Continue to complete aquatic plant point intercept surveys on Long Lake every 5 to 7 years.

Action 11 - Work with the Long Lake Chamber of Commerce and other entities to provide education related to AIS concerns (distribution of educational materials, unified AIS messaging, etc.).

Shoreline - Objective 1: The shoreline of Long Lake is protected and restored.

Evaluate and measure this objective by comparing changes over time to the 2023 Shoreline Habitat Assessment, the implementation of Healthy Lakes best management practices, and changes in Yellow flag iris distribution.

Action 1 - Promote the implementation of Healthy Lakes projects (native plantings, rain gardens, rock infiltrations, water diversions, and fish sticks). Use the Shoreline Habitat Assessment to identify areas with potential for restoration and use constant contact to reach out to landowners who may be interested in projects based on the Social Survey results.

Action 2 - Explore land conservancy options to protect sensitive shoreline areas from development. Include partnerships with landowners, Federal, state, and local agencies, nonprofit organizations, Hunt Hill, and the Tomahawk Scout Camp.

Action 3 - Encourage boaters to follow "Slow No Wake" regulations in sensitive areas, in the Narrows, within 100' of another craft, and within 200' of the shoreline. Promote using signage at boat launches and resorts, constant contact emails, the website, and buoys where warranted.

See Wisconsin State Statute 30.66.(3) Speed Restrictions

- a. Develop a "Preferred Wake Zone" map that delineates areas far enough from shore where large wakes have less negative impact. Share map through Constant Contact, website, posting at boat launches, and annual meeting.

Action 4 - Develop a schedule for monitoring, mapping, and removing Yellow flag iris along the shoreline of Long Lake.

- a. Incorporate partnerships with Washburn County and the Tomahawk Scout Camp.
- b. Educate shoreline property owners about Yellow flag iris using constant contact.

Action 5 - Perform Shoreline Habitat Assessment every 15 years (next survey in 2038).

Watershed - Objective 1: The LLPA will monitor and anticipate the impacts of climate change on Long Lake, and will take appropriate action to minimize negative impact.

Evaluate and measure this objective with continued water quality, aquatic plant, and fisheries surveys.

Action 1 - Educate the LLPA Board of Directors and the LLPA membership on the potential impacts of climate change to Long Lake and its surrounding watershed.

Action 2 - Monitor and identify best practices regarding climate change impact on the lake system.

- a. Continue to maintain a long term record of water quality metrics through the CLMN program.
- b. Continue to perform PI surveys to monitor the changing plant community over time.
- c. Continue to work with the WDNR to understand the impacts of climate change to Long Lake's fishery.
- d. Continue to research and pursue climate change mitigation strategies for lakes.

Watershed - Objective 2: The LLPA will monitor and manage invasive species within the watershed where possible.

Evaluate and measure this objective with monitoring of invasive species and completed projects.

Action 1 - Work with the Washburn County Land and Water Conservation Department to identify and manage AIS in the Long Lake watershed.

- a. Use existing relationships with Washburn County and other groups, like the Tomahawk Scout Camp and Hunt Hill, to monitor and manage invasive species like Japanese knotweed.
- b. Work with Washburn County to map known invasive species in the watershed and identify their potential impact to Long Lake.
- c. Lead and support efforts to manage invasive species within the watershed.

Watershed - Objective 3: The LLPA will continue to collect data on health of loons and other flora and fauna and insects that establish the biodiversity of the Long Lake ecosystem.

Evaluate and measure this objective with participation in LoonWatch and use of Long Lake iNaturalist submissions.

Action 1 - Continue participation in LoonWatch through Northland College.

Action 2 - Work with Hunt Hill and the Tomahawk Scout Camp to promote the Long Lake, Washburn County iNaturalist project to encourage citizen science documentation of the area's biodiversity.

Action 3 - Pursue aquatic invertebrate and other biodiversity studies to monitor the health of Long Lake. Work with the WDNR and Endangered Resource Services, LLC.

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Goal 2

Long Lake Management - The LLPA will pursue and evaluate ecosystem management and protection efforts to maintain the natural integrity of Long Lake and its watershed as a healthy, functioning ecosystem.

In-Water - Objective 1: The LLPA will explore management and protection efforts to protect the ecological integrity of Long Lake.

Evaluate and measure this objective with monitoring of water quality, aquatic plant communities, and the fishery.

Action 1 - Continue to research and develop management practices that serve to maintain the physical and chemical factors of a healthy mesotrophic lake.

Action 2 - Develop an aquatic plant management plan to address concerns related to the density of native aquatic plants and invasive species (e.g., Holy Island area, south of the Narrows, and bays with dense plant growth, etc.).

- a. Explore methods to manage native aquatic plant growth in high traffic areas and where navigation is impaired.

Action 3 - Determine and maintain the optimal balance of aquatic plant density in high traffic areas and where navigation is impaired.

Action 4 - Develop a Rapid Response Plan to address management needs should Eurasian water milfoil, Zebra mussels, or other highly undesirable invasive species enter Long Lake.

Action 5 - Develop a "Preferred Wake Zone" map that delineates areas far enough from shore where large wakes have less negative impact. Share map through Constant Contact, website, posting at boat launches, and annual meeting.

In-Water - Objective 2: The LLPA will work with the WDNR to support a healthy and diverse fishery.

Evaluate and measure this objective with WDNR fishery reports and the implementation of Fish Sticks projects.

Action 1 - Work with the WDNR to evaluate sensitive areas and define areas that are important for fish habitat and spawning.

- a. Use results to identify and prioritize areas for potential projects like buoy placement.
- b. Use results to inform management decisions related to aquatic plant management and shoreline restoration.

Action 2 - Use the Coarse Woody Habitat survey to identify high priority areas for installing woody habitat (Fish Sticks) to restore shoreline habitat, provide protection from erosion, and reduce runoff.

- a. Pursue installation of fish cribs where appropriate based on WDNR guidelines.

Shoreline - Objective 1: Encourage the preservation, enhancement, and restoration of natural shorelines.

Evaluate and measure this objective using purchased acres and implemented Healthy Lakes projects.

Action 1 - Promote a culture of natural shorelines, viewing corridors, and emphasis on natural views. Use constant contact, the newsletter, calendars, and the annual meeting to emphasize the importance of a natural shoreline.

- a. Promote the implementation of Healthy Lakes projects (native plantings, rain gardens, rock infiltrations, water diversions, and fish sticks). Use the Shoreline Habitat Assessment to identify areas with potential for restoration and use constant contact to reach out to landowners who may be interested in projects based on the Social Survey results.

Action 2 - Explore land conservancy options to protect sensitive shoreline areas from development. Include partnerships with landowners, Federal, state, and local agencies, nonprofit organizations, Hunt Hill, and the Tomahawk Scout Camp.

Watershed - Objective 1: The LLPA will promote and incorporate innovative ways to mitigate the effects of climate change within Long Lake and its watershed (i.e., drought, flooding, severe storms, etc.).

Evaluate and measure this objective using educational campaigns and participation in relevant meetings.

Action 1 - Encourage robust, native and diverse wetland, riparian, and aquatic plant communities within the entire watershed area.

- a. Work with Hunt Hill to develop dialogue on the importance of the natural community of lakes and wetlands that connect Hunt Hill to Long Lake.
- b. Work with the Tomahawk Scout Camp to promote the protection and preservation of the camp's natural shoreline.

Action 2 - Work with partners to ensure future watershed development meets existing design standards or better, in anticipation of climate change induced flooding in the watershed. This would pertain to stormwater structures, agriculture, new development, and storm water control.

Action 3 - Identify operational contingencies/limitations for the Long Lake outlet dam as it relates to flooding and dam protection. Partnerships with Washburn County Highway department and surrounding townships required.

- a. Promote one, year-round water level target.

Action 4 - Participate in public dialog regarding land use policy and zoning and stormwater regulations as they potentially influence Long Lake water quality.

Watershed - Objective 2: The LLPA will pursue opportunities for land acquisition and restoration in the Long Lake watershed.

Evaluate and measure this objective using purchased acres and partnerships.

Action 1 - Work with partners to identify possible land to purchase to preserve or restore.

- a. Potentially pursue Surface Water grant funding.
- b. Look to Grindstone Lake Association as a nearby example.

Goal 3

Long Lake Education/Communication - The LLPA will provide diverse education outreach opportunities to all stakeholders.

The LLPA will use positive, direct messaging that encourages and involves people to maintain good practices and results in positive changes.

Objective 1: All stakeholders are aware of what lake stewardship means and how to practice it.

Evaluate and measure this objective by using Constant Contact to distribute surveys related to lake stewardship at the beginning and end of a summer dedicated to increasing lake stewardship knowledge and compare results.

Action 1 - Continue using Constant Contact, the calendar, the newsletters, the website, social media, the annual meeting, Cakes on the Lake, etc. to promote good lake stewardship practices.

Action 2 - Continue promoting educational materials and opportunities beyond the LLPA such as Lake Leaders, Lake Tides, the Northwest Wisconsin Lakes Conference, etc. to help stakeholders educate themselves on lake stewardship.

Action 3 - Engage new shoreline property owners in best management practices for lake stewardship.

- a. Develop welcome packets of information to new owners. Identify owners shortly after they purchase property. Distribute the packets via personal visits and working with local real estate agents.
- b. Provide outreach to real estate agents in order to educate them on Long Lake characteristics (e.g., quiet hours, slow no wake zones, sensitive areas, shoreline best management practices, etc.) resulting in informed buyers.

Action 4 - Reach owners of resorts, rental properties, property managers, renters, and guests with lake stewardship information.

- a. Make brochures available at each property, establishments, and the landings.
- b. Post information on the LLPA website.
- c. Assemble packets of information and mail to Long Lake area rental property owners.

Action 5 - Develop a list of good lake stewardship practices and make it available on the LLPA website, through social media, and with Constant Contact.

Action 6 - Develop Constant Contact and social media schedule for distributing lake stewardship information.

Objective 2: Stakeholders who practice good lake stewardship are recognized.

Evaluate and measure this objective by keeping track of recognition and participation.

Action 1 - Develop a program to recognize stakeholders who practice good lake stewardship. Offer incentives, discounted memberships, plaques, signs, etc.

Action 2 - Encourage the LLPA membership to participate in Healthy Lakes best management projects and offer recognition to those who do.

Objective 3: Suggestions for improvements are provided in a positive manner to stakeholders who do not currently follow good lake stewardship practices.

Evaluate and measure this objective by keeping track of implementation of best management practices.

Action 1 - Use the results of the Shoreline Habitat Assessment to further educate shoreline property owners with information regarding Healthy Lakes best management practices.

Action 2 - Educate and communicate why shoreland restoration and stormwater projects are important for the protection of Long Lake water quality. Identify and encourage stewardship actions to preserve water quality.

a. Encourage the following practices:

- Allowing a 10 foot or deeper no-mow area along your shoreline
- Consider a 350 ft² or larger native planting
- Take advantage of available consulting and design assistance to complete shoreland restoration and capture stormwater runoff
- Consider installing a Healthy Lakes best management practice project
- Encourage growth of natural vegetation such as ferns and native shrubs to prevent shoreline erosion.

Goal 4

LLPA Capacity Building - The LLPA will develop and regularly evaluate its organizational structure and capacity.

Objective 1: The LLPA board processes are efficient, and the board consists of engaged people with a variety of expertise.

Evaluate and measure this objective by annually re-evaluating board processes and skills gap analyses.

Action 1 - Review existing LLPA organizational structure relative to increasing its capacity to more effectively pursue its Mission.

- a. Review board documents and procedures
- b. Organize and digitally store documents in the LLPA Google Drive
- c. Maintain updated records on the LLPA website
- d. Identify needed guidance for board operations

Action 2 - Review existing LLPA organizational structure relative to the need for securing long term sustainability of the organization.

Action 3 - Provide updates regarding LLPA lake management goals and objectives, actions, and results to partners. Discuss opportunities for coordination and new partnerships. Current partners include: Long Lake Chamber of Commerce, Town of Long Lake, Town of Madge, Town of Birchwood, Hunt Hill, Tomahawk Scout Camp, Washburn County Lakes and Rivers Association, Washburn County Land and Water Conservation Department, Washburn County Extension, Washburn County Highway Department, WDNR, UW Extension Lake, and NWRPC.

Action 4 - Continue to encourage LLPA board members (and LLPA membership) to take part in Lake Leaders, the Wisconsin Lakes and Rivers Conference, the Northwest Wisconsin Lakes Conference, and other educational opportunities.

Objective 2: The LLPA pursues sustainable and strategic forms of fundraising.

Evaluate and measure this objective by periodically re-evaluating fundraising strategies and projects completed.

Action 1 - Periodically re-evaluate fundraising goals and strategies to support projects related to the LLPA's mission.

Action 2 - Investigate and seek grant funding sources to carry out management goals.

- a. Continue to work with the NWRPC to secure grant funding to implement projects.

Action 3 - Complete an economic analysis of the "natural capital" of the lake resource as it relates to the local business community.

- a. Work with the Long Lake Chamber of Commerce and surrounding townships to develop an understanding of Long Lake's role in the local economy.
- b. Work with the NWRPC and Washburn County to develop an understanding of Long Lake's role in the regional economy.

Action 4 - Assemble and publish a yearly fundraising report to be shared at the annual meeting.

Objective 3: The LLPA pursues sustainable and strategic forms of increasing membership and engagement.

Evaluate and measure this objective by annually evaluating membership – renewals and new memberships.

Action 1 - Provide the membership with a clear description of management responsibilities and interaction with partners. This can be partially completed via newsletters, annual meetings, constant contact, and the website. Develop professional publications which list all the organizations, what they do, how they do it, and how they work together.

Action 2 - Evaluate priorities on an annual basis and make adjustments based on changing conditions (via monitoring), funding availability (grants and otherwise), and membership feedback (annual meeting, surveys, etc.).

Action 3 - Evaluate and report on LLPA efficacy on an annual basis to be presented at the annual meeting.

Action 4 - Create a timeline chart with management accomplishments. This should include significant milestones for all local partner organizations.

Action 5 - Use Constant Contact to encourage LLPA members to attend local town board meetings, county board meetings, and other relevant meetings.