

**Hawaii Invasive Species Council
Public Outreach Working Group (POWG)**

*10:00 a.m. – Noon, Monday January 29, 2007
Hawaii Department of Agriculture—Plant Quarantine Conference Room
Draft Notes*

Attendees: Maile Sakamoto, Jody Smith, Priscilla Billig, Jolie Wanger, Chris Buddenhagen, Signe Opheim, Diana Greenough, Christy Martin, Darcy Oishi, Rachel Neville, Joylynn Paman, Mindy Wilkinson

1. Call to order

2. Introductions

3. Approval and discussion of last meeting's minutes

Maile did not send last meeting's minutes. Table until next meeting.

4. Invasive species awareness for port workers

Priscilla: Training for Young Brothers dock workers, initiated by MoMISC's Lori Buchanan, with handouts, discussion and PowerPoint. She also posted laminated posters on the office outer wall for people picking up cargo. I attended and it is intended to be conducted for each port, by each outreach specialist. We need to do this ASAP, the YB staff that made the commitment is retiring soon. We did PR for it and got good attention.

Action Item: Priscilla will contact Lori to get a copy of the presentation.

Action Item: Chris will contact HDOT director to encourage port businesses to accept and support presentations

Superferry Update

Joylynn: I checked with the Maui harbormaster and they will allow us to put up a display at the Superferry area.

Rachel: Oahu harbormaster agreed as well, as long as it is in the Superferry area.

Discussion: Oahu terminal indoors, Maui and others may be outdoors. May not have wall space, may not support wall hanging items. Explore stand-alone displays.

5. Target themes for grants

Mindy: There is a new grants program manager, Karmin Kime, her email will be Dlnr_hisc@hawaii.gov

Chris: Do we have a target theme for grants?

Discussion: We looked for ways to get into schools like with curriculum development, or groups that already had a good target audience, or ways to get to people that we didn't already have access to.

Jody: the CTAHR Jumping the Fenceline work really helped within CTAHR administration and other “outreach” folks within natural resources.

Christy: The video programs on OC16 have had good play; we might want to think about supporting more of these. The final LCC program will be filmed on Wednesday.

Discussion: How about airing short items on the visitor channels? Is this our target audience? Are there messages that can be packaged for this audience that might be positive?

Chris: I think that people coming from other Pacific islands might be a better target. (Darcy agrees).

5. Approval of modified Interim Plan for Public Outreach

Priscilla: We never approved the revisions to the Interim Plan.

Action Item: Priscilla will email the previously revised Interim Plan to all, with request to approve by Feb 2.

6. Legislature Report

Mindy: there is a request for a joint hearing (EEP and Ag) on invasive species at 10:15 on Tuesday 1/30. There are speakers scheduled from HDOA, UH, ISCs, etc., we have also invited Dean Okimoto of HFBF. You are welcome to attend. This is not a HISC request for funding. It is considered an outreach opportunity. Governor approved the request for \$2 for FY08, which would put the total DLNR HISC request at \$4 million.

Already a lot of interest about coqui. Multiple agencies and the Big Island have made requests for coqui work. Again, this is a reminder that a single species can take up entire budgets and we may still not be able to make a dent. Note, it would take \$25 million to treat entire infested area just once. We need new tools, which HISC funding would allow, etc.

Other bills include changing the noxious weeds rules and adding a white list (which will be opposed by HDOA because it would place the rules in the wrong section).

Darcy: We are still working on the thermal treatment centers for each island. We still haven't been able to get them to work.

Mindy: Jackie has put together a good newsletter for Kauai for multiple groups. We may not be doing enough inreach. We've got hundreds of programs that we need to communicate to our partners and participants, to make people aware of what's going on. Can I get a commitment for once a week update about cool HISC projects.

Mindy: Change in the Council, the head of DOT is now the former head of Harbors.

7. Website

Due date for all information to Rachel (ISCs and target species info) and Christy (aquatics, CGAPS, HISC) by end of day February 23.

8. Other

Discussion: TV, radio and print media, relative value of each. Discussion of intention for messages (awareness, learning, influence behavior), and the fact that we can measure some changes and not others—it is believed that no outreach is wasted effort, the more people hear something, the more they are familiar with it.

Diana: Our island media is hungry for local news. The communities are also requesting information and I take it with outreach products.

Joylynn: The monthly Maui News column has really been working for us. We can do a column on WNV. Pacific Radio Group will record and run our PSAs for free. The third recommendation would be an Akaku video. (Maile: Cal Hirai is making one for us now)

Maile: CTAHR extension agents are also going to start helping us.

Rachel: I think the more things we get on the news, the better. There are difficulties, but we can get around it.

Christy: We are asking the “where do you get information about invasive species” in the February omnibus, we should have those results in mid March.

Priscilla: Do we want to spend \$600 to subscribe to a national environmental news service, to post our invasive species press releases stories for reporters nationally?

Action Item: Priscilla will get more information and will bring it to the next meeting.

Signe: I'm done next month and will be moving back to the mainland. A new position may be added to the AIS Team. We are trying to move the algae cleanups to more community-based. The AIS Team has lost two members and they will be trying to make one of the positions in charge of working with communities to do this.

Diana: We had a general BIISC meeting and moved to working group meetings. We focused on outreach, I did a short presentation on upcoming workshops. We developed a plan for CY 2007.

Jody: CTAHR has a new publication, Toward Sustainable Agriculture: A guide for Hawaii's Farmers

9. MISC Update

Joylynn: We are working on trying to fill needed miconia money (NPS support grant has ended), support Maliko Gulch frog eradication work, and invasive seaweed/marine outreach (will work with Sara on this). At end of Feb/beginning of March is NIWAW. Jackie is doing something with NTBG on Kauai; Diana is working with Amy Greenwell on Big Island; Joylynn will work with NTBG in Hana for outreach. Next MISC newsletter will come out at end of March/beginning of April.

Rachel: Do we want to do something on Oahu for NIWAW?

10. OISC Update

Rachel: Got our early detection program on Oahu. We will be writing an article for the Malama O Manoa newsletter. Did ONGA and Waimanalo Agriculture group presentations for early detections. PBR landscaping presentation. Did OISC December newsletter. Superferry website revisions are now up on the website. Articles in paper. Met with Stan Oka with Honolulu City and County to introduce OISC.

11. HISC Outreach Update

Priscilla: HISC Executive Summary for Legislature. Also targeting some media folks to send to. Wrote articles for LICH, etc. did WNV media package, revised coqui PSA for OISC, gathering more items for website (like the hot water treatment plans), finishing BTS brochure, media for Les's LCC program. Need WNV footage and images (Maile will send).

12. CGAPS Update

Christy: Pick a commercial time. Three demo radio PSAs advertising the pest hotline by Frank DeLima were played. Aim is to have the PSA on the radio, statewide by February 19.

A public awareness survey will be conducted in mid-February, and the pest hotline question will be asked again in a May survey. We are on-track for spending our items for April.

13. Next Meeting:

10 a.m. Friday March 9, 2007. InDesign class in afternoon. Venue to be announced.