

HAWAII INVASIVE SPECIES COUNCIL

Public Outreach Working Group

1:00 p.m. to 3:00 p.m., Wednesday June 23, 2004

Hawaii Department of Agriculture – Plant Quarantine Conference Room

1. Call to Order – Introductions

Laura Lott, Kaliko Amona, Mark Fox, Bruce Casler, Neil Reimer Grady Timmons, David Morihara, Mindy Wilkinson, Sylvia Spaulding, Kim Langley, Debbie Ward, Christy Martin, Mele Fong, Darcy Oishi, Jay Deputy, Tony Montgomery, Ken Foote, Pauline Sato, Claudia Hamblin-Katnik.

2. Review of past outreach recommendations, Hawaii Invasive Species Council Strategic Plan directions.

Funding approved for \$4 million. Outreach gets 5%, or \$200k. At last meeting the PO group agreed to hire staff (3), continue CGAPS messages. Add port of entry workers outreach project, and outreach to dive operations, boat owners, marine industry/users. Targeted messages and topics should also include West Nile Virus, coqui, aquatics, Weed Risk Assessment, transportation and pathways, Red Imported Fire Ant, and HISC messages.

Discussion/Comments:

- For aquatic issues, the old campaign is targeted on the fresh water—Don't release your aquarium pets", need to focus on marine more.
- Watch the word "Pest". See proposal and national campaign notes.
- Focus on the positive messages instead of negative.

3. Approval of the form for gathering information on ongoing outreach programs relating to invasive species

Action items: Christy to change the following on survey form and send out for final OK ASAP.

- Introductory paragraph: Need some wording to strengthen the need—suggested points bulletized: Summary will be a searchable database to see what others are doing, enable to find matches, partners and improve collaborations.
- Timeframe Needed: Renew every State FY. Forms should be sent by July 1 every year, request return by July 15. Aim will be to place searchable database on the HISC website.
- Change email return address to cgaps@earthlink.net.
- Need to use to search
- Ask what the target audience of project is intended to be
- Add to directions: Fill one form out per project and reconfigure table so the top section is filled out only once with sections for multiple projects.
- Budget: source—perhaps change Type of Funds to Source.
- Need to differentiate between funding "secured" and "needed". Can what they have be counted as a match?

4. Approval of the Position Descriptions (PDs) of the three HISC Public Outreach Staff, discussion of budget and supervision

Copies of PDs sent around via email, use as a basis for discussion--One for Big Island from old BIISC PD, one for CGAPS PIO (Christy) position. We need to review and modify. Suggestion is that we have one position based on the Big Island—a lot of need, not a lot of resources there. Also a suggestion to have a position on Kauai. In the Interim Plan, we proposed hiring a HISC information specialist and two outreach persons. We may need to modify the positions if they are to work more independently from neighbor islands. We also need to look at the type of skills the persons will need.

Estimated timeline: Because we will need to make changes in the PDs, it may take longer than usual. A couple of weeks to revise, three weeks for ranking by RCUH, we may be able to have people onboard September.

Amount of money left over for operating funds or other projects depends on how the positions are rated. Perhaps 110k for operating since the positions won't begin until Sept.

Discussion/Comments:

- Tony: we tried to hire part time outreach, didn't get any applicants.
- Do we want to save the Oahu position if there are existing people doing these tasks, can we save this for other uses? Is it more valuable to have money available to existing projects in-line with our goals?
- What happens after a year? Need to show that there may be funding after that year. Maybe we should work on infrastructure to carry on if funding is not continued.
- To gain support and funding for next year, this group needs to show success not just for Public Outreach projects, but also for all aspects of the \$4 million HISC program.
- Where will they be based: Oahu should have one (share Maui/Molokai/Lanai), Kauai, Big Island.
- WRA liaison position work plan laid out by quarter, with goals. Timetable—very helpful—may want to do a very similar one for these positions. Work plan established by working group?
- Pauline: Maybe we need to diagram each island and the resources, what people are already doing? Need to be accountable to one or two persons, not the committee.
- Could ISCs host and supervise this person, perhaps with the ISCs priorities as a portion of the duties? This idea is in line with the legislation and proposal to support ongoing structures and work. Don't want to preclude agencies/topics not addressed in the past. Need to define separation between ISCs and HISC in work plan. Primarily report to the coordinator or chair on that island, second the chair of the working group/workplan. Should be an employee of the ISC they are housed at. This would be similar to hiring a person under a specific grant program, with projects and outcomes, etc. specified in the grant.

Action Item: We will devise and give employee a detailed work plan that includes all the messages, audiences the PO group decides on (terrestrial and aquatic). We need to be very clear about the agency housing the employees, that they have an existing

workplan—and if they are willing to supervise the position, make sure they are following the workplan.

Action Item: Mindy will talk to the ISCs about hosting, look into Malama Hawaii or OISC hosting Oahu position.

Action Item: Mindy will email both PDs for the group to review.

Action Item: Review the PDs, send all comments back to Mindy by July 7- Wednesday.

5. Updates:

a. Websites

There is no HISC website, but is listed as a possible task for the PO Working group. We could combine a HISC site (to be hosted on DLNR site) with the RFP for the new CGAPS and ISCs website, use a little funding from the HISC site to this project funded by CGAPS? We will explore as part of CGAP/ISCs project.

Single RFP may not be possible if going to be hosted on separate site?

Do we want to have it as part of the CGAPS/ISCs site? Need to really identify the needs for the HISC site. We did this for CGAPS and the ISCs a year ago. Needs to be fleshed out.

Action Item: Christy will do mock-up and get a dollar amount needed for expanding, explore the hosting issue. (note: HISC agencies may need to give the OK for hosting location)

b. Pest Hotline

Neil Reimer reports that existing hotline staffed 20 hours/day, 7 days/week.

Problems: a lot of calls are about roaches, etc. Need to try to change that. We also need a more easily remembered hotline number that is toll free. Need to get an existing HDOA form to be filled out, review with PBIN to see if electronic form a possibility. CGAPS working on.

c. Public Service Announcements

CGAPS messages. Waiting on HTA grant contract to go through. The \$50k would provide most of the funding to place the CGAPS messages on TV. Air dates would be January 2005 at earliest, to be completed by end of State FY, June 30, 2005.

6. Discussion

WNV outreach displayed. Gaining good press.

Action Item: Please review items from Sylvia RE: Marine Aquarium Council media campaign.

7. Next Meeting

Action Item: Please come prepared with short descriptions/cost estimates for invasive species outreach projects that could be considered for HISC outreach funding. (Sorry that we did not get to at 6/23 meeting).

Wednesday July 21, 9 a.m. –11 a.m.. July 21 Wednesday. Hawaii Department of Agriculture – Plant Quarantine Conference Room
1849 Auiki Street - Sand Island
Honolulu, Hawaii 96819

8. Adjournment