



Working with Resorts on AIS Prevention

MLR Annual Meeting
June 17-18, 2019

Significant funding provided from the
Outdoor Heritage Fund through a grant
from the Initiative Foundation.



Focus on Resorts, Lodges, Campgrounds & Marinas



GOAL: Significantly expand AIS prevention activities at lake businesses in the Itasca, Cass, and Vermilion regions.



- Develop, expand and recognize **BOAT INSPECTION** and **EARLY DETECTION** efforts
- Provide the tools and build the skills for increased **STEWARDSHIP** of our lakes and rivers
- Develop the leadership and support network to **SUSTAIN** activities beyond this project

Why a Multi-Region Partnership Has Worked



- **PROMOTED SHARING** of ideas
- **ACCELERATED THE LEARNING PROCESS** by testing multiple solutions simultaneously
- **EXPOSED REGIONAL DIFFERENCES** within the lake community that help make the solutions more robust

A Sample of Projects We've Begun



Itasca County Relationship building between resorts and AIS-trained neighbors. Lake association matching grants for hot water pressure washers. Linking volunteer inspectors with resorts to help at peak turn-over times. “FiveStar” certification program to recognize exceptional AIS prevention efforts.



Cass County Partnership development with resorts. Resorts participating at various levels, including distribution of AIS materials, compensation for boats inspected by trained dock attendants, accepting help from DNR-trained L1s at busy times, and locating a decon station at Leech Lake Rec Area Campground. AIS Detectors assisting resorts in various ways.



Lake Vermilion Region Private access inspector training and survey database developed by SWCD; 7000 planned inspections at 16 resorts in 2019; 20+ resorts participating in range of AIS activities.

The First Things You Try Won't Work as Planned



- Everything takes much longer than expected.
- Nothing happens until a trusting relationship is developed.
- One-on-one discussions with resort owners work. Long travel times make group meetings impractical.
- Resorts want to help ... but cannot afford to invest significant time or money in AIS prevention.
- Resorts are very concerned about inconveniencing their customers.
- I repeat: Everything takes much longer than expected.

Sharing What We've Learned



- **Now:** Contact us. We've already gathered enough data, war stories and scars to be useful.
- **Fall 2019:** An expanded effort to pass on what we've learned to counties, COLAs and others.
 - **Implementation Guide.**
 - **Workshops/Presentations** at central locations.
 - **Traveling Workshop** tailored to your needs.
 - **Conference Presentations.**

Contact Info for Those Involved



Itasca County

Bill Grantges, Itasca County SWCD
coordinator@ItascaAIS.info

Cass County

Linda Blake, Association of Cass County Lakes
blake@umn.edu



Lake Vermilion Region

Levy Bergstrom, Cass SWCD
levy.bergstrom@co.cass.mn.us

Jeff Lovgren, Vermilion Lake Association
lovgren.jeff@gmail.com



Emily Nelson, North St Louis SWCD
emily@nslswcd.org

Carrie Ohly-Cusack, Burntside Lake Association
cohlycusack@gmail.com



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