

HAWAII INVASIVE SPECIES COUNCIL
Public Outreach Working Group Minutes

9:00 a.m. to 11:00 a.m., Wednesday July 21, 2004

Hawaii Department of Agriculture – Plant Quarantine Conference Room

1. Call to Order – Introductions

Laura Lott, Mindy Wilkinson, Christy Martin, Mele Fong, Darcy Oishi, Ken Foote, Claudia Hamblin-Katnik, Alenka Remec, Maile Sakamoto, Debbie Ward, Jolie Wanger, Ati Jeffers-Fabro, Jay Deputy, Andy Kaufman, Penny Levin, David Morihara, Grady Timmons.

2. HISC Funding Update

Hawaii Conservation Conference Governor announced the funding has been cut from \$4 million to \$3 million (\$2 from NARS, \$1 from general funds). With budget revenues up it may go back up to \$4 million. A proposal was written to reduce the Research and Technology component to keep or add to the percentages in the other areas. Either way, we anticipate the \$200k for outreach to remain the same.

Note: The NARS fund is supplied by the conveyance tax and there is a ceiling, need to spend all. Last year 4.7 million came into the fund, and they had a reserve, which put them over and above their ceiling. They should not be affected this year. If they continue to take \$2 million every year, and if the real estate transactions drop beyond a certain point, then we'll see the effects.

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

We've agreed on 3 positions, \$70k would be left for operating—actually more because the staff would not start until Sept. or later. Salaries are still not final-- it will be ranked and decided by RCUH.

The Big Island Invasive Species and Oahu Invasive Species Committees and Malama Hawaii on Oahu have tentatively agreed to house and supervise. Kauai Invasive Species Committee is still in discussions. PIOs would follow the work plan that we agree on, broken down by quarter.

Action: Mindy will add wording for PDs and submit for grading (so we know about how much will be left over for projects).

Agreement: PDs will be somewhat more general, then work on the specifics within the work plan to really flesh out their duties, if they should have more outreach or media experience, etc. The ISC coordinators would also be involved in developing the work plan to ensure that the PIOs also focus on ISC priorities.

Action: Ken Foote, Jolie Wanger, Mele Fong, Mindy Wilkinson, Penny Levin, Maile Sakamoto volunteer time to help work on the PIO work plan.

Comments/Discussion:

Mele: the Governor challenged HCC attendees to put a human face on the challenges posed by invasive species.

Laura: that is the general rule of outreach, always try to put a human face and human impacts with the message.

4. Public Outreach Survey Form

Action: Christy will make change in \$ amount in description, will send these today for return on the 30th. Forward to your contacts in outreach.

5. Project Proposals: How do we rank projects and decide what receives funding?

Questions: What are our criteria for selecting projects? How much money do we need to set aside for operating expenses and how much will be left over?

Action: We need to put out an RFP for projects, with HISC PO program objectives and the criteria that will be used to select projects. ASAP.

Suggested wording, fill in the blanks: "HISC Public Outreach Working Group is seeking proposals for __. Level of funding available is ___ and must be matched by non-state dollars or in-kind services.

The criteria are: ___"

Agreement: Public information officers and general public should be on the review committee, not just inner group or scientists.

Action: Mindy will extract HISC program objectives and HISC PO objectives discussed in previous meetings, summarize and send it out to group.

Agreement: Need to develop criteria for RFP. Mentioned at the meeting:

Is this project likely to be completed successfully within the allotted time?

What is the target audience?

Is the proposed method and budget appropriate?

Are there cooperators in implementing the project?

Is there match/leverage available?

What will the effect be, how will success be measured?

What risks could be mitigated with this project (what damage could be avoided if this project were funded?)

Significance of project in relation to HISC program objectives (in Interim Plan)

Action: Ati will send the criteria for ranking EPA grant proposals to Christy for distribution. (Grants reviewed by 10-12 from science and public, finished within a month, gave grant recipients 9 months to complete).

Action: Claudia has a form they use for deciding grants, will email to Christy for distribution. Judging team comprised of experts from each ecosystem, at least 3 reviewers for each project.

Action: Christy will collect RFPs from Ati and Claudia, ideas from this meeting and send out to the group for feedback.

Action: David Morihara volunteers to be on the proposal review committee.

6. Proposals on Table

- a. Mele Fong: The Human Face of Invasive Species. \$15,000 total request. 6 video vignettes on “Outside Hawaii” to put “a face on the impacts of invasive species”. The audience: general public, OC 16 viewers, over 30,000 viewers each week, statewide, part of rerun schedule. Topics: invasive plants, animals, agricultural pests. (Suggest that contract address ownership of footage and music rights, the ability to replay the shows elsewhere combine, re-cut to place elsewhere, own right to use for other educational purposes. Have available for other groups doing outreach). Need to list match or in-kind and documentation letter. Suggest also producing 30 PSAs to placement on all stations.
- b. Ken Foote: Offshore Islet Restoration Committee (OIRC). Have existing projects: kayak cards, posters, Sheldon Plentovich outreach, website development. Have \$35k from FWS to leverage, Waimea Audobon will supply office space, etc. We’d like to fund an outreach person to work with existing staff on the Lehua rat eradication project. If can’t, we go down the list of needs. See plan. HISC goals met: control, education, example of invasive species impact and possibility of restoration with aggressive management. All islands except Big Island have offshore islets.
- c. Jay Deputy: Agriculture Conference 2004. No plan yet for invasive species outreach or workshop and LICH will not be as involved in the conference. Ag. Fair on Oct. 21. Would like to put together an invasive species workshop day. Opportunity to come together and give presentations in a seminar/workshop format. Major cost would be lunch. Hilton Hawaiian Village. Audience: landscape, nursery, landscape architects, small business plant industry folks. No money needs at this point, just need to get participation.

Action: We would like to do outreach at this meeting. We will help Jay put together a plan for the meeting. Jay will send out the agenda, will find out about display area.

7. Updates:

- a. Websites
Will start on RFP in Aug.
- b. Pest Hotline
No existing database logging reports. PBIN has proposal, will submit to PO and Research and Technology working groups.
- c. Public Service Announcements
HTA contract signed. Omnibus second week of August. Do RFP for production of PSAs, air dates would be February 2005 at earliest, to be completed by end of State FY, June 30, 2005. Second omnibus in May 2005.

8. Discussion/Announcements

Feb 18, 19 2005 HDOA Pest Conference, focus on insects but probably will include fountain grass, strawberry guava. Contact Darcy Oishi at HDOA for information.

9. Next Meeting

9:00a.m. – 11:00 a.m.

Wednesday August 25, 2004.

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1849 Auiki Street - Sand Island

Honolulu, Hawaii 96819

Adjournment