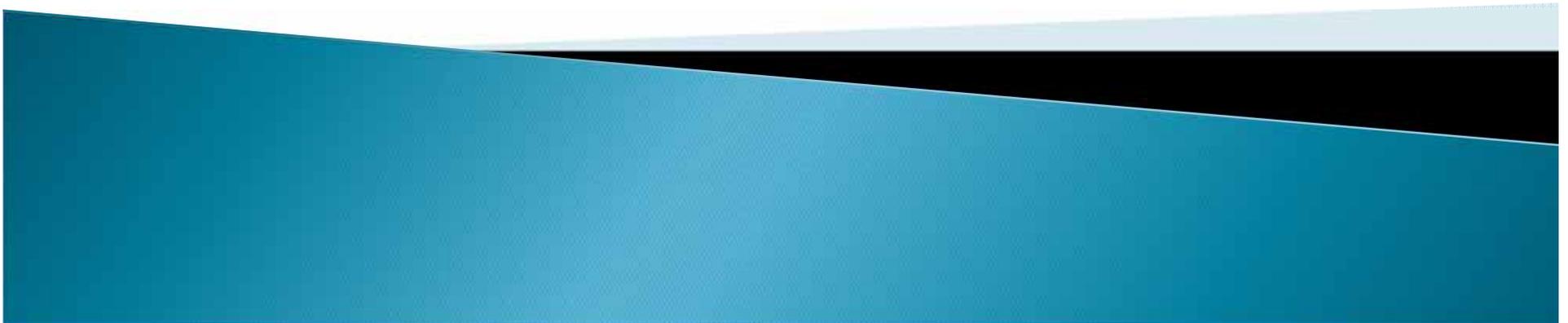




# Kangaroo Lake Association

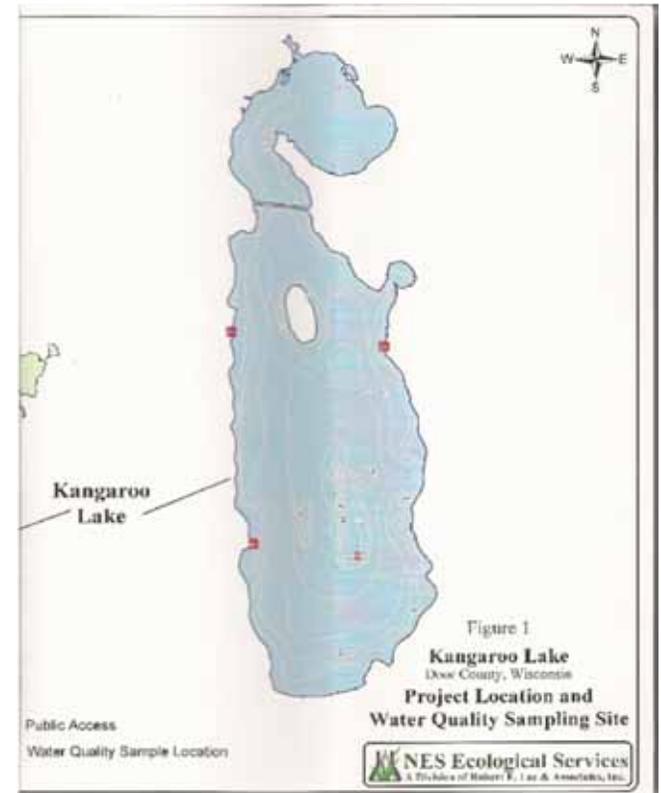
Tom Schneider, President

*‘FishSticking:’ A New Winter Sport*



# Kangaroo Lake

- ▶ Largest lake in Door County
- ▶ Located: Baileys Harbor and Jacksonport
- ▶ 20 miles north of Sturgeon Bay
- ▶ Kangaroo lake is a very shallow lake
- ▶ Average depth of lake: 6 feet
- ▶ Maximum depth: a small area of 12 feet.
- ▶ Area of the Lake: 1,122.5 acres 1,138.6 including island
- ▶ Length of Shoreline: 9.35 miles
- ▶ Area of lake under 3 feet: 23%



# Kangaroo Lake Association

- ▶ Origins 1920's informally; Organized in 1965
- ▶ 1967 Incorporated; 1992 stopped functioning
- ▶ 1995 Reactivated by Key leaders:  
Paul & Marilyn Mahlberg
- ▶ 2002—Comprehensive Lake Planning Grant
- ▶ Initiated a wide variety of studies and activities that enhanced the lake.
- ▶ About 160 households as members
- ▶ Annual Dues: \$15



# WDNR's Fisheries Partnership Award:2016

- ▶ Fish Sticks & Hard stem Bulrushes
- ▶ Updating Comprehensive Lake Plan—currently
- ▶ Lake water quality monitoring for 20+ years
- ▶ Construction of 31 fish cribs 2001-2002
- ▶ Mapping EWM on the lake
- ▶ Enacted slow/no wake zone on south end of lake
- ▶ Assisted in Designation of Sensitive Areas
- ▶ Monitoring northern pike reproduction, assisted with fish surveys
- ▶ Engaged stateholders/land owners with newsletters, etc.
- ▶ Created Website that is user-friendly for visitors and stores all historical research



# My Background

- ▶ Personal & Professional
- ▶ Involvement in Lake Association
  - Fall, 2010—Joined Board
  - 2011—Explored Creation of Walleye Spawning bed, Initiated Membership Survey
  - ▶ 2012 President
  - ▶ 2013 Creation of Website: [www.kangaroolake.org](http://www.kangaroolake.org)  
With WDNR: 5 Action Priorities for the lake—  
one of them was Shoreline Restoration—Woody Habitat



# Pre-Grant: “Shoreline Preservation and Restoration Planning & Action Grant”

- ▶ Attended 2013 Wis.Lake Partnership Conference
- ▶ Workshop: “Woody Habitat Restoration: What We learned.”

Scott Toshner (WDNR) & Quita Sheehan, Vilas County staff—First heard term: “Fish Sticks”

A Youtube clip on “Fish Sticks:”

<http://www.youtube.com/watch?v=7kURYFYxuSc>



# WDNR Grant Proposal

- ▶ Titled the Grant: “Shoreline Preservation and Restoration Planning & Action Grant”
- ▶ Needed General Permit and then annual Habitat Structure/Fish Stick Permits
- ▶ Focus: “Tree-drops,”/ Fish Sticks, Bulrushes, and Buffer Zone Education
- ▶ Required 1/3 financial match, volunteer hours at \$12 @ hour had to be well documented.
- ▶ My Bias: I wanted to create **action opportunities for members** in addition to our extensive research



# Initial Questions ?????

- ▶ Where do we get trees? Hauling? (Had to be 35' from Shoreline)
  - ▶ Installation from November-February per WDNR)
  - ▶ What kind of equipment would we need?
- 
- ▶ How to get people to say yes?
  - ▶ How to set goals, esp. numbers?



# Partnership: The Nature Conservancy

- ▶ TNC had land protected on the lake
- ▶ They needed to thin out their forest as it included a non-native tree farm included but very over-grown.
- ▶ This “stroke of luck” overcame the overall lynch pin of the project—finding accessible trees. ( Little did I know...)



# Harvesting Trees

- ▶ I knew a contractor who I coached in Little League 40 years ago who built docks.
- ▶ I approached him (feeling very uncomfortable)
- ▶ No idea of the cost of his involvement
- ▶ Good News: He'd volunteer his time, money for fuel, and may have to pay a helper.



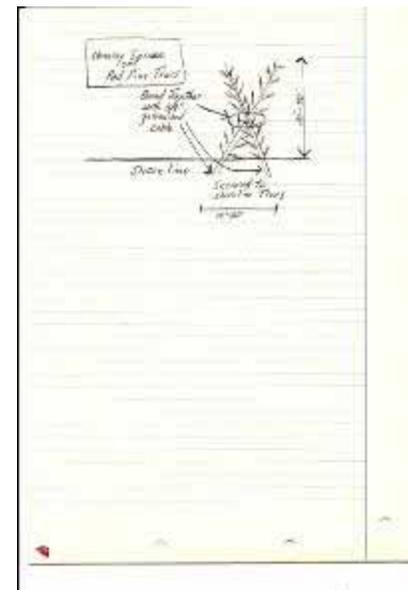
# Finding Landowner Hosts

- ▶ This was a big challenge...one Board member thought if we got 1 or 2 trees in=Success...
- ▶ I was more greedy and ambitious
- ▶ I asked a WDNR person to present at our Annual meeting about Fish Sticks and Bulrushes as a kick-off of our grant.
- ▶ Bad news: Presentation prepared;  
He couldn't make it; I had to give it
- ▶ I started writing articles in our newsletter—  
3x's per year over length of grant.



# Research: Learning Process Began

- ▶ Best Practice Manual on-line with WDNR
- ▶ Confused about 1 tree vs. two—different requirements
- ▶ Consulted with WDNR guru—Use two trees
- ▶ Cross trees: anchor on shoreline and the “X”
- ▶ 3/8's inch galvanized cable
- ▶ Zinc plated U clamps



# Found 7 hosts for 15 trees

- ▶ Myself and My neighbor
- ▶ 4 Board Members volunteered
- ▶ Found a relative/neighbor of Board member
- ▶ One person had a dying tree they wanted to drop into the lake.
  
- ▶ For permit, created list of names, addresses, marked location on map, took before and after pictures
- ▶ Did this each of 3 years.



# Year I Installation

- ▶ Recruited Volunteers and equipment
- ▶ Ordered supplies—cable, fasteners, hose
- ▶ I drove 200 miles/stayed overnight at relative
- ▶ Relieved to see trees placed on the ice, but...
- ▶ Temperature: -2 degrees -25 degree wind chill; no time to postpone;
- ▶ At times, blizzard conditions as we couldn't see the shoreline from 100 feet out on the lake.
- ▶ Wasn't sure: haul with 4 wheelers? Small tractor? Truck with snow plow blade?
- ▶ Cabling? How to get trees on shore—comical
- ▶ Cutting cable—learned lesson;
- ▶ New method: drill hole in trunk of tree
- ▶ Restaurant Celebration



# Media Planning/Execution

- ▶ Part of my education strategy:  
get as much coverage as I could;
- ▶ With Media coverage, the KLA and volunteers would value this effort all the more—project could get talked about in community
- ▶ Great General Public Relations
- ▶ Would help finding new “hosts.”



# Media Success

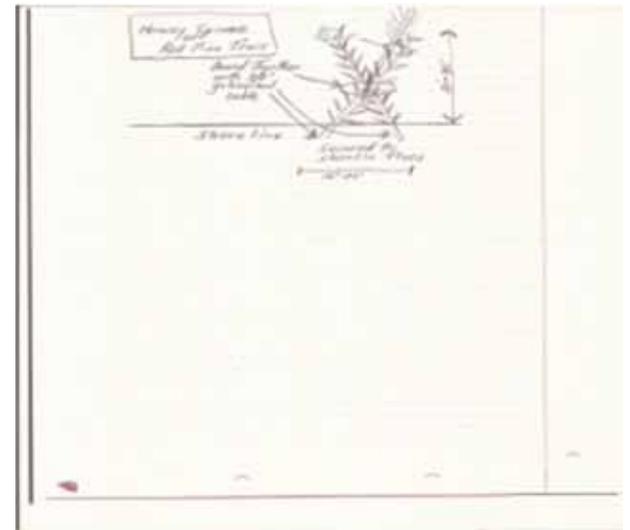
- I created/negotiated Press Release with The Nature Conservancy-- I felt competitive with TNC (Always included WDNR positively).
- Sent Press Release out to as many outlets as I could with helpful suggestions from professionals from TNC.
- ¾'s page Milwaukee Journal statewide; Fox 11 TV; Door County Pulse (I wrote story/pics; Green Bay Press Gazette; Door County Advocate; 2 radio interviews, WDNR's Statewide Newsletter, and placed my article and pictures on our website.
- Send coverage to WDNR, Board, Volunteers, Hosts of Fish Stick complexes
- Lesson I learned long time ago professionally: "Don't worry about giving oneself enough credit. In a successful project, there's enough credit to go around for everyone."
- Lunch at local restaurant for 11 Volunteers

All for 15 trees 😊



# Year II: So Much Learned!

- ▶ After Ice-out, not as much wood in water as we anticipated
- ▶ Longer trees and add a 3<sup>rd</sup> tree
- ▶ Now: 3-tree complex new normal
- ▶ Added 3<sup>rd</sup> tree to previous sites
- ▶ Added 8 more host sites
- ▶ 30 Trees in all planned for installation



# Year II: Uncertainty

- ▶ My wife, son, & son-in-law and families rented a place to stay in Baileys Harbor
- ▶ A week before, decided it was a “go” even though the weather has been warm.
- ▶ Trees all cut the day before
- ▶ Forecast: 40 degrees
- ▶ Night before: call... “not sure if ice is OK.”  
We will decide in morning of installation

No sleep all nite, Very anxious, what to do with the harvested trees, volunteers traveled, media arranged, 1/3 of trees on the ice; 2/3's on land at the boat launch—What if it is a “No Go!”



# Year II—It's a Go!

- ▶ Volunteers (12) ready to go at 8:00
- ▶ Lots of slush and water on ice
- ▶ Trees were harder to pull and put in place as slush would attach to branches making it heavier.
- ▶ Planned lunch at a home for 12:30-1:00
- ▶ We had 30 trees—How long would it take?
- ▶ We drove on the ice with truck and witnessed open water holes around springs.
- ▶ At completion, some volunteers poured ice water out of their boots—couldn't feel feet



# Year II Luncheon

- ▶ What a relief to get the truck off the ice!



# Year III: Challenge: No Hosts!

- ▶ At September Board meeting, no hosts yet.
- ▶ Developed Fish Stick Brochure and Mailed to all landowners including non-members.
- ▶ Result: 10 more 3-tree hosts plus 1 add on.
- ▶ I wanted longer trees—up to 55 feet.
- ▶ Two weeks prior to Feb. 11<sup>th</sup> installation—ice assessment: without better ice, we cancel.
- ▶ Challenges: tree harvesters, volunteers, food preparers, Media contacts.
- ▶ Tuesday before Saturday—It's a Go! Contact Everyone!!! The race is on.



# Brochure

## Kangaroo Lake Association's Leadership Fish Stick Initiative Need for Property Owner Hosting



**FISH STICKS**, an in-lake best practice, are large woody habitat structures that utilize whole trees grouped together, resulting in the placement of more than 1 tree per 50 feet of shoreline. Fish Sticks are anchored to the shore and are partially or fully submerged. Fish sticks are not tree drops since the trees utilized for the projects come from further than 35 feet from shore, thus they don't "rob from the bank" of trees that may otherwise grow and fall in naturally. In the winters of 2015 and 2016, our Kangaroo Lake Association (KLA) volunteers installed 45 trees in 15 separate locations. The 35'-50' trees were anchored in clusters of 2-3 trees. These non-native trees were gifted and harvested from The Nature Conservancy's land on the lake.

### PURPOSE

This fish and wildlife habitat best practice creates food, shelter, and breeding areas for all sorts of creatures from small aquatic insects, frogs, fish, turtles, ducks, and songbirds. Fish Sticks also help prevent bank erosion and provide habitat for non-invasive water plants, (e.g., bulrushes) that protect lakeshore properties and our lake.



West Shore of the Lake

West Shore of the Lake

### Finding a location & Installation

Fish Stick clusters have worked well along most of Kangaroo Lake's shoreline. You can observe what installed fish sticks look like by contacting a KLA volunteer. Fish Sticks can be placed on an area of your shoreline that is not used for pier(s) or swimming. If you have a lot of frontage, you may choose to add more than a single Fish Sticks cluster. KLA's permit allows us to add sites at no extra costs this coming winter. After 2017 we will be required to apply for another permit and there will be additional fees.

# Media Effort

- ▶ Press Release sent to all contacts
- ▶ Engage Fox 11 TV & prepare
- ▶ Local Paper: Offer to Write story, send Pics
- ▶ Connect with GB Press Gazette & DC Advocate
- ▶ Do Radio interview



# Installation Day

- ▶ 17 volunteers Engaged
- ▶ 3 cablers-- followed up placements of trees
- ▶ Pre-organize: what sites to go to efficiently
- ▶ Balancing Act: TV Interviewing/information sharing with managing installation volunteers
- ▶ Temperature was perfect—around 32 degrees
- ▶ Trees were not only longer, but bigger/heavier than other years—our best! Harder to place but had enough “young bucks”
- ▶ Ooops!!! Two more trees with no home... T=33
- ▶ Luncheon timing—perfect—12:30-1:00



# Challenges



# Follow Up

- ▶ <http://fox11online.com/news/local/lakeshore/project-works-to-preserve-wildlife-along-the-kangaroo-lake-shoreline>
- ▶ Thank you emails to all Media
- ▶ Obtain and Send links of Media coverage to Board, Fish Stick Hosts, Volunteers, WDNR
- ▶ Get Signatures for hours worked by volunteers



# Direct Expenses

Item	Year I	Year II	Year III	Total
Cable/fastener	174	395	372	941
Garden Hose/bits	30	24	0	54
Gas/Truck	30	30	30	90
Worker Pay	0	200	450	650
Food/Beverage	76	82	133	291
Brochure/Mail			277	277
Grand Total	310	731	1262	2303
Trees	15	30	33	78
3-Tree sites	7	10	10	27
Plus: Almost 125 Volunteer Hours= \$1,500				



# Follow Up Links



## LINKS

- ▶ A You Tube clip on "Fish Sticks:"  
<http://www.youtube.com/watch?v=7kURYFYxuScc>
- ▶ KLA's Fish Stick Brochure: <http://kangaroolake.org>
- ▶ KLA's Installation Descriptions:  
<http://kangaroolake.org/2016/02/20/2016-fish-stick-installation/>
- ▶ Wisconsin DNR's Scott Van Egeren presentation on KLA website:  
[http://kangaroolake.org/wp-content/uploads/2015/10/ScottVanEgeren\\_2014.pdf](http://kangaroolake.org/wp-content/uploads/2015/10/ScottVanEgeren_2014.pdf)
  
- ▶ WDNR Fish Sticks:  
<http://dnr.wi.gov/topic/fishing/outreach/fishsticks.html>
  
- ▶ WDNR's Healthy Lakes Initiative: <http://healthylakeswi.com>
  
- ▶ For more information or questions, contact: Tom Schneider, President, Kangaroo Lake Association, trschneider@att.net, Phone: 414-425-8858, 608-217-9460 (cell)