

DRAFT MINUTES
Hawaii Invasive Species Council
Public Outreach Working Group Meeting
1:00 p.m. - 2:30 p.m. HDOA Plant Quarantine Building, May 5, 2004

Meeting participants:

Mindy Wilkinson, Jolie Wanger (DLNR-DOFAW), Deborah Ward (DLNR), Bruce Casler, (TNC), Pauline Sato (TNC and Malama Hawaii), Janelle Saneishi, Darcy Oishi (HDOA), Jay Deputy (CTAHR and Landscape Industry Council of Hawaii), Penny Levin, Sherla Bertelmann (BIAN), Rebecca Alakai (DHHL), Bill Brennan (DCCA), Christy Martin (CGAPS).

HISC Public Outreach Funding

Have \$200k of new State funding. We need to identify match (new, in-kind or cash, non-state, 1:1). May need grantwriting assistance if we are unable to find match.

Possible sources of non-State match:

CGAPS

NRCS outreach grant is potential

Ala Wai Watershed EPA?

DOT?

DOH federal funds for printing/outreach?

New total of \$400k (with match). We had identified a specialist and two staff to conduct outreach, the rest for implementing this program. Do we need to adjust?

Recommendations:

- Suggest we keep the staff, less support for television outreach.
- Subgroup formed to do PDs for new outreach staff.
- Will also have the WRA liaison to work with the industry to promote the WRA.

Funding begins July 1, 2004. Funding will go through PCSU. New staff begin as early as August.

DOH WNV Outreach Update

- Have WNV brochure available in print and on the web. Will also do an insert for dead bird pick-up.
- Laura has been placing articles.
- We're working on a poster for home-improvement areas encouraging people to reduce mosquito habitat and contact with humans.
- There is an outreach opportunity at the Zoo—a lot of mosquitoes and susceptible species.
- Will also do a display at the PetExpo this weekend.

Existing messages. Notes from BIAN:

- Don't pack a pest need to address movement of pests from yard to yard

- Don't plant a pest: need to make sure big box retailers and garden centers about what is invasive. May need to advertise "bad management practitioners". Need WRA scores/education to go out to the public.
- Senior and community groups, ag classes in high school and college need outreach, "dog and pony shows"

Review Suggested Projects

Any others that should be identified as HISC priorities?

1. Assist with WNV priorities
2. CGAPS messages
3. Aquatics—need to add
4. Frogs—would like any PSAs to include sound of frogs.
5. Gain assistance of airlines—need them to show the videos
6. Promote use of Weed Risk Assessment by landscape industry, others
7. Gorse control via tree planting (shading). Plant trees.

Focus

1. Port of Entry
2. General Public
3. Dive Ops/ Fishermen, boat owners, marinas

PSAs

1. Don't pack a pest
2. Don't plant a pest
3. Report a pest

Training

1. Public Recognition
2. Staff (agencies/Port of Entry/Private sector)
3. Field Crews/volunteers
4. Industry councils (landscape and Ag. Etc)

Priority messages combined

1. WNV
2. Coqui
3. Aquatics
 - Don't release your aquarium fish
 - Marine algae, snowflake coral (target dive community/fisherman)
4. WRA
5. Port of Entry
6. Transport (into the state, between islands, around islands)
 - Message: RIFA, WNV
7. RIFA
 - Need port of entry worker awareness training modeled after BTS program
 - Matson, cargo sections, private sector employees, union stewards

- Need for all ports that receive air/ship from outside the State
- May piggy-back on HDOA port of entry video
- Need references to post
- 8. Outreach to policymakers, successes of HISC

Business Round Table

Website

Hotline

Existing Outreach Opportunities

Ag/LICH Conference in October good opportunity for breakout session, outreach on frogs, WRA, mosquitoes, RIFA, etc.

HI Conservation Conference breakout session on outreach and education

What way would be best to put information out to the group? Messages through the BIAN, community associations. Newspapers would be good.

Discussion:

- Are there any existing PSAs that can be placed on community television?
- Can we do a wallet card for who to call? At what point do people recognize a pest of concern?
- Would like PO meetings reserved for fine-tuning issues, messages, priorities.

Tasks

- Ken will develop a form to help log the resources of groups doing outreach. Send to Christy for distribution to the PO group by the 15, response deadline by June 1. Bruce will email Christy the form again.
- Need all to log outreach time of all participants. For other sections of the HISC legislation can log match for actual removal of invasives, etc.

All:

- Come to table with estimates for funding projects
- Develop a timeline for the task list
- Have an idea of what is being done by others

Next Meeting

Wednesday, June 23
1:00 –3:00 PM at HDOA Plant Quarantine
1849 Auiki Street – Sand Island

Directions: From Nimitz Highway, take Kalihi Street makai, go all the way down and make a right on Auiki. Go one block ewa and turn left into the driveway. PQ is located behind the Triple F warehouse - second green building.