

Minutes
WRP Executive Committee Conference Call
Thursday, May 17, 2007

Members Present: John Wullschleger, Karen McDowell, Kevin Anderson, Lynn Schlueter, Robyn Draheim, Tina Proctor, Eileen Ryce

Members Absent: Billie Kerans, Jason Goeckler, Susan Ellis

Next Conference Call: Thursday, June 14

1. ANSTF Meeting

Several of the Executive Committee members attended the ANSTF meeting in Erie, PA May 6-8: Tina, Susan, Karen and John and Eileen. Eileen represented the WRP. Tina began the report on the meeting and others added their thoughts and experiences. Jon McKnight from Maryland DNR reported on a survey he did on species management plans and how the implementation plans are proceeding. He handed out the results of the questionnaire and summarized it. Several people felt there needs to be dedicated staff to do tracking and reporting. There needs to be a standard format for tracking implementation of the plans. The national plans need a standing work group. The TF created an ad hoc group to come up with a reporting process: Dean Wilkinson, Jon McKnight, Doug Jensen.

The emerging issues presented by the panels were: Mid-Atlantic, database development; Western, VHS and Special Permit Provisions; Mississippi River, control of common carp and designating a Dept of Defense member on the ANSTF. The EC discussed these issues. Lynn has information about VHS that he will make available to the membership. One concern is that the virus can survive in frozen bait fish which may be shipped between states.

Eileen, Jason and Lynn have expressed concerns about cooperation on a local level by ACE and BuRec staff when writing contracts with companies that move barges, tugs and other equipment from one place to another and not including cleaning for ANS. This seems to be an ongoing struggle. Lynn has boiler plate language he will send to Tina for dissemination. Robyn met with ACE staff in Portland and talked about this issue. They have not received pressure from a national level to include cleaning in the contracts. The ACE staff will attend the next Columbia River 100th Meridian meeting in Portland. Tina will talk to Scott Newsham about how to get the Task Force to continue discussion on this issue and to make sure that all Task Force agencies have protocols in place and are enforcing them.

One of the days of the meeting was about state management plans. The Great Lakes states got a Sea Grant to help implement their management Plans and each state gave a presentation on workshops they did. The EC discussed the possibility of the WRP coastal states requesting a similar grant. Tina will call Kathy Glasner-Schwayder to get more information.

Eileen will send her notes to the full membership. The ANSTF asked the panels to respond to three items and Eileen will ask for membership response:

- 1) Suggestions on how to proceed with State Management Plan funding, whether to allocate based on need, for a limited amount of years or continue with equal shares.
- 2) Should there be more regional ANS management plans?
- 3) What changes should be made to the guidelines and criteria for ANS Management Plans?

Eileen will compile the responses and if needed, we can discuss at the annual meeting.

2. Annual Meeting

The meeting will be at the Royal Kona Resort at Kailua-Kona, HI. Tina will get information to the members as soon as the contract is signed. Because of two big conventions during the week of Sept. 10th, it was very difficult to find rooms in Honolulu. We will not be inviting outside speakers to reduce costs and will have the members leading discussions on different topics. Karen will lead the session on implementing state plans. There will be two topics: invasive species councils and how they work and creative ways of funding.

3. Stop Aquatic Hitchhikers and Habitattitude

Kevin received 12 responses for his request for information about WRP members involvement with the two ANSTF outreach campaigns, Stop Aquatic Hitchhikers and Habitattitude. The results are attached to these minutes. Most people like SAH and are using the materials. There is skepticism about Habitattitude because the materials haven't been available and the big partners like Petco are not using them.

The EC decided to invite Joe Starinchak, the FWS employee in the ANS office in Washington who has developed these campaigns, to our next conference call to discuss the results.

4. Zebra mussels on boats in Washington

The WA State Patrol stopped a commercial boat hauler with 3 boats which had dead zebra mussels attached. They had been alerted by staff from Oregon Dept. of Fish and Wildlife because they didn't feel OR had the authority to stop the boats – no probable cause. Robyn mentioned the OR just killed a clean launch bill. Two of the boats were cleaned and the third was launched in a lake in British Columbia. Robyn and Steve Wells will be working

with the commercial company (Forever Resorts) regarding awareness of the need for decontamination of any boats they are moving from infested waters.

Total responses: 12 of XX

Members responding: Montana, Kansas, North Dakota, Colorado, Hawaii, Washington, Idaho, Oregon, NOAA, Pacific Merchant Shipping Association,

Question	Stop Aquatic Hitchhikers (SAH)	Habitattitude
Has your organization joined the campaign?	8 – Yes 4 – No	4 – Yes 7 – No 1 – Don't know
If not, why not?	Not aware of campaign.	<ul style="list-style-type: none"> - Not aware of campaign. - No benefit to state - 3 x Don't see results of campaign in state i.e., promised materials NOT at local pet stores especially big box partners. - State has limited resources to become more involved. - Only subscribe to the news aggregator - Lack dedicated staff to follow-up - Not a message state uses on printed materials – it's better implemented by commercial venues that sell pets/fish. - Time lag involved in getting campaign off the ground (especially the website) made state skeptical of it's utility.
How do you use campaign and associated resources?	<ul style="list-style-type: none"> - 3 x Use SAH web site and logo on <i>some</i> printed materials - 2 x Put logo on <i>everything</i> (fish reg books, signs, posters, presentations, etc.) - Distribute SAH stickers. - 4 x Post SAH signs at every boat ramp in the state - Provide link for interested parties as source of information - 2 x Don't use campaign materials - Specific involvement with SAH Greater Yellowstone campaign 	<ul style="list-style-type: none"> - 2 x Don't see benefit to state by joining – working at state level to do outreach to pet stores and pet owners - Don't use campaign materials. - Use logo on our website and in presentations. - Use campaign graphics to create posters for aquatic pet stores and other drop-off locations - Create rack cards also distributed in the pet stores, at various islands' humane societies, Division of Aquatic Resources offices on each island, as well as other locations.

	<ul style="list-style-type: none"> - Use information on new invasions and control methods. - Use web and CD based information/materials provided through campaign - Limited use due to lack of dedicated ANS staff. - Use as reference website to direct people to on ANS issues. Use logo on brochures and signs. Forward relevant news articles to staff. 	<ul style="list-style-type: none"> - Campaign graphics made it very easy to create outreach material. - So far, it hasn't been of much use to us. - Only see few examples of Habitattitude campaign material in state BUT this certainly has not made any impact on the species of plants and fish they sell to anyone anywhere.
<p>Can you suggest improvements?</p>	<ul style="list-style-type: none"> - SAH materials are easy to use. - Email alerts come too frequently – consolidate into one mailing per week or fewer. - Provide more materials. - On the SAH signs, make the decontamination steps more prominent on the sign - the text is TOO small. - 2 x Continue on current path as information resource. - More outreach activities are always helpful. - Have had problems opening some of the videos and news articles (possible state and agencies firewall issues, different software). - Image is easy to use and simple message to convey with the activities that we do (informing the general public to take action). <p>Reformat the website – it is difficult to find archived information. The news aggregator is also not terribly intuitive. Strongly dislike the subject line revision of article titles because its difficult to find articles to which the subject refers.</p>	<ul style="list-style-type: none"> - 3 x Can't pronounce the name. - 2 x Web page isn't a good resource – most of the content still under development – could be greatly improved. - 3 x Not an organized campaign – businesses not following though. - Some recommendations made for pet owners violate state laws. State elected to independently work the issue. - 2 x More outreach to pet stores, few are aware of the campaign. - 2 x Need tangible items to distribute. Provide materials for distribution at smaller pet stores. - Working on ways to evaluate the effectiveness of the campaign. - Campaign could provide ideas on how to evaluate effectiveness such as sample feedback cards. - Campaign is still young. - Compile and make available to vendors the laws for all states. - Biggest challenge. Find a way to reach the internet vendors - to encourage sites such as 'Craig's list' to take some responsibility for ensuring that items listed are not illegal in that region. - The campaign needs more buy-in from the venues that

		<p>could make the biggest difference.</p> <ul style="list-style-type: none">- After years of neglect, the web page is only just now being completed.- Reporting requirements are onerous compared to the Stop Aquatic Hitchhikers Campaign.
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