

**HISC Public Outreach Working Group  
HDOA Conference Room  
May 18, 2007**

**1. Call to Order: Maile Sakamoto**

Maile Sakamoto, Mindy Wilkinson, Chris Buddenhagen, Priscilla Billig, Rachel Neville, Jackie Kozak, James Leary, Christy Martin, Jessica Hawkins, Joylynn Paman, Jolie Wanger, Diana Greenough, Darcy Oishi

**2. Previous Minutes Notes**

Adjust port presentation statement; pass with correction, Christy will make change and send to post.

**3. Budget: Mindy Wilkinson**

The legislature restored HISC funding to \$4 million, we need to present to the HISC our working group priorities for outreach funding.

\$230K to maintain 3 existing staff is the priority as agreed on in previous meetings (\$180K for three staff—Priscilla, Jackie, Diana and operating budget for them), the rest (\$50K) is open. Supporting staff-originated projects with HISC focus, this would be our second priority as stated in past meetings, the third priority is to do HISC grants for outreach again (previous grants funded school curriculum projects, etc.). Another possibility is support other staff in part to take on HISC responsibilities.

**Discussion**

Maile: I don't think that \$50K is enough to fund a grants program. I think that most of the grants we run are \$10K or more for each project.

Jolie: I like the grant program, I can see the maximum be \$10K per project, but it could depend on what comes in.

Darcy: Projects that had a match were given higher priority in past years, so it wasn't like these were \$5K or \$10K projects, they were all support funding for larger projects.

Jackie: I like the grants program because it helped us to do outreach to other groups and agencies. I'd like to see more collaborative work with us for the grant recipients. Maybe work with them more closely, have them present their project to us, so maybe we should come up with a list of messages that they should work on.

Rachel: We should use the messages we developed for the interim plan. (All agree).

Jolie: We should target the spokespeople that we want messages from/outreach to.

Maile: CTAHR has a good network to get this RFP out.

Mindy: What about partial salary for existing staff? If this remains a priority, you need to figure out what the percentage of their total salary you'd like to see go to them.

Joylynn: I know we really appreciated the \$10K of my salary last year. I really appreciate having a pot of money for printing support.

Christy: I sent an inquiry email around to folks in this group and the CGAPS steering committee about a proposal to completely revise and reprint the Silent Invasion booklet. There is widespread support for the project, even offers of help with funding. The estimate for the project including layout, graphics, printing of 10,000 pieces is \$66K. We would provide the copy, most photos. I would ask for support from HISC, perhaps we can ask for each of the working groups to support this project by \$5K apiece?

Mindy: HISC should support by \$30K.

Jackie: After participating in the LICH conference yesterday, I'd really like to see the WRA website revised with more information and pictures, to make it much more user friendly. The HISC/CGAPS/ISCs website cost \$11K. Maybe it can link to Chris Dacus' project results, etc.

Rachel: I think the perfect test group of the websites user-friendliness could be at the Pearl City Urban Garden, these are the interested public, with an average knowledge of computers, etc.

**What should be the maximum amount for the grants?**

Jolie: We've received an average of 5 or 6 grants that have been really good. Can we ask them to call us with their ideas to discuss it before they write their proposals, or request a letter of interest/intent.

Mindy: July 1, HISC money will be made available from legislature.

Jolie: We also want to get the B-Roll.

Jessica: I'm getting certified for 'Ōlelo for producing, editing, camera, so I can do that for folks. It will be aired on 'Ōlelo after that.

Jolie: I'm also going to have another AmeriCorp person in November. Their job will be to gather video for other projects. We're going to have 25 AmeriCorp positions available this next year. In the past, we've had 9. We've farmed them out to KISC, OISC, etc. So we'll be looking again for placement, 10-12 months. Cost is \$6500 match per person. It should start in November. We'll be contacting folks about host sites soon.

Joylynn: It would be great if we could support one per island to follow each of the crew. We could also get interns from UH-HIP, the University of Hawai'i - Hawaiian Internship Program.

Mindy: The outreach working group for the Offshore Islet Restoration Committee (OIRC) also needs a lot of help. We should really roll in some support for these areas. They need support for their outreach. They don't have anyone doing outreach specifically.

## **Budget Decisions Funds for July 1, 2007 through December 31, 2008.**

3 existing staff and operating costs: \$180K

Grants: \$50K

Projects: \$50K (SI booklet, Support/Printing, WRA Web, photos, etc, Stock video, OIRC)

Support O'ahu, Maui: \$20K

Interns?

Proposed total: \$300K

### **4. Inreach Presentation: WNV, Maile Sakamoto**

#### **5. Legislative Reports & HISC Updates: Chris Buddenhagen**

-HISC general meeting June 7, 10 a.m. – 12:30 at DLNR Boardroom

-HISC Established Pests Working Group on May 31, 10-12:15, DLNR 410.

-Interim Chair is Allan Smith, formerly of Grove Farms. Peter Young is staying on as deputy for a while to brief him.

-HISC Prevention Working Group meeting was on Wednesday. Domingo chaired it. Carol was unable to attend.

-HISC Interagency Working Group: It looks like the new chair of HDOT is interested in taking this on. We are briefing.

-Legislature passed the bill authorizing HDOA to charge a \$1.00 service fee for incoming cargo inspection & treatment.

#### **6. Superferry update: Joylynn Paman**

Maui's Paradise Television production company was selected to do the Superferry video. They asked me to be a spokesperson for invasive species because I was on the same island. I sent out a list of questions to the POWG that they provided prior to the interview. Thanks everyone for the input. On Monday, they interviewed me and also asked me to read a script which was mainly about coqui frogs. Joylynn will send out the final Q and A for posting online.

Jessica: I brought up in a previous meeting to do a public survey to see who the passengers would be, their activities, etc. to see where we might need to target.

### **7. Island Updates**

#### **Big Island Report: Diana Greenough**

- 3 Earth Day fairs/festivals (Kona, Waimea, UH)
- 2 Spring Fairs (Hilo- 4 days, Pahoa)
- 2 Community Association meetings/presentations (Kopua Farmlots, Volcano: on coqui and early detection - "What's in Your Backyard?")
- 1 radio interview (Lyman Medeiros)
- Superferry Advisory Board meeting (Kawaihae)
- 3 updated brochures (miconia, plume poppy, 10 least wanted)
- 1 print article draft sent to reviewers (miconia)
- 1 article published in HIJ Sustainable Edition (early detection)

### **Maui Report: Joylynn Paman**

- Using the surplus funds from HISC's \$100K that needed to be spent by April, MISC printed the following items:
  - 4 magnets (ivy gourd, veiled chameleons, miconia, pampas grass) at a quantity of 500 per design
  - 1,000 MISC pens
  - 1,000 MISC rulers
  - 1,000 MISC newsletter for Spring 2007, entitled Kia'i Nā Moku O Maui Nui
- MISC can feature the West Nile Virus as one of its species in the Kia'i Moku column of the Maui News. This is a monthly column written by MISC to educate the public about invasive species.
- MISC will put up another display at the Kahului airport on May 31. It will be located in the central area of the gates and will be up for 3 months.
- MISC has been doing a lot of work on the outer islands including Lāna'i and Kaho'olawe. The crew has requested that before they go to Lāna'i that Joylynn send out a press release stating that we will be on their island. This is a good idea for any of the pr staff if you're entering a new area.
- The draft version of MISC's early detection book has been completed and will be passed around to committee members for review. A copy of this draft was circulated during the POWG meeting.

### **O'ahu Report: Rachel Neville**

- Events: Bishop Museum Science Fair, CTAHR Agricultural and Environmental Awareness Day in Pearl City, Keiki Waterfest in Waipahu, Friends of Honolulu Botanical Gardens Plant Sale, UH Earth Day, Earth Day at Honolulu Zoo.
- Gave a presentation to ESL class at Ka'ahumanu Elementary School.
- Created new interactive activity for kids at events, made fake miconia trees and have the kids go find them. I make the kids tell me what they think the distinguishing features are.
- Playing pest hotline jingle on the radio at events, at CTAHR event, kids had to answer questions so I had one of the questions be who to call when you see a snake or other suspicious creature, and made them listen to the jingle to get the answer
- Brought Pearl City Girl Scout troop out to Aiea Loop Trail and did some clearing of invasive species around seedling koa. Was impressed with the enthusiasm of participants. Began trip with a short presentation about watershed health and how invasive species can damage the watershed.
- Did a short and intense public awareness campaign that included presentations to neighborhood boards, articles, and neighborhood canvassing regarding the Tokay Gecko. OISC's goal was to determine range by informing public and asking them to report if they see it. So far, does not seem to have spread beyond where it was initially reported from, but found out that the neighborhood would support actions to remove the gecko from the area.
- Attended LICH conference, gave presentation on RIFA and LFA to nursery owners and landscapers
- Spent a few days on mailing out requests to enter private property for the field crew.

### **Kaua'i Report: Jackie Kozak**

- Co-coordinating the Kahu 'Aina Art Competition with the Garden Island Arts Council for the summer. Targeting children 5-18 with the theme of conserving and connecting with native plant species. Workshops at Ke Kula Ni'ihau o Kekaha, NTBG-Lawai, Koke'e, Limahuli,

Maha'ulepu, and Kaua'i Nursery and Landscaping. Workshops include presentation on uniqueness of and threats to native plants followed by art demonstration. Article in The Garden Island appeared in May about the importance of offering children an experience with native plants if they are to care about protecting them from things like invasive species. Submitted an article about the creative partnership to DOFAW's newsletter.

- Partnership with NTBG for Youth Environment Days and Ohana Malama Days to engage students and their guardians in invasive species removal and native plant restoration through volunteering.
- Co-sponsor of Australian Tree Fern Community Meeting in Hanalei to provide information, address concerns, and offer solutions. Presented on a panel about involving the public through outreach and cooperation with the green industry.
- Appeared in article about Australian tree fern about raising community awareness about the issue. Initiated program with Lelan/KNL to take ATF's as a bounty in exchange for a discounted non-invasive replacement for private landowners. Responded to various calls and emails from community members who plan to participate in the program, helping them to positively identify the species in their yard.
- Continuing to serve as the invasive species teacher for outdoor programs such as Malama Kalihiwai and Hanalei Watershed Hui.
- School visits to Hanalei, Chiefess, and Kaua'i High. Interviewed for Chiefess film on conservation and prepared aquatic invasive specific presentation for marine science classes. • Presented to Kauai's Governor Advisory Council about invasive species issues and projects (KISC and partners) on Kaua'i and the function on the HISC.
- Drafting coqui flier to be displayed at nurseries with KLIC
- Drafting invasive water plant flier with Taro Growers Association
- Hosted educational booth at The Garden Fair about invasive ornamentals and native alternatives. Gave a lecture entitled "How to Protect a Forest from your own Backyard."

### **HISC Statewide: Priscilla Billig**

- Working with Mindy Wilkinson and Chris Buddenhagen to develop three one-page summaries on Miconia, Early Detection and Habitat Suitability Modeling.
- Coordinated radio broadcast of dead bird pickup PSA on "University Report" April 30.
- Delivered "Stop the Brown Treesnake" brochure (w/Christy Martin).
- Developed *eNews*, HISC's bi-monthly electronic newsletter: five have been launched. Working on the following topics: LICH, MALP adopting the Codes of Conduct, marine algae/ballast water issues, RIFA and new airport inspection facilities at Kahului.

### **8. Next meeting:**

Friday July 13, 10 a.m. – 12:30 p.m., HDOA Auiki St. Conference room