

Wisconsin Invasive Species Council

Wednesday January 9, 2018
9:00 a.m. –12:00 p.m.
Lake Mills High School – Conference Room 123
Lake Mills, WI

Via SKYPE
Toll-free number: [+1 \(866\) 715-6499](tel:+18667156499)
Conference ID: 4493275897

Meeting Minutes

Attendees: Tom Buechel, Jim Hughes, Christa Schaefer, Greg Long, Drew Feldkirchner, Hannah Spaul, Brian Kuhn, Tom Bressner, Lauren Leckwee, Mark Renz (SKYPE), Julie Fox (SKYPE)

Also in attendance: Tara Bergeson (DNR), Jason Granberg (DNR), Matt Wallrath (DNR), Jess Roloff (DNR via SKYPE), Jerry Doll, and the following students from Lake Mills High School: Students: Noel Liden, Carol Linden, Forrest Adam, Cody Zabel, Andrew Papaloffski, Adam Schlender, and Gracelin Smith.

Mr. Buechel called the meeting to order at 9:13 a.m.

Introductions & agenda repair

Those in attendance introduced themselves. Chairman Buechel welcomed the students from Lake Mills High School and thanked them for joining the Council today.

No agenda repair.

Status of Council member terms

Chairman Buechel sent letters to Mike Engleson and Jake Vander Zanden encouraging them to submit an application to serve on the Council. Ms. Bergeson noted that Shelly Allness, the DNR Tribal Liaison, notified the tribes that there is a vacancy on the Council when she sent an invitation to them to serve on Species Assessment Groups (SAGs).

Staffing updates

The Governor has appointed Preston Cole to be the new DNR Secretary. At this time, other administrative appointments have not yet been announced.

At DATCP, Brad Pfaff is the new Secretary. Brian Kuhn will have a briefing with Secretary Pfaff and will discuss various invasive species issues and DATCP's collaboration with the DNR. New positions include some with the industrial hemp program. Over 500 applications were submitted to the Industrial Hemp Program in 2018. A new position will be filled within the Gypsy Moth program as well.

At DOT, no major changes are anticipated.

Joel Brennan is the new Secretary for the Department of Administration.

Action Item: Approval of the October 10, 2018 Council meeting minutes

Motion to approve and seconded. Motion passed. The October 10, 2018 meeting minutes were approved.

Species Assessment Group (SAG) Process – update from DNR (Tara Bergeson)

The Council's SAG Review Team completed the work of reviewing and updating the SAG process and produced an updated description of the process. The full Council received the process document and had an opportunity to provide feedback.

Council members may serve as SAG team members but will not be voting members. Their role will be to share data and information and provide their expertise. The reasoning is to prevent Council members from "double-voting." Council members will have an opportunity to vote on the SAG recommendations after the teams complete the assessment process.

The Council discussed the SAG rosters, the roles of the team members, and representation across stakeholder groups. The SAG process seeks equal representation across academia, industry, commerce, nursery industries, and any potentially affected stakeholders. The Council plans to send formal invitations later to team members in January. For the Agronomic SAG, Tom Bressner recommended that seed developers be major participants and recommended La Crosse Seed or Deer Seed companies.

The Fish and Crayfish SAG may not need to consider new species. There are several vertebrates that will be considered, including two birds – the Great Tit (*Parus major*) and the European Goldfinch (*Carduelis carduelis*).

Ms. Bergeson provided a visual timeline of the SAG process.

The Council briefly discussed the possibility of holding public listening sessions after the SAGs complete their full assessments. Social media is likely to be an important part of the communication throughout the SAG process and could be used to get word out about listening sessions when the time comes. Webinars were also suggested as means of acquiring public input. The discussion of an industry advisory caution list was recommended to be provided to the nursery industry prior to the growing season, as certain species may be impacted. This caution list will assist with the phase-out period. Public listening sessions and industry advisories will be future Council meeting agenda items.

DNR will provide spreadsheets and summary statistics to the Council for the progress of species to be considered.

SAG Process – discussion and next steps

Public listening sessions are an important part of the SAG process, as they provide the Council and the DNR information about which species may cause concern or controversy. New tools may be available to use for online presentations and discussions. For the review of species, the regulatory process should be reviewed, and the process made clear and intuitive. Mr. Kuhn noted that the SAG process is a robust process that is sound and scientifically driven, especially through the literature review process. Ms. Bergeson added that a guidance document is in development that will provide additional details about the process to SAG team members. It will explain in more depth the roles and responsibilities of team members, DNR Team Coordinators, facilitators, and note takers. It should help ensure clarity and consistency between the different SAG groups. Ms. Spaul commented that, for species that have been submitted for review by the public, but will not be assessed, the DNR should provide justification for why those species were not advanced for additional consideration. Documenting the justification will be important for future years. Publication to the web will be useful for responding to the public.

Break.

Committee Report: Council's Regulations Committee (Greg Long)

Several Council members met with the Wisconsin Nursery and Landscape Association (WNLA) in December (Chris Ruditys is the Executive Director). The meeting went well. The SAG process was described to the WNLA members in attendance.

Committee report: Council's Education Committee (Christa Schaefer)

Status of the Team Charter: A draft version of the Education Committee's Team Charter was sent by email on 01/08/19. A sub-group of the committee worked on finalizing the draft Charter. The charter should be kept at a relatively high level. Overall education and outreach items may be developed into specific tasks for the team members.

Education Committee membership tends to include more DNR staff than other representatives, such as non-profits. Does membership need to include others from DATCP or other organizations to parallel Council's composition?

As related to the SAG process, a variety of stakeholders should be contacted prior to the full process rather than waiting until the end of the process. Engagement with subcommittees and other organizations and industries is important for ongoing interactions beyond the SAG process. By having a larger committee, the process may proceed easier. A suggestion was made that the Committee's focus be on providing the vision for invasive species outreach and education needs leaving the implementation to partner groups with the appropriate expertise and capacity. Perhaps the Committee could engage with a broader group by engaging technology in different ways. Individuals and/or groups could be brought on board to help with a limited-time specific task in lieu of full participation on the larger committee. Some of the CISMAs may be willing to help implement actions like Invader Crusader or Invasive Species Action Month. Marketers and communication specialists would be beneficial to the group, though the resources may not be available. It is important to see how other organizations are conducting education and outreach actions.

From the Council's perspective, there may not need to be wide stakeholder in-person participation, but specific tasks could be directed towards the appropriate non-profit for implementation. Future subcommittees may need to be developed for outreach and education. It is unknown which non-profit might be able to develop a marketing and communication plan. One idea was to engage with colleges or universities as part of a class project. DNR & DATCP have specific communication plans, and the DNR's Invasive Species Communicators group will be working on developing a communication plan specific to invasive species in the future.

Issues include the strategic plan like the how the DNR responded to Elongate Hemlock Scale issue. Could we have been more strategic about this message? The DNR's Rapid Response Framework includes a communication plan, but it does not include a major component regarding communication with the public. Additional documents that may help to develop this further include a GAP analysis. The Education Committee has done some work on this in the past. Plans may include reducing the frequency of the Invader Crusader program to alternate years, or to pass on this award to an external partner to reduce the amount of time dedicated towards this event.

Outreach and Communication Needs Discussion

SAG-Specific Outreach and Communication Needs

NR40 Implementation Outreach and Communication Needs

(Discussed in topics listed above)

Updates from Council Members

Mr. Kuhn (DATCP) – Elongate Hemlock Scale was discovered on some Christmas wreaths shipped into Wisconsin from North Carolina. Mr. Kuhn communicated with regional Plant Boards and adjacent states to alert them and find out if any others had found EHS. One major concern is the Christmas Tree industry and the potential impacts of this pest. After DATCP issued a press release, other press releases were issued by MN-DATCP and the Star Tribune of the Twin Cities. Following MN, South Dakota issued a similar release on EHS. Wisconsin then informed North Carolina, as it was the source of the EHS. DATCP website received 70,000 visitors, and 400,000 Face Book visitors on its post on this topic.

Mr. Feldkirchner (DNR) – The Agency News and Information Packet will be assembled and provided to the Council members prior to the next meeting.

Planning for 2019 Council Meetings

Most meeting planning will be done through email.

TASK: Ms. Bergeson will issue a Doodle poll for planning future meetings.

Other Business

Mr. Long thanked the Lake Mills High School students for their attendance to the Council's meeting and encouraged them to learn more about invasive species.

Adjourn for Lunch