

**Wisconsin Invasive Species Council
Education Committee**

Thursday, September 25, 2014
State Natural Resources Building (GEF 2)
101 South Webster St., Madison

Meeting Minutes

Intros/ Agenda Repair/ Updates

Committee Members Present: Chrystal Campbell (DNR/UW-Extension), Colleen Robinson-Klug (DNR Forest Health), Todd Matheson (DOT), Kelly Kearns (DNR Natural Heritage Conservation), Bernie Williams (DNR Forest Health), Art Wagner (USDA-APHIS).

Staff: Dreux Watermolen (DNR).

Approval of 7.31.14 Meeting Minutes

The Committee approved the meeting minutes as drafted.

2015 ISAM Planning

ISAM Budget

Dreux Watermolen provided a breakdown of expenses for the past year's events and a preliminary budget for next year based on state purchasing rates:

	<u>2014 Costs</u>	<u>2015 Budget</u>
Invader Crusader Awards		
Venue/Meeting Room Rental	donated	
Equipment Rental	donated	
Break Expenses (Cake, Refreshments)	\$151	50 @ \$5 = \$250
Award Plaques	\$315	\$350
Education Summit		
Venue/Meeting Room Rental	\$300	
Equipment Rental	donated	
A.M. Break Expenses	\$66	60 @ \$5 = \$300
Lunch Expenses	\$385	60 @ \$10 = \$600
P.M. Break Expenses	\$60	60 @ \$5 = \$300
Printing	\$56	\$50
Total	\$1,333	\$1,850

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The Committee agreed that the numbers presented are helpful for providing an idea of the magnitude of the expenses, but felt it was prudent to wait to finalize any budget requests until a determination of which events and activities will be undertaken is made.

2015 Invader Crusader Awards and Ceremony

The Committee discussed planning for the Council's 2015 Invader Crusader Awards.

DECISION: Committee consensus is to plan for the Invader Crusader Awards ceremony to take place in June 2015 as part of Invasive Species Awareness Month (preferably June 9 or 11).

TASK: Bernie Williams will contact Olbrich Botanical Gardens to check availability of the facility on June 9 and 11, 2015, as well as willingness of Olbrich to host the event.

TASK: All committee members should think about how we can promote the Invader Crusader Awards and come prepared to contribute ideas for a marketing plan. The Committee will develop the plan at its November meeting.

2015 Video Contest

Committee consensus is to hold a video contest in 2015. UW Sea Grant has committed to assisting the Council with another video contest.

TASK: All committee members should think about how we can promote the video competition and come prepared to contribute ideas for a marketing plan. The Committee will develop the plan at its November meeting.

2015 Education Summit

The Committee discussed the timing of the Education Summit.

DECISION: Committee consensus is to plan for the Education Summit to take place in October 2015.

TASK: All committee members should check calendars to identify potentially conflicting events (e.g., Gathering Waters' land trust event).

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Some suggestions for possible meeting venues include:

- McKenzie Environmental Center
- Holy Wisdom Monastery
- Lapham Peak State Park
- Fox River Environmental Education Alliance Center
- Bethel Horizons Nature Center
- Fallen Timbers Environmental Center
- Mosquito Hill Nature Center

TASK: All committee members should think about possible locations for the Education Summit.

Upcoming Committee Meetings

The Committee has two meetings scheduled at DNR Central Office Dates and major agenda items include:

November 20, 2014 (Room 413)

- Planning for 2015 ISAM, including request for Governor proclamation
- Develop marketing plan for video contest
- Develop marketing plan for invader Crusader Awards nomination solicitation
- Confirm October date for Education Summit.
- Narrow down possible location/make decision about location for Education Summit.

January 29, 2015 (Room 613)

- Planning for 2015 ISAM
- Launch of video contest
- Launch of Invader Crusader Award nomination solicitation process
- Identify priorities for NR 40 outreach and education

Upper Midwest Invasive Species Conference

The Committee discussed agency and Council participation in the Upper Midwest Invasive Species Conference, which will be held in October.

TASK: Kelly Kearns will contact organizers regarding booth locations. We would like to have the state agency booths in proximity to the UW-Extension booth.

TASK: Dreux Watermolen will check with DATCP on their display space needs.

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Council Website Restructuring

The Council website will be migrated from a DOA server to a hosting service that DNR has purchased. This will give us an opportunity to restructure and redesign the site. DNR Science Communications Manager Dougal Walker joined the Committee meeting for a discussion about future directions. Dougal will be responsible for building and maintaining the new site. The Committee reviewed the overall structure and content of the current Council website. The Committee then brainstormed ideas to address the questions: Who do we want to go to this website? What do we want people to do when they go to the site? What are the main elements/features that the site should contain? The brainstorming notes will be used by Dougal as he develops a prototype of the new site. The Committee and Council will have opportunities to review and comment before the site is finalized.

Brainstorm Ideas/Design Concepts and Elements:

Home page should tell you what the Council is.

Is there a value in breaking up the site by audience (e.g., agency staff, business owners, volunteers, etc.)? – May be difficult to identify those audiences because partners are pretty diverse. We would need to think carefully about where the different audiences would come to the site.

We should build content around the reasons we want people to go to the site as opposed to simply responding to folks who stumble onto the site.

Ability to report invasive species occurrences/discoveries?

About the Council

Make it clear how the Council differs from DNR and other agencies. Clearly state the Council's role. Identify the main things the Council does. Do we need committee pages?

Interagency coordination is a key role – include a couple of sentences on what each agency's role is in dealing with invasive species – provide clear links to agency websites (e.g., DOA grants, DOT permits for roadside work) – focus on those things that people want to do, not the general agency home pages.

Provide links to Council member email addresses/contact information. (To discuss with Council)

Role in NR 40 and a good summary of the species assessment process.

Invasive Species Awareness Month

Provide access to Invader Crusader Award nomination forms, calendar events, event leader resources/tool kit, links to education pages, etc.

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Calendar of Events

A calendar is a critical feature.

All events listed should have a contact email.

Consider highlighting volunteer opportunities (and other kinds of events) with an icon on the calendar.

TASK: Dougal Walker will use the Committee input/discussion to construct a revamped site.
The Committee will be asked to review the structure and functionality before we finalize all of the content.

Adjourn

Meeting adjourned at 3:15.