

Draft POWG meeting minutes for March 9, 2007.

**Hawai'i Invasive Species Council
Public Outreach Working Group (POWG)**

*10:00 a.m. – 12:30, Friday, March 9, 2007
Department of Land & Natural Resources Conference Room,
Kalanimoku Building, Room 322C*

Attendees: David Allen, Priscilla Billig, Chris Buddenhagen, Diana Greenough, Jessica Hawkins, Karmin Kime, Jacqueline Kozak, Christy Martin, Rachel Neville, Darcy Oishi, Joylynn Paman, Jody Smith, Jolie Wanger, Evelyn Wight, Mindy Wilkinson.

1. Call to Order

2. Introductions

3. Approval and Discussion of minutes for October and January

Jody requested that the October 30th meeting minutes be updated to include the full names of Superferry representatives whom attended the meeting.

Action: Rachel will update the minutes to include the full names of Superferry staff.

Motion moved and seconded to approve POWG minutes of October 30, 2006 and January 29, 2007 by Darcy and Diana, respectively.

Old Business:

4. Approve Interim Plan for Public Outreach

Mindy explained the procedure for the approval of the POWG strategic interim plan. The public outreach working group will approve the draft which will then be sent to the council for final review and approval.

The final version of the draft strategic interim plan was reviewed by all present. In this version, dates were omitted from the plan with the exception of those dates that are currently in effect. An addition was made to include "Plant Natives" as a tenth one-sentence message. Additional changes were updated manually by Jackie during the meeting.

Action: Jackie will send out final revised strategic interim plan to the working group.

Acceptance of final draft strategic interim plan moved by Darcy and seconded by Diana.

5. Environmental News subscription service

Priscilla opened up the discussion by giving a quick overview of the environmental news subscription service. For \$600 a year, HISC can post 10 press releases to this service. The press release is then made available to numerous journalists worldwide. The journalists then have the opportunity to act on the posting if they wish.

After researching the service in depth, Priscilla thought that it may be too much “overkill” for our needs. The service is designed for press releases with “hard news and hard science.” If we participated, we would have to be very selective about the press releases that are submitted.

Rachel made a suggestion that if we have a press release that we would like to post on a nationwide scale, then we should think about approaching the Associated Press. Mindy and Christy agreed that it didn’t seem like something that we should subscribe to. Therefore, HISC will not subscribe to the Environmental News subscription service.

New Business:

6. Grants

Karmin Kime, the new HISC Grants Manager, was introduced to the working group. She has been working with the current outreach grants and will work with Mindy to track the spending for HISC and other project funds.

Mindy brought up a discussion about the \$100K that HISC has available for outreach projects and that it needs to be dedicated by March 31st or else she will pass it onto other projects to ensure that the money is spent by the ending of April. The working group then reviewed each line item in the budget to state the status if available.

Action: All outreach staff assigned to a project for this \$100K, needs to update Karmin on the status of when it will be spent if they did not do so during the meeting.

Karmin can receive e-mails from the staff.

Action: For the line item of coqui frog PSA’s for Kaua’i, Jackie will try to get some radio time in by Tuesday, March 13th, to do a new recording.

7. Outreach at Ports

Priscilla began the discussion by giving a quick overview of the presentation that Lori Buchanan of MoMISC did for Young Brothers last year. Priscilla brought up the urgency to do the presentations sooner than later because Vic Angoco, Young Brothers vice president, is about to retire. He spoke directly with Lori and gave the ok to do these presentations on each island in 2006. Joylynn will contact Lori for a copy of the presentation for each island to modify. Priscilla sent Young Bros. contact information to outreach staff in November, contact her if you need it resent.

Priscilla suggested that each island contact their port manager directly. A statement was also made that the presentation should be reviewed by the Dept. of Agriculture’s Plant Quarantine division. Janelle Saneishi, HDOA’s Public Information Officer, should be notified about the presentation.

Action: Rachel will contact Janelle to let her know about the presentation.

8. Priorities for PSA's

There was some discussion about the protocol of doing a PSA and who the information passes through and when.

Action: Rachel will draft guidelines of how to get a PSA on the air with state funds and send to Christy for review. These guidelines will be sent to all outreach specialists for reference.

Christy also discussed the new results from the Omnibus survey in regard to the PSA's that were completed at the end of February. The survey is for internal information only.

Action: Christy will forward the survey to the ISC staff.

Jackie brought up the coqui frog PSA's in particular and would like to see the PSA's re-aired in October. Diana suggested that Jackie do short interviews with residents on the Big Island who have "lived with the problem". Rachel stated that Pepe'ekeo residents are willing to talk to Jackie if she needs help.

9. Legislative Report

Mindy stated that she sent out an update to the ALLISCS-ANNOUNCE e-mail list a day before the meeting. People can refer to that if they need info on current legislative matters.

10. Other Business

Hawaiian Diacritical Markings: Rachel approached the working group about creating a new standard within the public relations staff that Hawaiian diacritical markings be included in any official press release, outreach material, publication, etc. that is disseminated to the public. Joy offered to review materials before they're sent out and create a list of common words and place names for everyone's reference. Chris questioned how to type the grammatical markings if the Hawaiian fonts are unavailable. Joy stated that she will also send out this information. She also advised that everyone should have a copy of the following reference materials:

Pukui, Mary Kawena and Samuel H. Elbert. Hawaiian Dictionary. University of Hawai'i Press: 1971.

Pukui, Mary Kawena, Samuel H. Elbert and Esther T. Mookini. Place Names of Hawai'i. University of Hawai'i Press: 1976.

Action: Joylynn will provide the working group with a comprehensive list of common Hawaiian words and place names and instructions on how to type the Hawaiian grammatical markings if you do not have the Hawaiian fonts.

Outreach materials for Superferry: Mindy brought up another discussion about the superferry and briefly discussed a list of public relations materials that the POWG

Draft POWG meeting minutes for March 9, 2007.

would assist them with. Lani Olds, Superferry Public Information Officer, would like invasive species video footage in DVD format and not have rights issues attached with the footage. Superferry can also use still images in their video.

Action: Priscilla will provide outreach staff with a detailed list of specific footage needed by Lani Olds of the Superferry for the Superferry video.

Action: Outreach staff will submit additional video and still images to Priscilla.

Action: Joylynn will work with Russell Suzuki (MISC crew member) to gather video footage on miconia and other target pests.

Priscilla also mentioned the need to purchase a new video camera for use by the outreach staff. Rachel also discussed the Superferry's on-board magazine and the terminal signage.

Action: Rachel will write the first article for the Superferry's on-board magazine and will send out the draft to the POWG for comments.

Action: Rachel will speak with Terry O'Halloran (Superferry rep.) about their vision for the terminal's signage.

Pest Hotline Update: Darcy stated that the pest hotline is having problems with phone calls coming in from cell phones. The cell phone calls are being routed to the island that the cell phone is registered to and not necessarily the island that the reporter is calling from. He also stated that there are some rerouting issues that HDOA is working out. Rachel suggested that when people state that they're having problems, the person receiving the report should ask if he/she is calling from a cell phone. Darcy also stated that Maui has been having specific problems with Cingular cell phone users.

Action: Joylynn will find a Cingular cell phone customer and have them try the pest hotline.

Diana brought up a brief discussion that she has reviewed outreach materials at BIISC and have come across numerous hotline numbers. Christy advised her that the only number she should be advertising is the pest hotline number and BIISC materials can also include the BIISC phone number.

Action: All outreach specialists will continue testing the pest hotline and note the time of call, whether it's a land line or cell phone, and what cell phone service is being used. This information will then be sent to Darcy.

Presentation by The Nature Conservancy: Evelyn Wight and David Allen of The Nature Conservancy gave a brief presentation about a new project. TNC is proposing to bring in professional hunters to help minimize feral ungulates within their

Draft POWG meeting minutes for March 9, 2007.

preserves. TNC presented this information to the POWG to get feedback and to update the POWG participants about the project.

11. Outreach Specialist Reports

Due to time constraints, there were no reports given by the outreach specialists.

12. Set Next Meeting/Adjourn

Next POWG meeting is scheduled for May 18, 2007 from 10:00 to noon. Location to be announced at a later date.