

## Promote the beauty of the lake, the abundance of recreational opportunities and the availability of open access areas

- Use social media to show images of Lake Erie and people enjoying its waters.
- If a bloom occurs, but it doesn't impact your beaches or access, double-up your efforts to make sure people are aware that the bloom is not impacting recreational use.
- If your waters are impacted, refer guests to other beaches and areas without blooms to make sure we keep these guests in Ohio.
- Encourage people to call in advance to learn current conditions. Things change quickly.

## Emphasize the importance of finding a quick solution with state and federal elected officials

- According to scientists, we have to reduce phosphorus loading by 40%.
- Contact your state and federal elected officials and tell them how algal blooms (and the public perception that accompanies such blooms) impacts your business.
- Support increased monitoring of phosphorus levels in Lake Erie and its tributaries.
- Support the creation of funding mechanisms to both research the problem and implement solutions.
- Support economic assistance of offset losses in the business community by boosting promotional efforts in the spring.

## Live and do business sustainably

- Use no-phosphorus fertilizer on lawns and gardens. Check the bags when you buy them. Look for the package formula of nitrate-phosphorus-potassium, such as 22-0-15. The middle number – representing phosphorus – should be 0.
- Avoid using products with a lot of phosphorus and nitrogen at home and at work. Look for detergents and cleaning products that are friendly to Lake Erie.
- Plant deep-rooted native plants along streams and lakes to filter runoff.
- Avoid blowing leaves and grass clippings into streets or hard surfaces where they will be swept into the water.
- Repair automobile fluid leaks
- Regularly check and maintain septic systems
- Do not use algacide to treat HABS; they can release further toxins.
- Install bottom aeration in small ponds and lakes that are susceptible to HABS.