

**Wisconsin Invasive Species Council
Education Committee**

Thursday, November 20, 2014
State Natural Resources Building (GEF 2)

Meeting Minutes

Intros/ Agenda Repair/ Updates

Committee Members Present: Bernie Williams (DNR), Scott Schumacher (DNR), Michael Putnam (DNR), Colleen Robinson-Klug (DNR), Kelly Kearns (DNR), Brock Woods (DNR), Christa Wollenzien (DOT), Todd Matheson (DOT, via phone and then in-person), and Greg Long (via phone).

Staff: Dreux Watermolen (DNR) and Dougal Walker (DNR).

Approval of 9.25.14 Meeting Minutes

The Committee approved the meeting minutes as drafted.

2015 ISAM Planning

ISAM Budget

The minutes from the September 25, 2014 Committee meeting include a draft expense budget for 2015 ISAM activities. The Committee will revisit the budget as event planning is finalized.

Request for Governor Proclamation

In some previous years, the Governor has issued a proclamation declaring June as Invasive Species Awareness Month, recognizing the Council and its activities and encouraging invasive species efforts by the public. The proclamation was mentioned in press releases and displayed at the Invader Crusader Awards ceremony.

Greg Long suggested possibly having a tie between NR 40 adoption and a Governor proclamation, if the timing is right.

TASK: Todd Matheson will prepare a draft of a proclamation and circulate it to the Committee for review.

TASK: Dreux Watermolen will work with the DNR Office of Communication to forward the final draft proclamation to the Governor's Office.

2015 Invader Crusader Awards and Ceremony

Bernie Williams has confirmed arrangements for Thursday, June 4 (12:00-4:00) with Olbrich Botanical Garden as the venue for the awards ceremony.

TASK: Bernie will continue to serve as the single point of contact for Olbrich Botanical Gardens. The Committee will work with Bernie on logistics, etc. and Bernie will coordinate with Olbrich.

TASK: A subcommittee consisting of Greg Long, Kelly Kearns, Christa Wollenzien, and Colleen Robinson-Klug will review the application and update nomination materials, identify priority audiences to solicit nominations from, and develop an overall timeline for the awards process.

It will be important to notify past nominators/nominees that they are being considered again and give them an opportunity to update the nominations.

Todd Matheson and Greg Long suggested exploring the potential of doing radio/TV PSAs.

Video Contest Plan

The Committee reviewed an outline for “ISAM Social Media” provided via email previously by Chrystal Campbell.

Decision: The Committee decided that the video contest would remain open to all ages.

Ideas offered up for this year’s contest include: Consider giving options for longer productions. Can we prepare a list of steps that people need to take to upload videos. Promote sharing of videos via Facebook, Twitter, etc.

TASK: A subcommittee consisting of Tim Campbell(?), Chrystal Campbell(?), Colleen Robinson-Klug, and Christa Wollenzien will work out the details of how the video contest will operate and how entries will be judged/voted on.

2015 Education Summit – October 2015

The Committee discussed possible venues for the Education Summit. No new facilities were identified.

Committee members agreed to contact facilities to assess their availability and adequacy for our event. Specific items to be determined for each facility include:

- Would they allow us to use their facility? What do they charge? If we gave them credit for sponsorship, would they waive fees?
- Can the facility accommodate a group of 60-90 people?
- Does the facility have a meeting room that can accommodate that number of people in a large group?
- Does the facility have rooms/spaces that could be used for breakout sessions? How many?
- Does the facility have rooms/spaces that could be used for exhibit space?
- Does the facility have kitchen/break room facilities? Can we bring in food from the outside or do we need to use a designated catering service/vendor?
- Does the facility have AV equipment available? Is there a rental cost? Can we bring/use our own equipment?
- Does the facility have Internet access/connectivity? (WiFi is not our preferred choice but could be acceptable.)
- Does the facility have adequate parking to accommodate 60-90 people?
- Is the facility available anytime mid-week from September 30 through October

TASK: Committee members will contact facilities before December 15 and send information gathered to Christa Wollenzien. Christa will summarize the findings and share them with the full Committee. Facility contact assignments are:

- McKenzie Environmental Center – Colleen Robinson-Klug
- Holy Wisdom Monastery – Colleen Robinson-Klug
- Lapham Peak State Park – Kelly Kearns
- Fox River Environmental Education Alliance Center – Kelly Kearns
- Bethel Horizons Nature Center – Todd Matheson
- Fallen Timbers Environmental Center – Bernie Williams
- Mosquito Hill Nature Center – Bernie Williams

Council Website Restructuring Status

The DNR has obtained the invasivespecies.wi.gov domain and signed a contract with a hosting service for the next two years. Dougal Walker has developed a new format/layout for the site and has started migrating the content from the old site to the new site. We anticipate being able to launch the site in late January.

The Committee will need to think about how to get the word out about the site, especially the calendar function, once it is ready for launch.

TASK: Christa Wollenzien will ask the DOT's graphic designer to send Dougal Walker web-ready graphics for ISAM logo, etc.

TASK: Dreux Watermolen to work with Dougal Walker on refining the overall web site structure.

TASK: A subcommittee will work on content: Dreux Watermolen, Kelly Kearns, Bernie Williams, Scott Schumacher, and Michael Putnam.

DNR will work on defining roles and responsibilities related to maintaining/updating the site. DNR will engage the Committee in identifying the "players" and will provide access to the backend of the site for those who will be involved in updating content.

Upper Midwest Invasive Species Conference Recap

The Committee discussed Council and agency participation in the recent conference. There was some confusion regarding exhibit spaces and the use of complimentary tickets. Several factors played into this: administrative delays in obtaining approvals for sponsorship, difficulties associated with billing the expenses, loss of a key staff person at a critical time, unclear process for covering Council members' registrations, etc. We need to try to be more organized and start earlier when the next conference is in planning stages.

Added Agenda Item: Future Committee Meetings

TASK: Dreux Watermolen to schedule Committee meetings every other month throughout 2015.

Added Agenda Item: NR 40 Outreach

The Natural Resources Board is scheduled to consider adoption of the revisions of NR 40 at its December meeting. We need to begin thinking about what the priorities for outreach and education should be.

Some near-term opportunities include:

- County highway winter road school (second week in January, Wisconsin Dells)
- County commissioner training/education in March
- American Public Works Association – Wisconsin Chapter
- DOT maintenance spring conference (March, La Crosse)
- DOT superintendents regional meetings (five, March/April)

Longer term possibilities include:

- Wisconsin Towns Association annual meeting (fall 2015)
- Wisconsin Counties Association annual conference (fall 2015)
- League of Wisconsin Municipalities meetings (?)

Added Agenda Item: Announcements

DNR Education Team Leader Carrie Morgan has accepted a position with the Wisconsin Technical College System coordinating Agriculture, Natural Resources and STEM education initiatives.

Adjourn

Meeting adjourned at 2:55 p.m.

Possible Agenda Items for January Meeting

NR 40 outreach/education priorities

Plans for Invader Crusader Awards

- Invitations for Invader Crusaders
- Identifying judges

Structure for Education Summit (kinds of sessions, kinds of speakers, main content, etc.)