

DAVID IGE
GOVERNOR OF HAWAII

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HAWAII INVASIVE SPECIES COUNCIL
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HONOLULU, HAWAII 96813

VOTING MEMBERS

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University of Hawaii

MEETING NOTICE

1:00 PM-3:00 PM, Tuesday June 1, 2021

**Outreach Working Group
of the
Hawaii Invasive Species Council
AGENDA**

1. **Call to order:**
2. **Introductions (on Phone/Zoom):**
3. **Announcements:**
4. **Prior meeting notes available for review at:**
<http://dlnr.hawaii.gov/hisc/meetings/wg/outreach/> *(Please feel free to leave your comments on the document online.)*
5. **Old Business:** Review Strategies starting with Strat 7, Public Engagement & Support. Draft at least 1 key message that would support each Strategy (Task 1 below).
 - 5.1. **2025 Strategy 7:** *Raise or maintain strong awareness and support (70%+ in polls) for key invasive species issues and expand, diversify and mobilize a network of allies to achieve 2025 Joint Strategies.*

- 5.2. *Task 1: Increase traditional and social media mentions of invasive species issues, and where possible TIE to one of the 2025 Strategies (coordinate messaging and use the messages where possible/relevant)*
 - 5.2.1. *Strategy 1: Prevention & Early Detection/Rapid Response for New Terrestrial Invasions*
 - 5.2.1.1.
 - 5.2.2. *Strategy 2: Inter/Intra-Island Movement of Terrestrial Invasive Species*
 - 5.2.2.1.
 - 5.2.3. *Strategy 3: Aquatic Biosecurity*
 - 5.2.3.1.
 - 5.2.4. *Strategy 4: Large-Scale Control of High-Impact Invasive Species (note, there are initiatives that are moving forward through other groups. Check with relevant agencies/orgs. for messages related to the following)*
 - 5.2.4.1.
 - 5.2.5. *Strategy 5: Pacific Regional Biocontrol Center*
 - 5.2.5.1.
 - 5.2.6. *Strategy 6: Increased & Diversified Funding for Invasive Species Priorities*
 - 5.2.6.1.
- 5.3. Discussion on tracking, questions to resolve:
 - 5.3.1.
6. **2025 Strategy 7: Discussion on assessing/tracking progress: Raise or maintain strong awareness and support (70%+ in polls). (Discuss poll questions and timing)**
 - 6.1.1. CGAPS has funding for approximately 10 questions and we propose working together to identify and select questions. There are a number of questions asked previously that we can & should re-ask. Aim for late summer or fall for a survey.
7. **New Business/Updates:**
 - 7.1. **BIISC:**
 - 7.2. **CRB:**
 - 7.3. **DAR:**
 - 7.4. **DOFAW:**
 - 7.5. **HISC:**
 - 7.6. **KISC:**
 - 7.7. **KISC/ROD:**
 - 7.8. **KMWP:**
 - 7.9. **Mamalu Poepoe:**
 - 7.10. **MISC:**
 - 7.11. **OISC:**
 - 7.12. **ROD:**
 - 7.13. **UH Marine:**

8. **Public Comments:**
9. **Next Meeting:** TBD
10. **Adjournment:**

HISC Staff is inviting you to a scheduled Zoom meeting.

Join Zoom Meeting

<https://hawaii.zoom.us/j/95760331634>

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Passcode: HISC-POWG!

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+1 346 248 7799 US (Houston)

+1 602 753 0140 US (Phoenix)

+1 669 219 2599 US (San Jose)

+1 669 900 6833 US (San Jose)

+1 786 635 1003 US (Miami)

+1 929 205 6099 US (New York)

+1 267 831 0333 US (Philadelphia)

+1 301 715 8592 US (Washington DC)

+1 312 626 6799 US (Chicago)

+1 470 250 9358 US (Atlanta)

+1 470 381 2552 US (Atlanta)

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HISC Outreach Working Group's FY18-19 Action Plan - Draft

Outreach Working Group Action Items Tracking			
Date Started	Action Item	Personnel	Status
4/20/16	BIISC Franny: ACTION: Need to find another bait/attractant instead of peanut butter due to potential allergy-risk for students/teachers. Hotdogs, Mayo (worked, but not as well as PB - NOT packet mayo), beef liver powder are possible - if we go to classrooms with the alternative, that would be best. Possible Tip: use vegetable oil, almond butter (not as good as PB), Pecan Sandies?	All	In Progress
4/20/16	CRB: Kailee T.: ACTION: Rebranding of StopRhino (due to Rhino-poaching references) to something else: BeatDaBeetle?, BeetleBustersHI@gmail.com (Lissa S., Erin B., & Christy M. can help with new pamphlet design). Franny B.: maybe go positive vs negative? CoconutLove? Nuts4Coconuts? KTL: Got new swag!	KTL	Completed
8/3/16	Social Media Checklist: Please List all Websites/Blogs/Social Media used by your project below: <ul style="list-style-type: none"> • Social media: do not use as the logo for username. Do some tests, purchasing metrics: iconosquare, business account vs. private account. • Hui up about information being posted. Real in the amount of postings, maybe every other day KISC: http://www.kauaiisc.org/ http://www.kauaiisc.org/kiscblog/ https://www.facebook.com/Kauaiisc/ https://www.instagram.com/kauaiisc/ @kauaiisc OISC: FB: www.facebook.com/OahuISC/ Website: www.oahuisc.org Twitter: https://twitter.com/oahuisc Instagram: www.instagram.com/oahuisc MISC/ www.mauiinvasive.org FB: https://www.facebook.com/Maui-Invasive-Species-Committee-MISC-205318869480857/ Instagram: https://www.instagram.com/mauiinvasive/ YouTube: https://www.youtube.com/user/Mauiisc MoMISC: http://www.molokaiisc.org/ BIISC: www.biisc.org https://www.facebook.com/UHBIISC/ Instagram: https://www.instagram.com/bigislandinvasivespecies/ CGAPS: HISC: Facebook, www.dlnr.hawaii.gov/hisc HCA: CRB: http://hdoa.hawaii.gov/pi/main/crb/ LFA: Website: http://stoptheant.org/ FB: www.facebook.com/StopTheAnt/ Instagram: www.instagram.com/stoptheant HAL: ROD:	ALL	In Progress

	Website: www.RapidOhiaDeath.org Facebook: www.facebook.com/rapidohiadeath Instagram: www.instagram.com/rapidohialife , Email: ohialove@hawaii.edu		
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