

**Western Regional Panel  
Executive Committee  
Minutes  
Thursday, July 12, 2007**

**Members Present: Billie Kerans, Eileen Ryce, Jason Goeckler, John Wullschleger, Karen McDowell, Kevin Anderson, Robyn Draheim, Susan Ellis, Tina Proctor**

**Members Absent: Lynn Schlueter**

**Invited Guest: Joe Starinchak**

**NEXT CONFERENCE CALL THURSDAY, AUGUST 9**

**1. Stop Aquatic Hitchhikers and Habitattitude Survey of WRP members**

Joe Starinchak, Fish and Wildlife Service in Washington, was invited to join the call to discuss the WRP member response to the SAH and Habitattitude survey sent out in May. Kevin described the results of the survey (attached to this document). Twelve members responded. Most really like the SAH materials and use them regularly. Habitattitude is not as popular. The feeling is that it has limited usefulness and the promised products have not been delivered.

Joe was grateful for the information from the survey – the WRP was the only panel to actually survey their members. He has also been disappointed with the industry response with Habitattitude. Because the campaign is heavily dependent on the pet industry doing their part, he is frustrated by the difficulty in moving it forward.

The SAH campaign now has 600 formal organizations as members. Joe reminded the EC that businesses can use these materials. Since the campaign is linked to the headlines, the trend toward corporate responsibility is an easy sell. He also suggested that we target non-traditional water users such as divers, paddle boat enthusiasts, sailors, etc.

After discussion about how to make SAH useful to a local community, Joe agreed that he will develop generic guidance for use of the SAH at a community level.

Susan questioned the connection with Sea Grant which she feels creates new messages all the time beyond the SAH logo and clean your gear message. Susan suggested that anyone getting an ANS grant from Sea Grant use the SAH materials. Tina suggested that the WRP could also require SAH materials be used for appropriate grants.

Tina will send an e-mail to Joe requesting the generic guidance mentioned above and also to suggest that pilot states be used to test the guidance.

## **2. WRP annual meeting update**

Tina updated the EC on annual meeting agenda and plans. One new event will be awards for best slogan, best joke, best short poem or jingle, best windshield or bumper sticker, ugliest invasive species, best photo or image of species identification, best photo or image of invasion impact, best PowerPoint slide or report graphic, best humorous PowerPoint slide or report graphic. Allen Pleus will be sending out the nominating forms at the first of August. People can nominate their own creations or someone else's. Sara Pelleteri is looking at awards from Hilo Hattie's, a Hawaiian store in Honolulu. It was also suggested that the zebra mussels in acrylic might be an appropriate award as well. The awards will be given at the social event and also at the business meeting.

The EC also decided that Eileen would send out the ANSTF questions that were discussed briefly in the last conference call, to the members by e-mail. She will collate responses and that will be the basis for a discussion at the Business meeting. The questions are: 1) What changes should be made to the guidelines and criteria for ANS Management Plans? 2) Should there be more regional ANS Management Plans? 3) What does the WRP suggest regarding ANS Management Plan funding, allocate based on need, for a limited amount of years, and continue with equal shares divided up among states or some other idea?

Vicki Milano will be sending out an e-mail asking people to join the panel on Rapid Response. People will give 10-minute presentations and then 5 minutes for Q and A.

Kevin sent out a request to members to give a written update of their ANS activities. They can also give a 3-minute update at the meeting which the meeting committee asked be about lessons learned from prevention, control, management or outreach activities.

## **3. Election of Executive Committee Members**

There are five two-year terms open for election this year. These positions are held by Kevin, Eileen, Robyn, Karen and Susan (Susan filled the remaining year of Bob Piorkowski's term). The EC asked that Tina put together a slate of members and send it out before the meeting for electronic voting. The winners will be announced at the meeting.

## **4. Suggested changes to the WRP Request for Proposals 07**

Jason suggested that the RFP 07 was somewhat ambiguous about the kinds of projects that would be considered. The EC decided to change the RFP for next year to make it clear that projects which relate directly to a funding priority will get a higher ranking but people can still address topics that are related. Kevin also suggested that the EC may want to revisit our 07-08 priorities and makes some changes for 09-10.

## **5. Experts Database Update**

Eileen sent a request to the WRP member states to fill in the information on the Experts Database (USGS) as Tier 1 people. Tier 1 will be accessible by the public. Tier 2 taxonomic or biologic experts will then be added for each state. Tier 2 experts will only be accessible by the Tier 1 state employees. A few states have not responded and Eileen will send out another message. The Tier 2 experts will sign a form giving written confirmation that they agree to be on this database.

## **6. Billboard Campaign**

Tina forwarded an e-mail with billboards erected around Las Vegas which say, "Inspect, Clean, Drain" with a picture of a boat. The billboards were funded by Wildlife Forever from Minnesota. Tina was asked to find out the cost of the three billboards as this seems to be an expensive medium but one that others would like to try if it is affordable. Tina will contact Kari Duncan.

## **7. 2007 projects**

Tina reported that all three 2007 projects have agreements in place but are just getting started. Robyn reported that the educational database at PSU is up and running but it isn't on the PSU webpage yet. She expects that to be available in the next week.

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

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

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