

Website

Social Media

Press & Media

Face-to-Face

Targeted Mailings

Partners

OUTREACH EXAMPLES

Selected Conservation Commission Marketing
Tactics in New Hampshire

ABSTRACT

What marketing tactics have conservation commissions in New Hampshire used to achieve their goals? How have they communicated on social media? What kinds of in-person programs do they have? With whom do they partner to get their message out?

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November 2, 2024 - NHACC Annual Meeting

Website

Amherst CC - <https://www.amherstconservation.com/>

Chesterfield - <https://www.chesterfield-conservation-commission.com/>

Durham - https://www.ci.durham.nh.us/boc_conservation

Exeter - <https://www.exeternh.gov/cc>

Hanover - <https://www.hanovernh.org/conservation-commission>

Hopkinton Conservation Lands - <https://hopkintonconservationland.org/>

Meredith - <https://www.meredithnh.org/conservation-commission>

Moultonborough - <https://www.moultonboroughnh.gov/conservation-commission>

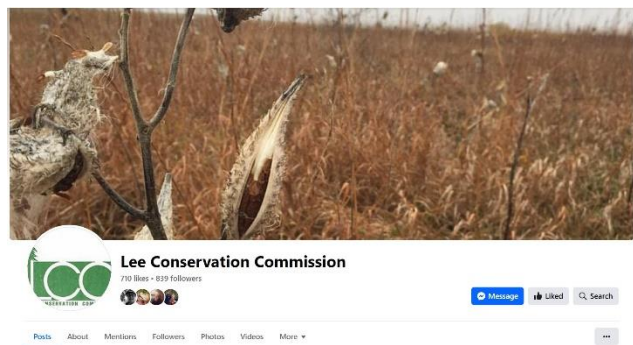
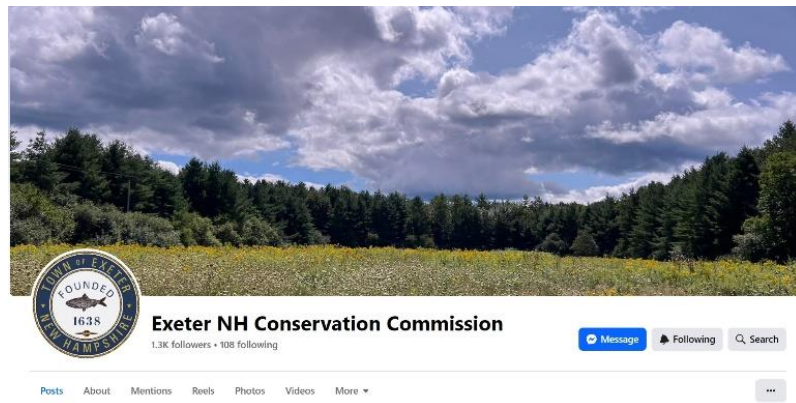
New London - <http://www.nl-nhcc.com/index.htm>

Tamworth - <http://www.tamworthconservationcommission.org/>

Wolfeboro - <https://www.wolfeboronh.us/conservation-commission>

List courtesy of Barbara Richter, NHACC.

Social Media: Facebook



CULTIVATORS CORNER

Key to managing invasive plants? Early intervention

Eagle-
Tribune



The Oriental Bittersweet is one of the most invasive and tenacious weeds to find its way into New Hampshire.

By Brooke Anne Petrucelli
East Kingston Conservation Commission

EAST KINGSTON — We are so lucky to live in this verdant town and beautiful state. Sometimes I just stop and admire our layered forests, rivers, lakes, swamps, and beautiful gardens; it simply takes my breath away.

And then I see that sneaky invasive vine crawling up a gorgeous pine or its tendrils poking out of native shrubs along our roads or fields.

As a member of the East Kingston Conservation Commission, a 20-plus year resident, and a garden and nature lover, I want to share some information and resources to help fight invasive plants.

Invasive plants, often brought from other continents as landscape additions or stowaways, are spreading into our environment. The problem is that they out-compete native plants with nothing to hold them in check. Experts once believed New Hampshire's severe winters would keep most of these plants from taking root, but they've proven resilient.

Tackling all invasives is overwhelming, so focus on areas you can

monitor easily. Top of my list is Oriental Bittersweet.

I can hardly mention it without swearing. It hides under trees, wraps around anything in its path, and isn't hindered by heat, cold, drought, or flooding — it just thrives.

Living on the edge of a swamp forest, I have a double problem. Wild grapevines are everywhere, and Bittersweet crawls up the grapevine, reaching the top of the forest canopy to strangle the life out of the poor tree in the middle.

I have a pine tree in this condition. The Bittersweet vine is so thick, and despite cutting it at the base every year, it keeps finding ways to take over.

I've tried to rake out the vine, but can only reach a small portion. It may be too late for that tree, but I'm still trying. I'm determined not to let that happen again. So, what to do? When bittersweet is smaller, it's easy to pull up. The root is orange. Let it bake in the sun and toss it in the trash. Bittersweet will return, so stay alert.

If I could go back in time, I'd cut the lower branches off the pine to monitor any vine traveling up its trunk.

I'd also ensure regular mowing of the area.

To effectively manage invasive plants, here are a few key tips:

Remove invasives early in spring: Catch them before they spread.

Mow regularly: This can help deplete their energy reserves.

Monitor areas where roots were removed: Keep an eye on these spots, as invasives often try to make a comeback.

Dispose of invasives properly: Never put invasive plants in your compost. I prefer to dry them and trash them. Check this list for more ideas: UNH Extension — Guide to Invasive Plant Disposal

Mulch regularly: A thick layer of mulch can help suppress new growth by blocking sunlight.

Replant with natives: After removing invasives, consider planting native species in the cleared area to restore the local ecosystem.

I recommend getting familiar with the most pernicious invasive plants on your property. There are many helpful resources available, including specialists at the NH Department of Agriculture, the UNH Extension, and Pollinator Pathways NH.

Laconia Daily Sun

Concord Monitor

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Judith Saum: Bees rely on humans' climate actions for survival

Jul 26, 2023 🗣️ 0



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To The Daily Sun,

I am easily entertained. I spend hours without getting bored watching the ever-changing panorama of wild things in my yard. Native bees, which are pollinators of conservation importance, happen to be one of my passions. Last summer I started participating in a citizen science project that documents various kinds of bumblebees and the flowers they feed on. I submitted several hundred bumblebee-plant identifications in 2022 and was well on the way to doing the same this year by taking videos of bumblebees in my yard and in the surrounding Rumney neighborhood through the beginning of July.

My participation in this project came to a dramatic halt with the deluge and flooding that took place on July 10-11. After the rain stopped, I could find no bumblebees. Finally, after a week, I saw one, and after a few more days, a couple more. A neighbor who has an extensive flower garden witnessed the

Opinion: Vail seeks expansion at Mount Sunapee



Two of the three main trails that cover Mt. Sunapee, including the Andrew Brook Trail, are outside Mt. Sunapee State Park. Monitor file

By STEVE RUSSELL

Published: 06-07-2024 6:00 AM

[Opinion](#) [facebook](#)

Steve Russell of Canterbury is president, Friends of Mount Sunapee.

At Mount Sunapee, the current leaseholder, Vail Resort, is seeking to expand the parking capacity within the leased area of the state park.

This proposed project does not meet the criteria set forth in the 1998 lease agreement. The project calls for the removal of 5.5 acres of forest and the elimination of 7,000 square feet of wetlands. This includes most of the forested area on both sides of the upper part of the main access road.

Where trees once stood park visitors will be greeted by a sea of gravel and concrete. The proposed parking lot will permanently degrade the quality of the Sunapee State Park visitor experience.

The leaseholder is required to uphold all of the conditions set forth in the lease agreement. Among these conditions are the requirements to "preserve and protect" and maintain the "scenic and aesthetic qualities" of the leased area. Clearly, the drafters of the lease recognized that the



Left: The Hampton CC publishes a quarterly newsletter called Conservation Talk.

The towns around Plymouth submit an article to their local paper every month. In a coordinated effort, a dozen towns are each responsible for writing one article a year.

Right: The Claremont CC hosted a series on climate change and presented follow-up hands-on activities. They also wrote this op ed in the Eagle-Tribune to help spread the word on climate change issues.

EAGLE-TRIBUNE
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Opinion

Today's quotation
"A cloudy day is no match for a sunny disposition."
 — William Arthur Ward

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The Eagle-Times
 Argus-Champion
 Saturday, February 27, 2021
 Sunday, February 28, 2021

Our role: The climate crisis and the Granite State

By JACK HURLEY

New Hampshire is a wonderful place to live. For now, we are fortunate to have an abundant variety of mutually beneficial ecosystems, including forests, mountains, wetlands, lakes, rivers, and the ocean. Together they support essential plant and animal life and contribute to the overall health of the planet. Yet, these interconnected ecological communities are struggling under the increasing stress of global warming and toxic byproducts of the man-made systems and behaviors that are overheating Earth. Our inclinations and activities are killing the natural world and us. We must change our ways wholly, quickly, and forever. Hopefully, we must all act to halt the environmental calamity coming our way. First we learn the scientific truth and then we reimagine and redesign the small and large systems on which we currently depend and that no longer work to the benefit of all life.

Human activity, including burning fossil fuels and raising land and water animals for food, is heating up the planet while poisoning air, soil, and water, driving ecological collapse around the globe. As the entire planet heats, with average temperatures growing hotter by the year, from greenhouse gases such as CO₂, methane and nitrous oxide, destruction follows. Massive and more frequent wildfires, more and more destructive weather patterns, food and water shortages (and the wars and diseases that accompany them), animal and plant extinctions, and the spread of deadly viruses, bacteria, and prions that cause widespread diseases in humans and animals such as SARS-CoV-2, making the planet increasingly uninhabitable for human, plant, and animal life.

Our region is not an exception. New Hampshire faces ever-greater life-threatening stressors, having warmed approximately 3 degrees Fahrenheit in the past century. This increase may not seem like a lot, but these rises in the average annual temperature are becoming a matter of life and death. And according to climate scientists, this hopeless trend will continue, unless we alter drastically all our ways locally, regionally, nationally, and universally, including change that is systemic, individual, political, educational, and more.

So, how does global warming affect us in New Hampshire and beyond? Here are just a few examples, and as you read, remember everything is connected to everything else.

Spring arrives earlier and earlier, more frequently bringing severe rainstorms that cause flooding and mudslides. Heavier snowfalls and the accompanying problems, such as downed trees and power lines, are becoming more common, and summers are hotter and drier. Sea-level rise affects coastal ecosystems, and adjacent crop lands and fresh water supplies become salty. Our communities, battered by more powerful storms, suffer increasing damage to property and infrastructure. People fleeing coastal regions due to rising seas and unbearable heat in other parts of the U.S. move to places like Claremont, which do not have the funds, services, and infrastructure to support burgeoning populations. And more about water: New Hampshire depends on snow melt to replenish fresh water supplies. Despite snow storms being heavier, they are less frequent, decreasing, overall, the amount of snowmelt that is fed back into the state's water supply. And warmer water temperatures in lakes, rivers, and oceans affect negatively the health of fish populations, one reason being warmer water holds less oxygen for fish to breathe and they suffocate.

In New Hampshire forests, hardwood trees cannot thrive in hotter temperatures with longer droughts. The likelihood that sugar maples disappear in significant numbers will, in turn, undercut the livelihoods of people in the maple syrup business and in the tourist industry, among others. "Leaf peepers" visit every Autumn, bringing needed income into the state. But as deciduous tree counts decrease here and those that remain present less brilliant colors, the tourists drawn to New Hampshire will stop coming and spend their money elsewhere.

Global warming also exposes forests to new diseases. Southern insects deadly to our native trees are moving into cooler regions such as ours. For example, warmer temperatures are driving northward the hemlock woolly adelgid that has destroyed hemlock forests in southern parts of the state. And the emerald ash borer becomes more prevalent as the climate warms, causing expensive and deadly damage. Moreover, forests that are drought stressed and dying from assaults of invasive insect infestations are more susceptible to wildfires.

Every ecosystem now experiences the destabilization of relationships between species. How that plays out in New Hampshire includes wildflowers and woody perennials that bloom earlier each year. The timing of when plants regenerate and bloom in the spring affects those organisms that depend on them and that have life cycles tied to that timing, such as beneficial bugs. This means that food required by essential pollinators, for example, may not be available when they need it, impacting their ability to survive. And new arrivals of migratory birds, fleeing hotter zones, compete with native birds for food, which can be less abundant due to global warming induced changes in weather. This touches only the tip of the proverbial and now melting iceberg!

Then there are the mounting serious and often-terminal health problems for humans and animals that come as a result of rising average temperatures. We are seeing more illnesses that compromise and kill. They include acute and chronic conditions, such as asthma that can be exacerbated by increased mold growth in buildings, which occurs because warmer air holds more moisture in which molds thrive. Molds can affect humans' cognitive ability and poison plant crops. Increased temperatures also make our region more appealing to mosquitoes, which remain active longer and carry malaria and West Nile virus and heartworm among other diseases. Add to this tick-borne diseases such as Lyme disease, babesiosis, and anaplasmosis. Ticks kill moose and infect companion animals, and are active when temperatures are above 45 degrees Fahrenheit. Warmer weather lengthens tick season's destruction.

Global warming undercuts our ability to afford life's essentials such as food, the prices of which are rising along with average annual temperatures that make growing food trickier as conditions for healthy crops change irreversibly. The mix of violent storms and extended periods of drought play havoc, causing greater and more frequent failures in our food system, driving hunger and starvation. Even New Hampshire farmers are being adversely impacted by climate change.

New Hampshire, like the entire planet, is faced with an existential crisis that is mankind. We may not be suffering, yet, the extreme trials much of the world now faces as habitable regions shrink in size. But the extremes of climate change must be force us, before it is too late, to change every aspect of how we live if we want our children and theirs to have a future that is not a living hell. In New Hampshire, we can begin to forestall the crisis by doing the following, although much more extensive eco-electric fixes are needed:

- Use less fossil fuel. Instead, choose to walk, bike, carpool, bundle your errands, or drive an electric car.
- Use renewable energy (and less of it)—solar, hydroelectric, and wind power.
- Stop burning wood—wood releases the greenhouse gas CO₂ when burned.
- Eat an unprocessed whole foods, plant-based diet. Animal agriculture—raising animals for human consumption—is a greater contributor to global warming than all forms of transportation together. And an unprocessed plant-based diet is healthier and more humane than a diet with animal "products," and uses less energy from farms to table.
- Use energy-efficient appliances.
- Use less and buy fewer products made from fossil fuels and/or produced by fossil fuels and those packaged in plastics, for example, made from petrochemicals.

Urges government officials to enact more robust environmentally friendly legislation

— Learn about climate change's impact on our area's wildlife by participating in the hands-on presentations offered by the Claremont Conservation Commission, beginning April through October. Check out the commission's Facebook page for details and updates.

Everyone must help.

Jack Hurley is a sitting member of the Claremont Conservation Commission.

Face to Face Programs

**DOG-FRIENDLY HIKE AND PADDLE
RINDGE CONVERSE MEADOW**
August 18, 1:30 p.m.



Join the Rindge Conservation Commission for outdoor fun with your four-legged friend.

It's the Dog Days of Summer! Explore trails with views of open wetlands, or paddle through ponds by canoe or kayak. Free event starts from the parking area on Converseville Road (north of NH-119 about 3.5 miles east of US-202). All paddlers are required to bring their own canoe or kayak, paddles, and life jacket. Four-legged best friends are invited. On conservation land pets must be on leash and under control, and wearing a current Rindge dog tag or rabies tag. Please bring bags to remove pet waste from the trails.

Hikers are asked to park in the lot by the kiosk so that paddlers can park and unload closer to the launch area. When participating in outdoor summer activities, please protect yourself with sunscreen, bug spray, and water to drink.


Questions? Email rindgeconcom@rindgenh.gov

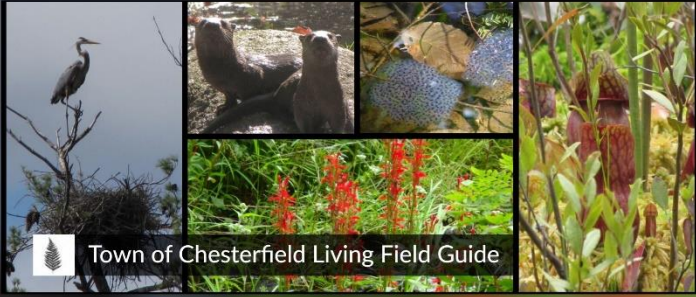


Left: Many towns host hikes. The Rindge CC does a good job spreading the word for their hikes. This is one of Rindge CC's flyers.

Right and below: The Chesterfield CC did a town BioBlitz and created an iNaturalist project, which continues to get new observations. CC members also host informational presentations.



iNaturalist  Explore Community More



About Members 25

Welcome to the living, community-driven, field guide of Chesterfield's flora and fauna! From moose to mice and spruce to spleenwort, all observations of living organisms in Chesterfield are collected through this project. Want to get involved? It's simple! Set up a free iNaturalist account today, and submit your

[Read More](#)

[Project Journal](#)

Overview 4,629 OBSERVATIONS 1,164 SPECIES 963 IDENTIFIERS 357 OBSERVERS [Stats](#)

Targeted Mailings



Warrant Article Mailing.

Audience: All residents

Postcard, 4"x6" (large format). Color front, B&W back.

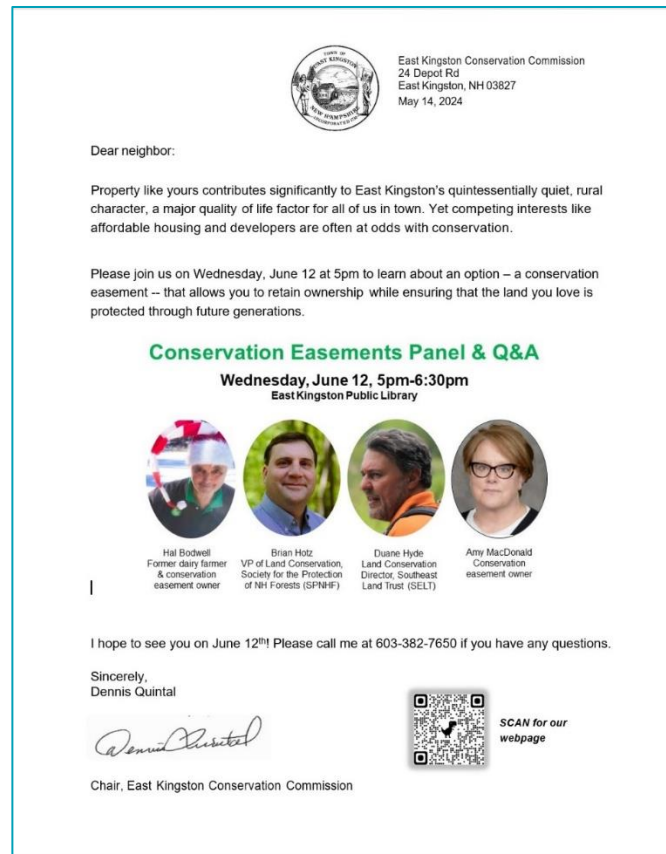
Expenses paid by individuals not CC

Conservation Easement Mailing.

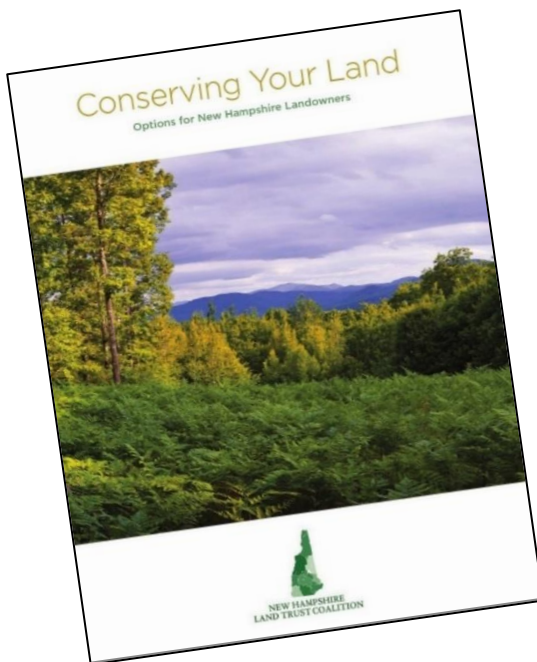
Audience: 60 targeted landowners.

Letter & envelope format.

Expenses paid by CC



Partners



F.O.K.O.S.
Friends of Kingston Open Space

**LAKE REGION
CONSERVATION TRUST**