**FL-PRISM Education and Outreach Working Group Minutes**



**September 20, 2016, 10:00am-12:00pm**

**Finger Lakes Institute, 601 S. Main Street, Geneva, NY**

Call-in information by request

Attendees- Ken Kaufmann- Skaneateles,

Randy Nonemacher- Skaneatles Town- swallowwort, phrag.

Mark Gooding- Region 8 Forester- NYSDEC does AIS and TIS management

Matt Brinka- NYS PARKS Ocean and Great Lakes educator- huge chunk of job is running the boat steward program across the state- other half not well-defined but to be active in PRISMs- active in nature and college based education- environmental management bureau

Drew Starkey—WC District Technician- E&O for the Wayne Co. Envirothon, fish and tree sales, NYPIRG- experience- not much teaching background so hoping to gain information

Lindsey Gertenslager- WCSWCD

Hilary Mosher- FL-PRISM

1. Welcome and meeting objective-
2. Citizen science programs within the Finger Lakes- how to engage community members-

Drew likes the Wayne County specific field guide-

Matt- in the western US- market research to study the population that you are trying to reach- what would it take for you to participate in outreach? Influence homeowner behavior by focusing on WQ to restore Puget Sound poster populations and reduce fecal coliforms- go into population and create focus groups, interviews-asking questions like- what it would take for populace to participate in certain things—what would it take to install a buffer, etc. key question—what would influence you to take actions to reduce environmental impact? Social marketing – had a consultant that was hired – did work internally- county extension and county health department- and conservation districts- three partners doing campaigns that provided target—Rochester- H2O hero campaign- what would inspire all ages to do water quality improvements- best bet to get something installed, would be a relevant character that would speak to a large audience—general population is a general market- we are educators and managers- trying to ‘buy’ what we are giving them—this is a business model for education—true marketing-

Mark- Tele- forest service- effectively engaging landowners- target a certain demographic- marketing plan, outreach, etc. effective on a small scale—we are large scale—gets to the public in so many different ways- how to target

Forest Service= landscape scale restoration grants, Laser grant—to could hire a consultant- to do a study in the PRISM-- $20,000-$150,000 gran

Hilary to reach out to Kathy Bertuch and Jayme- regarding IS issues Regional economic development councils

A lot of population assessments- how to market to these populations—

Matt- to provide contact information from WA regarding consultants—Bob Simmons- Washington State University Extension contact to increase connections regarding consultants-

What is the ultimate goal for IS management? Look to the Strategic Plan and annual work plans

Genesee/Finger Lakes Regional Planning Council—could they partner with us – engage with us?

Establishing a broad goal- what will make the biggest impact—

SKANEATELES—getting town recognize the big problem- phragmites which is fairly new to the area- as becoming widespread- can be treated without spray-

Two or three levels of approach to get to where we can implement a program- should we focus on a specific region? Should we target locations?

Would it be more cost effective within a 2-3 county area? Identify a priority species of concern?

Wayne County had a scavenger hunt paper- crossword-

Core people attend meetings- come to workshops, but what about the rest of the people? Three different levels of people- DOT, transient people, and community members… WC does direct mailers- turns out to be cheaper than a workshop—because of your target people—specific message to the public – village of Sodus Pt.- tracked it by the number of hits on the website—awareness was there- identify what was there… $125 to mail to 700 residents—a $300 investment- a lot more effective—reached the general population—an increase in number of visits....

Need to show an economic impact to the Govt- infrastructure, etc. WQ impact?

1. Volunteer programs within the FL- how to engage volunteers for IS management
2. Roundtable reports

Emily Staychock- CCE Yates Co.- MFO- trained volunteers through Cornell- will walk woods area to help with managing these forested areas- workshops- HWS/EAB programs- public is interested in learning more about these two insects—EAB in Yates Co. in January-

participating in citizen science monitoring for Starry Stonewort- in Keuka Lake outlet- finding that it is spreading really fast- double and tripling its infestation—wild parsnip removal project along the Keuka Outlet- did another removal this summer- July 2016 follow-up—go in the spring, with rubber gloves, hand pull- they removed 1000 plants—wondered what the seed stock would be—1000 plant removed- 1-2mi of trail- this year- they only had <100 plants—the seed bank did not germinate- July should have had lots of plants, but this was not the case- continue surveying for this plant—friends of the outlet- owns the outlet trail-

Mark Gooding🡪 Hired Pat Lafler- private lands NYSDEC- Chemung, schuyler, and Yates counties—Jim Bagley retired—Pat and Mark- visited Chemung the DPW – EAB recently found in Chemung Co. Mark gave EAB readiness response plan- workshop for DPW directors—late Nov/early Dec- Elmira, Elmira heights, horeseheads—D&C article in the DC- Elmira Star Gazette- $300 tax credit proposed by Legislator from WNY. Put a dollar amount – buffalo

<http://wivb.com/2016/09/16/tax-credit-sought-to-help-property-owners-fight-destructive-pest/>

senator—Urban community forester grants –$11,000-$20,000 for small communities—up to $75,000 for larger municipalities—RFP should be out soon—inventory their trees and create a management plan—no match! Tree planting- maintenance grants—predator release at Sugar Hill- Schuyler Co. (EAB)—

 Have they found that when the EAB has no more food- does it predate other tree spp? Not sure about population dynamics and what happens post invasion—1B ash trees in NY…not sure what is going to happen

Equip—any landowner can apply for a forestry management plan- can get a forest stewardship plan or a consultant to do a plan—pre-requisiste for the funds—guide them to get the plan—planning portion is the part of the project that Wayne Co. gets a lot of calls about—

Matt- WCS- have them across the state and in the FL- Canandaigua, Cayuga Lake, Deans Cove, Honeoye Lake, Fairhaven, AHT, Taughannock Falls—no specifics for the FL region yet, season is just ending and the data is being crunches—20,000 inspections statewide, 55,000 people engaged—boats from as far as Alaska- interacted with many people—more FL data later in the fall- Matt to share these reports- wash station at AHT—high pressure, high temp installed by next season-

Found spiny waterflea in Cayuga Lake- parks in general- FL and CNY- hiring a natural resource steward- additional – FL and CNY –

One funding source – united fish and wildlife – pulling together initiative

ESPN- fishing show- IS impact on fishing – hour long show—FL mentioned—Honeoye and Cayuga-- ‘let’s catch fish’—fishing show- google this to find show and Matt’s interview

Wayne County SWCD- IS- focused on hand pull events across WC- trying to get more people involved- put together a list of schools- who had community service requirements—going to reach out to these for handpull events and Envirothon—met with teacher from Ontario- got 2 stream sampling kits—plan to get in touch with Sheriff’s office for CDD in their programming- 11 classes a year in Wayne County- typically organized through Parks- Ro Woodard- marine services is the website- lists everything—even develop classes specific to you—introductory—Wayne Co. pulls data from Parks- working together---

7 days of WC Fair- went through all the fliers- 13,000 admissions—handed 450 fliers- educated community

Half of booth on IS- AIS, TIS, and insect displays- other half was green infrastructure-

July- in Sodus- summer school program about green infrastructure- rain barrels-

Not as much outreach this summer because of different programmatic aspects of IS management—hiring Drew- looking to PRISM to see what outreach was bring conducted— need to have a focus group on what the needs of the region are for an invasive outreach field guide—scaled back on publications- use up stock and let Drew come up with programs that are unique— set up demonstration site options for Japanese knotweed- patches of infestations—no control- mowing and spreading—farmers are treating it, but Hwy Supers are spreading it…. Town hall is surrounded by knotweed- use it as a demonstration site—perfect location for these legacy IS. New waterlines- delineation of knotweed- growing through pipes—IS is at the core of the newsletter- talk about knotweed at the TWG-

1. PRISM updates
	1. E&O Interns for summer – worked on bringing E&O into the FL- Bass Elite program and others. Will have presence at the My Genesee Program at the Seneca Park Zoo and Nat;l Hunting and Fishing Days in Mumford, NY
	2. EPA GLRI Water Chestnut Grant- created pledge cards and watch cards for outreach
	3. NYSDEC AIS Prevention Grants- outreach utilized through materials and handouts
	4. FLRWA- handed out BRS nets to people to search for the bugger
	5. AIS update: Hydrilla update, water lettuce
	6. TIS update: giant hogweed, Japanese knotweed, swallowwort, garlic mustard, bootbrushes,
		1. Annual Report: <http://fingerlakesinvasives.org/wp-content/uploads/2016/08/FL-PRISM_2015_2016AnnualReport-N.pdf>

Highlights from the 2015-2016 include: • $967,767 in funding awarded to the FL-PRISM for invasive species work from state and federal sources • 23 workshops with nearly 1100 community members engaged on invasive species • 5 educational institutions engaged • Watercraft steward program inspected ~20,000 boats on 511 days with the highest launch seeing an average 75 boats per day • 15 unique events in honor of NY Invasive Species Awareness Week • Water chestnut removed from Braddock Bay for a total project cost of $4,820 • Hydrilla verticillata control project in Tinker Nature Park at a cost of $19,865 • 28 partners spent $31,468,484\* on invasive species work • Partners reached 11,631\* community members with invasive species outreach • Partners calculated 38,327\* hours of staff time spent on invasive species work • Partners calculated 15,425\* hours of volunteer time for work on invasive species

* + 1. Strategic Plan now available! <http://fingerlakesinvasives.org/finger-lakes-prism-5-year-strategic-plan/>

Seven goals/objectives and strategies to complete them and include: Prevention, Coordination/Partnership, EDRR, E&O, Information Management & Communication, IS Control Measures & Restoration, and Legislation & Support

* + 1. National Invasive Species Council Management Plan: 2016-2018 <https://www.doi.gov/sites/doi.gov/files/uploads/2016-2018-nisc-management-plan.pdf>

Six high priority actions which include: provide institutional leadership & set priorities, facilitate effective coordination & cost-efficiencies, raise awareness & motivate high-impact actions, remove barriers, asses & strengthen federal capacities, and foster innovation.

1. Other items of interest
2. Adjourn

Next MEETING DATE/TIME: