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Siseebakwet Lake Association

FiveStar Initiative

Itasca AIS Program

Lake Service Provider Summit 4/17/2019

*Deploying the Power of the Marketplace to
Improve AIS Safeguards*



AIS is a significant threat to Itasca County Waters

AIS Transportation

- Big picture, need prevention strategy for each possible entry point:
 - Public access, public beach
 - Property owners, guests, and visitors to our lake
 - Cabin owners, guests, renters
 - Resort, Campground, and Camp owners & guests
 - Anglers and recreational boaters using public or private access
 - Those who move owned or rented boats, trailers, or recreational gear from lake to lake
 - For fishing or recreation
 - New or used boat purchase
 - New or used private equipment purchases such as dock, lift, swim-raft, ladder, buoy or other similar gear
 - Lake Service Providers seasonal install/removal move/install new/used docks/lift/swim-raft
 - Seasonal trailer rental
 - Private launch
 - Guide Services
 - Marine Dealers

FiveStar

- FiveStar is our strategy for lake service providers, marine dealers, and other similar businesses
- What is FiveStar for LSPs?
 - Establish *relationships* with LSPs
 - Identify and drive business to LSPs savvy about AIS
 - Too many LSPs are not DNR Permitted. Some LSPs are not AIS savvy.

Itasca County AIS Program



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**MN DNR Certified
Lake Service Provider**

Itasca County AIS Program



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FiveStar

- How does FiveStar work?
 - Participating LSPs sign contract where they agree to implement specific common-sense AIS safeguards.
 - In return, Itasca AIS program and participating lake assns market and promote these LSPs to property owners.
 - Leverage *existing power* of Itasca AIS and participating Lake Assn web-sites, meetings and events, newsletters, electronic and hard-copy mailings, social media
 - Free and voluntary to LSPs



FiveStar

- What do FiveStar providers promise via contract?
 - Know which waters have which AIS
 - Equipment used in AIS lakes *always* undergoes decon prior to use in any other lake
 - Any used equipment moved from one lake to another is dried for 21 days AND undergoes decon
 - Authorization for operations review

Itasca County AIS Program



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FiveStar

- Benefits to FiveStar LSPs
 - Free marketing and publicity
 - Power of Lake Assn relationships with property owners
 - AIS Program
 - New business
 - Ongoing DNR Permit reg fee paid by AIS Program
 - Access to self-service AIS Decon Stations

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