

HISC POWG Meeting
October 30, 2006, 10:00
HDOA

Attendance: Mindy Wilkinson, Rachel Neville, Diana Greenough, Damon Hylton, Signe Opheim, Sara Pelleteri, Christy Martin, Jackie Kozak, Terry O'Halloran, Janelle Saneishi, Jolie Wagner, Joylynn Paman, Priscilla Billig, Maile Sakamoto

1. Introductions to Hawaii Superferry (HSF) Staff:

Damon Hylton, Director of Marketing
Terry O'Halloran, Public Relations

2. Discussion with HSF Staff about Invasive Species Outreach

- *Community groups have expressed concerned about invasive species*
- HSF response is to form advisory committees and working group with managers from ISCs and other experts in the field
- HSF committed to help educate passengers about invasive species by
 1. Operational procedures when on board
 2. General education about invasive species as part of HSF info
- PR companies for HSF are Communications Pacific and Starr Siegel
- Mediums available to HISC POWG for invasive species messages:
 1. Website, which could include links to other websites (i.e. hear, HDOA, etc.)
 2. Terminals at Harbors (i.e. indoor kiosk at O`ahu)
 3. Ticketing process (“What to do” for customers”)
[Jolie: How is ticketing done? Terry: similar as airlines. Jolie: want to get people as early as possible. Could be the holding message on the phone]
 4. Online Magazines, brochures, and video [Priscilla: Will there be opportunities for displays on board? Terry: No, there is limited space for displays.]
 5. Trusted Shipper Agreement [Christy: Once you have the procedures for Ag customers worked out, I think you should present them to the Farm Bureau, LICH, etc. You need to tap into the commodity groups, who will be transporting high risk materials Damien: Yes, we can do a more robust campaign with those target audiences]

Questions and Discussion:

Sara: Can you include messages about invasive species fragments on diving gear? It would help to have something on the website asking the intent of the trip with follow up “do’s and don’ts”

Maile: Of your budget, how much is for outreach and education?

Damien: Hasn’t been decided yet. We want to give a lot to that process. Most funds are going to security and invasive species inspection.

Maile: Often buzzed words that are used, but ends up being a low priority

Damien: As a company, we see this as a high priority.

Maile: Who will be doing the enforcement?

Terry: Our staff will. HDOA will train the operation staff. We are a start up company; we are in the beginning process.

Jackie: What about a training handbook for staff?

Damien: Yes, that can be added as another educational venue for this group.

Janelle: do you have an FAQ?

Terry: Yes. Now it is more of a community type website. We need to get to the content side of it.

Sara: How do you plan to deal with the rapid response if a new huge pest arrives to the islands?

Terry: We would want to be involved. Can address all of our staff, bulletin it on the website. We will rely on you guys for the messages.

Mindy: We can also tap into the HDOA Pest Alert system.

Diana: What do you have in terms of inspection? My concern is “clean” is a very subjective.

Terry: every vehicle will have to have its compartments available for inspection. We are not going to inspect every one. Just with some. We are going to incorporate it with security. Inspections on a random basis.

Signe: Are you going to have those screen machines?

Terry: We don't think so. It is different security threats for maritime transportation.

What is the biggest risk that we need to address now? Our staff is going to have a learning curve. We will have decreased capacity at first so that we can handle it.

Sara: what is the likely hood that we would see a coqui frog on the car.

Mindy: Almost impossible.

Terry: I have also been including invasive species info in the presentations that I am giving to rotary clubs and school groups

Maile: I believe that the human contact is really important. Could we have someone on board to talk to people?

We need to identify priority messages:

1. Specific one on coqui frogs, particularly from infested areas, and then reporting sound for receivers
2. LFA bites, ID, on plants
3. General message for plants, maps to HDOA to help compliance
4. Aquatic message
5. Ag pests on produce, don't pack a pest message
6. No cake dirt

Mindy: Let's put together a package of content.

Terry: We can also raise awareness for certain geographic areas

Rachel: we are worrying about hunters. Once the rules are hammered out, we can educate about miconia, etc.

Damien: Do you do much with airlines?

Christy: They show the video on mainland flights. But not on inter-island.

Damien: If you have a schedule of media activities are groups, or we can reinforce it. Might be a good time to run our ads in complements.

Mindy: [ACTION] We can give you the content, will look at one page ads, 2 weeks, mid November. A draft to Priscilla, packet to HSF by the 17th.

Christy: [ACTION] Will send out 9 messages to the group, by tomorrow

[ACTION] November 30, next meeting. Request Star Siegel and Compac's attendance

***Primary contact: Rachel

[ACTION] Rachel will send out contact list.

Mindy: We need a general inter-island movement flier. Frogs, LFA, aquatic, miconia,

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3. Discuss HISC Interim Plan

Mindy: This will drive our funding and staff in the next couple of years.

Rachel: Will it always be an interim plan?

Mindy: This term was suggested by Chair of Council. My goal is to have the HISC readopt the plan by December.

Rachel: Can we leave the dates out for August 2006?

Mindy: I would prefer that the members from other agencies actually approve the plan.

Maile: I will follow up with other agencies about participation.

Changes to be made:

Jackie: I think we should change "identify" to "implement"

1. List residents first
2. “Decrease introduction of invasive species” instead of “increase voluntary compliance”
3. Establish an effective pest reporting network
4. Delete delivers timely information to managers on the ground

Diana is the new point of contact for collating interim plan green0@hawaii.edu

Nine priority messages:

1. Protect Hawai`i
2. Report a pest to 643-PEST (7378)
3. Don't plant a pest
4. Don't pack a pest
5. Don't sell or buy a pest
6. Keep pets contained
7. Don't dump aquarium pets or plants
8. Report dead birds to 211
9. Buy local produce

[ACTION] Rachel will send HISC plan to Diana, Jackie will send changes

*** 211 didn't work when Diana tried it on the Big Island

Highest priority audiences:

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1. Decision makers in public office, government agencies and private business
 - a. Private sector (method---engage DBEDT, provide information for financial support)
 - b. Legislators (report on HISC activities (briefs and newsletters) and invasive species needs)
 - c. Continue present involvement and develop further partnering with organizations
2. Special interest groups that play a role in brining in, promoting or observing invasive species
 - a. Target the building industry....(include big box)
 - b. Target groups that could report invasive species (early detection program, algae cleanups, other organization programs)
 - c. Pet owners for aquatics

3. Students

- a. All levels of school institutions (give schools educational materials, classroom visits)
- b. Partner with informal education groups (theater groups, community programs, etc.)

4. General Public

- Change, develop PSA's
- "Encourage use of Pest Hotline."
- Delete target (include in D)
- Add Educational displays and talks

Measure of effectiveness:

- Add public awareness survey
- Delete volunteer
- Separate, number of people reached (talks, displays)

[ACTION] Joy send database to Signe, Sara, Christy, Diana, Priscilla

Priscilla: May want to include tracking the media in the budget

Sara: May have Habitatitude money to split cost on survey

Website:

[ACTION] Christy follow up with Elizabeth one more time about website content

[ACTION] Jackie send out email from Elizabeth to Rachel and Christy.

[ACTION] Rachel and Christy: sit with Jamie, figure out the cost to get it done

*** Motion to Table approval of Interim Plan until meeting in January with other agencies

4. DISCUSS AND FINALIZE BUDGET FOR APRIL 2007 FUNDS (see attached excel sheet)

1. PSA for the pest hotline (by January) [ACTION] Christy will spearhead the effort, Rachel will help with radio time
2. Hawaii Theater for Youth live PSA (Maile will coordinate)

[ACTION] Christy will work on an inter-island introduction brochure and will get a quote for an expanded survey.

[ACTION] Jackie will send out excel of budget

5. UPDATES FROM OUTREACH SPECIALISTS

Christy: Filming LCC production, moderating WNV segment on Wednesday, Chairing rotary committee

Sara: My son has been receiving CD's from colleges. This might be a way to get a lot of our information to teachers. If we could compile it all on one CD

Rachel: TNC has invasive species CD curriculum.

Christy: I like the idea. It is a lot of work to pull together. How is the Ohia project curriculum coming?

Mindy: We will get a status report soon.

[ACTION] Monday conference call to get updates on outreach grants

Joy: MISC newsletter (new), monthly column in paper, Malama Award for landscapers, legislative packets to request funds, recorded PSA's, BBTV top priority, MISC brochure, and presentations

Jackie: Held first community coqui meeting, presentation to north shore Rotary, planning Arbor Day event with KLIC and other conservation organizations- will include display, invasive species bounty, and 900 non-invasive and native plants to giveaway, Kia`i Moku newsletter, continued work with Malama Kalihikai school program, teacher for Chiefess School film on invasive species and conservation, ½ hour spot on Mayor's show

Rachel: School visits, high school kids want to do a field trip, children and youth day, tic tac toe snake coqui game, navy EIS testimony about washing vehicles to prevent invasive species spread, Home Depot codes of conduct email- still has to officially sign. Awa festival, Bioneers festival, TV appearance about invasive species on Trinity broadcasting network.

Diana: Christy came over for orientation. Rachel and crew came for fountain grass work. Junior Forest Team, Community College, updated Big Island media list, met with big island nurseries.

NEWS!

Christy: BI association of nurserymen signed on the codes.
Signe's next event will be November 18

[ACTION] Diana will send updated press list.

[ACTION] Christy will send DVDs of PSA's to Diana and Jackie

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