

Benton County Cooperative Weed Management Area Education & Outreach
(BC CWMA E&O)

August 30, 2012 10 am to noon at BSWCD office

In attendance: Maggie Livesay, Joni Quarnstrom, Heath Keirstead & Crystal Durbecq

Agenda:

1. develop an action plan and one-year time line for the CWMA
2. identify 1-3 strong messages and audiences to target
3. come up with some strategies for disseminating our messages (like trainings, advertising campaigns, etc)
4. discuss funding needs and possible funding sources.

Discussion Outcomes

1. We will identify a marketing person and anticipated cost (due by Sept 6th)
 - a. Who did Lisa DeBruyckere work with for the firewood campaign?
 - b. Is there a way to get all the partners to contribute a small amount to this effort through the CWMA?
 - c. What grants could support this effort?
2. We will develop a clear statement of what we are looking for including:
 - a. CWMA logo
 - b. Campaign "phrase" and visuals
 - i. Be a Good Neighbor
 - ii. Stop the Spread
 - iii. Know when to mow
 - c. Define a campaign package- what does it include & what are the delivery mechanisms?
 - i. Bumper stickers?
 - ii. Billboards?
 - iii. Road signs?
 - iv. Tattoos?
 - v. Public service announcements - TV and radio
 - vi. Newspaper articles
 - vii. Social media (Facebook, website, emails, etc)
 - viii. Radio announcements
3. Collect data from partners to see what is already being done in terms of Invasive Species E&O (send out by Sept 6th, hope for return by Sept 20th)
4. Important components to link: the partners, the e&o strategies, and the audiences
 - a. Top 3 audiences identified:
 - i. Private landowners (urban, rural, agricultural, forestry)
 - ii. Public land managers/employees (Public Works & Parks Depts, road crews, utilities crews, grounds crews...)
 - iii. Recreationalists (hikers, bikers, hunters, fishers, etc)
5. We will research existing invasives campaigns/messages- bring info to Oct 16 meeting
 - a. Maggie- international research
 - b. Joni- nationwide search
 - c. Heath- regional (PNW) research
6. We will need to come up with evaluation strategies to accompany the campaign (see Public Engagement Strategy Appendix to Benton County Invasive Species Program document)
7. Next meeting: October 16, 10 am –noon at new Forest Service Building on OSU campus- park in back, get parking pass for car in lobby
8. Potential additional Action Team members- Adam Stebbins (Benton County) and Rick Osborne (Benton County Public Information Officer)