

**Wisconsin Invasive Species Council
Education Committee Meeting**

Thursday, March 26, 2015

NOTES

In Attendance: Tim Campbell (DNR, UW-EXT), Donna Gilson (DATCP, via phone), Greg Long (via phone), Trisha Nitschke (DNR, via phone), Michael Putnam (DNR), Colleen Robinson Klug (DNR), Paul Schumacher (via phone), Bernie Williams (DNR), and Christa Wollenzien (DOT)

Dreux Watermolen (DNR, staff)

Approval of 01-29-2015 minutes

Motion by Long. Second by Schumacher. Minutes approved.

ISAM - Video Contest

We will launch the 2015 video competition on April 1, and run it through May 30. The DNR's Facebook page will be the place where entries are submitted. The Facebook page will have a prominent link along a banner that takes users to the entry page. A feature at the top of the page will switch between this contest and a couple of others running at the same time. Each time the contest is reposted in the banner, a post will appear in the feed with a reminder about the contest.

Entrants will be able to submit their entries through YouTube, Instagram, or Vine. If they have problems, the instructions will let them know that Trish can help them with the upload.

Once uploaded, entrants will be given options to post their entry directly to their individual Facebook page, send the entry to other individuals through Facebook, or share the entry via Twitter.

Dreux has added a news release placeholder on the Office of Communication's weekly news release schedule. He has also requested that a message be sent to the DNR's GovDelivery lists. We will remind people that the sooner they submit, the better they will do because there will be more time for votes. We will use the hashtag #ISAM15.

The system is programmed to automatically shut down and stop taking entries and votes at Midnight on May 30. Trish will notify the contest winner shortly after and will make a post to DNR's Facebook page on June 1.

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- TASK:** Dreux Watermolen will send Trish Nitschke information to include in the notification to the contest winner.
- TASK:** Trish Nitschke and Colleen Robinson Klug will coordinate with Dougal Walker to edit the cover graphic and add photographs to contest pages.
- TASK:** Dreux Watermolen will ask Eric Verbeten to draft a news release and a Gov Dilevery notice. Dreux will circulate it for comment.
- TASK:** Christa Wollenzien will provide contest information to IPA.W.
- TASK:** Tim Campbell will distribute contest information to the AIS coordinators list.
- TASK:** Colleen Robinson Klug will request that the Forest Health Specialists include a contest announcement in their regional forest health updates.
- TASK:** Donna Gilson will ask DATCP to retweet and link from DATCP Facebook page. Donna will send contest information to DATCP's gypsy moth and EAB distribution lists.

Governor Proclamation

Committee members reviewed the draft circulated by Christa Wollenzien prior to the past meeting and suggested edits. Christa incorporated comments. Dreux Watermolen reviewed it for DNR and it is now ready to go to full the Council for a final review. It will be distributed to Council this week with a comment deadline of April 1.

- TASK:** Dreux Watermolen will work with DNR's administration to submit the final draft proclamation to the Governor's office for consideration.

Council Website Restructuring

Committee members previously volunteered to participate in subcommittees to further develop content. It was agreed that this was a low priority for the near future as we carry out the Invader Crusader Awards and video competition and develop the associated web pages. The subcommittees have not yet met.

There was a suggestion to add a list of previous Invader Crusader award winners to the Council website (e.g., a PDF with all winners).

ISAM - Invader Crusader Awards and Ceremony

The deadline for nominations has been extended one week. Jerry Doll, Jim Kirkman, Greg Long, and Paul Schumacher will participate as reviewers.

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TASK: Dreux Watermolen will distribute nomination packets to reviewers early next week.

TASK: Dreux Watermolen will request participation in the Invader Crusader Awards ceremony by the DNR Secretary.

TASK: A subteam of Bernie Williams, Colleen Robinson Klug, and Paul Schumacher will coordinate logistics (develop program, order plaques, recruit M.C., line up event photographer, etc.).

TASK: Bernie Williams will serve as the single point of contact for Olbrich.

Education Summit

Colleen has made reservation at McKenzie Environmental Center for October 27.

TASK: Subcommittee of Christa Wollenzien, Chrystal Campbell, Colleen Robinson Klug, and Dreux Watermolen to review past summits and develop a proposed format and agenda, and develop an overall timeline and milestones. Colleen will take the lead in getting folks together.

“PlayCleanGo” Discussion

The Minnesota Department of Natural Resources has launched PlayCleanGo, an education and outreach campaign for outdoor recreationalists. The agency is working with interagency partners, including the University of Minnesota Extension, Minnesota departments of Agriculture and Transportation, and Explore Minnesota. The objective is to slow or stop the spread of terrestrial invasive species through changes in public behaviors that interrupt recreational pathways of spread.

More information is available at <http://www.playcleango.org/>.

There is a June 12 “Play, Clean, Go” day in Minnesota.

Questions for the committee to potentially consider include:

- Do we want to be an official partner/sponsor?
- Do we want to use it?

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TASK: Dreux Watermolen will follow up with Kelly Kearns to see if this topic needs further discussion by the committee and will close the loop with Christa Wollenzien prior to developing the next committee meeting agenda.

Colleen Robinson Klug has a contact in Minnesota that could be invited to participate in next committee meeting.

Miscellaneous Updates

Christa Wollenzien and Kelly Kearns made an NR 40 presentation to a group of landscape architects at their annual conference.

Christa Wollenzien and Kelly Kearns made an NR 40 presentation to DOT road maintenance staff as part of their spring meeting.

Dreux Watermolen made a presentation on NR 40 at the Wisconsin Society of Science Teachers conference.

Bernie Williams shared a story about an individual who contacted her because he is interested in selling worms. He expressed a sincere interest in helping educate customers about ecological threats from invasives, identification of regulated species, and proper disposal.

Bernie Williams has worked with an *Amyntas* advisory committee to develop draft BMPs. The group has agreed to use “jumping worms” rather than “crazy worms” in its communications and outreach efforts.

The June *Wisconsin Natural Resources* magazine will include a feature article on jumping worms.

Remaining 2015-2016 Meeting Schedule:

May 28, 2015, 1:00-3:00

July 23, 2015, 1:00-3:00

September 24, 2015, 1:00-3:00

November 19, 2015, 1:00-3:00

January 28, 2016, 1:00-3:00