

HAWAII INVASIVE SPECIES COUNCIL
Public Outreach Working Group Minutes (9/22/04 draft)

9:00 a.m. to 11:00 a.m., Wednesday, September 22, 2004

Hawaii Department of Agriculture – Plant Quarantine Conference Room

1. Call to Order – Introductions

Laura Lott, Darcy Oishi, Bruce Casler, Liz Corbin, Tony Montgomery, Penny Levin, Jolie Wanger, Mindy Wilkinson, Christy Martin

Introduction: Liz Corbin, HISC Resources Working Group chair. Their group is looking at the needs of the other groups to find new/additional resources for the groups. Figure out ways to build capacity to apply for new funds or partnerships. Coming from the business world (DBEDT), we look at building business and corporate support.

2. Minutes correction and approval

Minutes approved.

3. Update on Hawaii Invasive Species Council-Public Outreach budget and HISC meeting on Sept. 21.

Mindy: HISC meeting on Sept. 21. Working groups reported on their progress.

-Prevention Working Group: Neil Reimer (HDOA) reported on their projects.

1. Main prevention project is for HDOA to hire assistants to do “blitz” inspections at several ports of entry. Will look at harbor, Fex Ex, additional airports statewide. It will also fund the database system for reporting and keeping information about insects, etc. found. Kahului Airport expansion federal funds allowed the creation of the database, HISC funds will allow it to be expanded to statewide use. First set of blitzes is scheduled for mid-October, will end next June.

Darcy: Blitz inspections means that people will open incoming cargo and other inspection activities for incoming vessels and parcels. Right now we inspect very little of incoming items. This will allow us to do a pathway risk analysis. Oahu has lowest inspector to cargo ratio, so more inspections will be done on Oahu, but there will be activities on each island.

Laura: This will really be a good media opportunity. Janelle should call Laura if she needs help with media attention.

2. BTS interdiction. 90K to pre-departure BTS inspection on Guam to supplement USDA Wildlife Services interdiction program.
3. WNV prevention/rapid response materials.
4. Ballast water and hull fouling project to connect agencies so they can track vessels and help target high risk vessels. There is also a ballast water database component.

Laura: There needs to be a story that we can report on here. Bring actions to the table. We need interesting people, good visuals, interesting story and a story about why people should care. We need to strategize and plan to make the most of these.

-Established Pests Working Group: funding for the ISCs and a new aquatic rapid response team. We don't have aquatic rapid response incidents very often, but when we do, we don't have anyone to respond. Aquatic team would work with the ISCs when possible, 4 people, equipment and based on Oahu.

Laura: When people get hired and do some training, when they can represent the mission well, bring it to the table so we can discuss media.

-Research and Technology Working Group: will fund biocontrol, hull fouling and ballast water technology projects via an RFP.

-Resources Working Group: (reported in detail below)

4. Resources Working Group

We want to work with the groups to look at the pitch for more support (not necessarily dollars). 10 slides, 20 minutes 30 points. Why should we care, what can we do? We want to look at the Public Outreach working group messages and make sure we are pitching the same messages to heads of banks, HTA, hotels, associations, etc. Liz needs economic costs (real, not inflated) of invasive species such as WNV. We need to point out what might affect their bottom line. We also need to follow up with "what you can do to help". Perhaps by adding to their newsletter or public-private partnerships/sponsorships. We need a champion or more than one to help make these pitches. We need a corporate network to assist with the

Laura: We also need to educate their front line employees. These are regular people that need to know.

Jolie: There is a small business conference, the Hawaii Retail Merchants conference Oct. 22 with a "rainforest" theme. DOFAW was approached to set up the rainforest elevator display. May be a good place to hit with the first pitch.

Bruce: The Alien Algae group already has sponsors for the algae removal project, maybe these folks would be a good place to start.

Action Item: Outreach participants should forward economic information to Liz. HCRI, apple snails, WNV, RIFA, etc.

Action Item: Christy will meet with Liz to give CGAPS Silent Invasion PowerPoint so she can get a feel for current outreach and use photos, slides.

5. Project RFP

(we spent time during the meeting revising the form previously emailed, Thanks to Claudia for doing the first cut on her already great forms)

Action Item: Christy will finalize the RFP and send to the group with meeting minutes draft within a week.

Action Item: Mindy, David, Janelle, Jolie, Laura, Tony are the RFP review committee and will revise the scoring form and guidelines for reviewing RFPs.

6. Position Descriptions (PDs) of the three HISC Public Outreach Staff

PDs are out there, Big Island is already going ahead and advertising it. We need to start working on the detailed work plan for that island. Kauai is set, coordinator is going to work on the PDs and will get ready to house. Oahu is still looking at where to house it. If not Malama Hawaii, then perhaps OISC or CGAPS (Kim Langley) can house.

Discussion:

Where is the most appropriate office to house Oahu position? CGAPS may be the most logical with an office at DOFAW.

Action item: Mindy will follow up and get BIISC, KISC and CGAPS to sit down and work on the work plans.

7. Updates:

- a. Websites
RFP sent out and posted at www.hear.org/cgaps with the PowerPoint mock-up. Proposals due Sept. 30.
- b. Pest Hotline
Need to ask Neil if letter sent
- c. Public Service Announcements
RFP for PSA production in the works, Aquatics to be added

8. Discussion/Announcements

Laura will send out information on what will happen if WNV is found in the State. Laura will also send out information on the Bottle Bill. We need to build support for it, we do not want to be the only state to repeal the bill. Please pass this information along and help support it.

9. Next Meeting

9:00a.m. – 11:00 a.m.

Wednesday October 20, 2004

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1849 Auiki Street - Sand Island

Honolulu, Hawaii 96819

And the next meeting for November is tentatively scheduled for Nov. 17, 9-11.

Adjournment