

MAUI INVASIVE SPECIES COMMITTEE
Meeting Notes
Friday, May 24, 2013

ATTENDANCE: Julia Parish, Springer Kaye, Pat Bily, Forest Starr, Kim Starr, Randy Bartlett, Bob Hobdy, Lloyd Loope, Elizabeth Speith, Steve Anderson, James Leary, Fern Duvall, Jeremy Gooding, Jennifer Higashino, Andi Shluker, Teya Penniman, Lissa Strohecker, Abe Vandenberg, Brooke Mahnken, Mike Ade, Adam Radford, Elizabeth Anderson, Chuck Chimera

- The meeting was called to order at 9:10 am by Pat Bily, TNC/MISC Chair
- Minutes from the March 22, 2013 meeting were approved. They will be posted on the website – mauiinvasive.org.
- Introductions were made around the table.

ANNOUNCEMENTS

- Elizabeth S.: in the past week there was a Jackson's chameleon reported on Kauai. The report went through "Report-a-Pest" and proved to be of concern. HDOA and KISC worked cooperatively to catch it.
- James: our paper on HBT, with MISC and UH as coauthors, will be highlighted in the next edition of Invasive Plant Science & Management. There will be a press release highlighting the comprehensive management of miconia on Maui. On June 6, the Deputy Director of the National Invasive Species Council will be on Maui. He will be participating in HBT heliops.
- Teya: Senator Mike Gabbard visited MISC on Monday. He is the head of the Senate Committee on Energy & Environment. We took him into Maliko Gulch and he got to see HBT and do a helicopter overflight. He is very enthusiastic and has been visiting all the ISCs. This is his project to focus on.
- Chuck: Christy just hired an outreach person for the WRA assessment and Plant Pono projects. Her name is Amanda Skelton. Christy received some funding to promote the Plant Pono website. The project promotes the use of native, non-invasive species in the landscape and includes a WRA assessment component. Amanda has a foundation in conservation and is engaged in horticulture and plant propagation. Most recently, she worked as a Conservation Specialist for the Kauai Soil and Water Conservation Districts, and previously as the Nursery Manager for Kauai Nursery and Landscaping. In addition, she is on the steering committees of the Kauai Native Plant Society and Kauai Arbor Day. Amanda will be based on Kauai, but her responsibilities are statewide.
- Pat: thanks to Mike and the MISC staff for responding to the mullein report on the protea farm next to where I live. It was either intentionally cultivated or it was a long distance dispersal. Mike: there are flowering plants right along the farm road - there is dispersal. We will sweep the entire 80 acres on Tuesday with a full crew. Lloyd: this species dates back to 1986 when Betsy found two mullein plants in the park. They were probably the result of construction equipment. Every now and then it shows up. It has been a serial eradication. Steve: at the time it was found, it was for sale at Kula Hardware. They agreed to stop selling it. Elizabeth S.: we've also intercepted it as seeds at Mana Foods. Chuck: the seed viability is 50-100 years.
- Fern: I was just in Texas and there is a species called the raspberry crazy ant that is eradicating the red imported fire ant. It goes into houses and is attracted by electricity. They were talking about it on NPR this morning. Lloyd: this has been going on for 5-6 years.
- Pat: many months ago I wrote up sanitation protocols for DWS for the flume reconstruction work. Ants were a real concern. They have a sign at the project site stating that all gear must be cleaned. They are doing a good job. The contractor is taking decontamination and sanitation seriously.

- Pat: after three years as the MISC chair I am handing over the torch to Lloyd Loope. Teya: thanks Pat! It has been great to have your guidance and input and thanks to Fern for continuing to be our vice-chair.
- Teya: Kanalu Sproat started work this week as the Maui Axis Deer Coordinator. It is not a MISC project, but we are housing him here. Kanalu is originally from the Big Island and has been working on Oahu. A major function for him will be to implement the axis deer management plan, which depends on community-based management. We need to establish the population level. There will be different acceptable levels of deer for each management area/community. Kanalu has a MS in wildlife biology and worked on Bighorn Sheep. There will be a workshop on the Big Island next month to look at available technology, population estimates, etc.

PUBLIC OUTREACH AND EDUCATION

Community Based Social Marketing

- Lissa started the meeting by giving an overview of community based social marketing as the basis for brainstorming and discussion later in the meeting. This approach focuses on removing/addressing barriers to behavior change. Traditional approaches focus on increasing knowledge in hopes it will change behavior, but knowing alone is not enough. Traditionally, we put out information, but it doesn't always translate into action. Doug Mackenzie Mohr developed the approach and proposes that we need to look at the behaviors we want to address and break them down into very small pieces. The process:
 1. Identify and select behaviors to be promoted.
 2. Identify barriers and benefits to behavior you want to promote.
 3. Design strategy that utilizes behavior-change tools & pilot strategy.
 4. Evaluate impacts.
- In order to identify and select behaviors to be promoted:
 1. Collect information regarding which sector merits targeting (sector making significant contribution to issue).
 2. Create list of non-divisible end-state behaviors that are most important.
 3. Determine impact, probability, and penetration levels of behaviors.
 4. Select behaviors with best combination of impact, probability, and penetration.
- Lissa: at the end of this meeting we are going to focus on a couple of MISC targets: coqui frogs and the coqui-free certification program and little fire ants and do some brainstorming.

Community Events / Displays

- 2012: 11 events—2841 audience
- 2011: 12 events—3076 audience
- 2010: 12 events—6551 audience
- 2009: 10 events—4420 audience
- 2008: 10 events—3418 audience
- 2007: 9 events—3763 audience
- 2006: 15 events—4914 audience
- 2005: 10 events—4000 audience
- One highlight in the spring was the “spot the ant, stop the ant” campaign in conjunction with National Invasive Species Week. MISC held a radio contest about the little fire ant on local radio stations KPOA and KISS from March 4-8. Each station played a series of five PSAs about the little fire ant for a two week period preceding and during the contest. On KISS, deejays asked a multiple choice trivia question which the ninth caller had a chance to answer. On KPOA, the morning deejay read a fact about little fire ants; in the afternoon a deejay asked a question about that fact which the third caller had a chance to answer. MISC received over \$2,400 in prize donations from local businesses. We got some great public service announcements out of the contest that we can reuse. We saw a significant increase in the hits on our LFA

website as a result. We gave the radio group the text for the PSAs and they just ran with it and added the sound effects, music, etc. Our estimated reach was at least 3,500 people. The radio contest cost roughly \$1,800. We put a mahalo ad in the paper to thank the sponsors and sent them thank you notes. We hope to do something similar next year, but not in March so we don't conflict with the find the Easter bunny contest. We may try for next July as the ants are most active in the summer.

- Also in conjunction with National Invasive Species Week, there was a Project Noah bio blitz. People were encouraged to take geo-referenced images of things they wanted identified or just things they wanted to share. The goal was for each participant to have an interaction with a scientist. Everything that was sent in was pretty widespread already.

Upcoming Community Events (brainstorming on possible topics)

- Makawao Parade, July 6:
 - use the tractor, tractor decontamination
 - something agriculture oriented
 - ant driving the tractor
 - a happy farmer with coqui-free sign and sad farmer covered in ants
- Keanae Keiki Jam Fest: general outreach, small audience.
- County Fair:
 - watershed impacts
 - keep miconia in the public eye - a big miconia tree and an HBT gun
 - watershed model with ½ native and ½ miconia forest
 - videos of the field crew actually doing control work
 - personal connection to the native forest
 - purple jelly bean contest, guess how many miconia seeds/beans in the jar
- MNBG- Arbor Day: they have changed the format this year and we will be giving out the plants at the booths to help get people to stop at the booths. We are going to do an exhibit on native grasses.
- MALP Lawn & Garden Fair: WRA highlight.
- Ag Festival: we hope to have a banana corner with banana related activities and contests.
- Lissa: we are trying to incorporate more data and maps into our displays. Jeremy: what about tying into the various private school fairs? They might be good venues. Lissa: this year we are planning to do Whale Day in Kihei. If anyone knows of any events in the Lahaina area, let us know. We don't really go to any events on that side.

LFA Video Project

Little fire ant PSAs:

- 2013: 248 airings (Maui only)
- 2012: 25 airings (5 on Maui)
- 2011: 336 airings (112 on Maui)
- Abe: the LFA video is moving along. It will be a 28 minute spot for statewide broadcast. Teya: one of the videographers moved to New York so Abe has picked up working on it with Masako. He has the skills to help move the project along. There will be a premier when it is finished.

Video Projects

- Abe: Huliau Foundation Film Festival is June 9. There will be two MISC related films – one on coqui and one on miconia. The kids did a pretty impressive job. The funding was from OED. They interviewed Darrell, Adam, Imi, and James. Lissa: Brooke did some cartoons on downed birds for Jay to be used as movie trailers. We have an awesome miconia PSA that could lend itself to that kind of thing. We need to look for funding.

Newspaper Articles

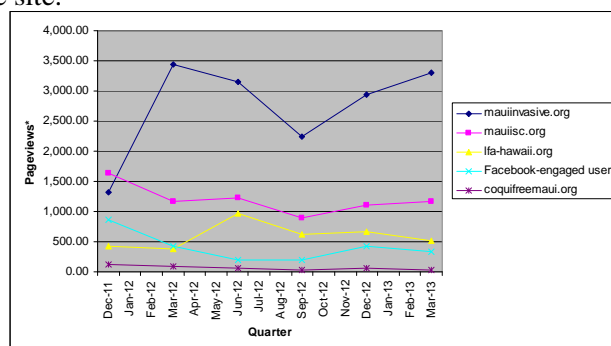
- 2012: 24 mentions plus 12 Kia‘i Moku articles
 - 2011: 18 mentions plus 11 Kia‘i Moku articles
 - 2010: 13 mentions plus 12 Kia‘i Moku articles
 - 2009: 10 mentions plus 12 Kia‘i Moku articles
 - 2008: 9 mentions plus 12 Kia‘i Moku articles
 - 2007: 22 mentions plus 12 Kia‘i Moku articles
 - 2006: 23 mentions plus 6 Kia‘i Moku articles
 - 2005: 8 mentions
- Lissa: the mentions include Maui News, Molokai Dispatch, and Hawaii Tribune Herald and include mentions of MISC or interviews/comments from a MISC staff member. A number of the mentions were regarding axis deer. We should send the Kia‘i Moku articles to Environment Hawaii. Lissa passed out a list of past Kia‘i Moku article topics and solicited input from the committee on topics for future articles. Objectives for the articles include raising awareness, highlighting species, increasing support, and encouraging reports. The types of articles we’ve done include vectors and pathways, ecosystem impacts, and new research.
 - Lloyd: it is worth doing the important topics over again. Lissa: all the articles are archived on the HEAR website. They are also on our blog and I repost old ones periodically. Elizabeth S.: Maui News will be going behind a pay-wall later this year. Lissa: we need to stay neutral and not toot our own horn too much. Jeremy: it may be time for a pampas success story. Lissa: that may be a press release. Jeremy: we could also do something using hard data for miconia – showing what we can do and what we can’t do. Chuck: what about an article on axis deer? Fern: an article on things that are so out of hand that we don’t tackle them (like African tulip) would be good. Something on a population level concept. Teya: we could talk about deer not as a MISC target. We should talk about what is being done. The working group wants to do outreach.

Newsletter

- Lissa: we have put out a series of newsletters over the years. I am currently working on the layout for the biocontrol newsletter. Our next topic is insects. We need to brainstorm what exactly that means.

Websites/Social Media

- Lissa: the ISCs’ site will be updated soon and be in a more attractive format where we can post our own content. We will be doing our own updates in the future. We have five sites that we track: coquifreemaui.org, lfa-hawaii.org, mauiisc.org, our blog - mauiinvasive.org, and our Facebook page. We need to resurrect the miconia conference website so the proceedings are available again. Elizabeth S.: we can make a mirror of the site.



- Lissa: the graph doesn't show number of unique users. The peak in the blog was related to the Lorax movie pine giveaway. The mauiisc site is pretty steady. Facebook is hard to put on the graph. We reach some people who are just scrolling through their feed. We are only able to count engaged numbers - how many people actually clicked on something we posted. The coqui-free site gets about 30 hits a month. I recently created a new WordPress site from the old coqui-free site. It includes a blog for the public regarding the crew's activities. We hope the blog will increase visitation to the site. Abe: for Facebook, we have a profile and a business page. We still get unsolicited friends and likes. We post regularly. I went to a social media training in Kahului a couple of weeks ago. I would like to start using Twitter. There is cool new site called Pinterest, which allows social book-mapping on line and includes a resources catalog. I plan to start using it. People respond to real time aspect photos rather than archive photos. It makes a huge difference.

Early Detection

- 2013: 1 workshop—16 participants
 - 2012: 1 workshop—12 participants
 - 2011: 1 workshop—12 participants
 - 2010: 7 workshops—122 participants
 - 2009: 8 workshops—196 participants
 - 2008: 13 workshops—111 participants
- Lissa: the one workshop we've done for the past several years has been for the Maui Forest Bird Recovery Project (MFBRP) seasonal crew. East Maui Watershed and MFBRP recently received a grant from the Hawaii Tourism Authority for tour operator training (zipline, bike tour, bus tour, etc.). We plan to use it as a venue to train them on our targets. We are using a social marketing approach. We are at the focus group and survey stage right now. We are planning to do workshops in the fall and are exploring the possibility of a certification process. We hope to get another grant next year. Fern: the eyes and ears concept is important. We want to encourage the public to be aware of what is here so they are aware when something isn't as it should be.

Education Program

- Lissa: we are posting the new activities from the Invasive Species Module of Hoike on line. The old modules have been reformatted and posted on the new Hoike website. Abe has been doing a lot of classroom visits - testing the new lessons and also doing lessons on LFA and watersheds. We need to revamp the LFA activity to be more current.

Hoike o Haleakala School activities

- 2012: 30 visits—1407 students
- 2011: 28 visits—1379 students
- 2010: 33 visits—1877 students
- 2009: 31 visits—2068 students
- 2008: 11 visits—756 students
- 2007: 17 visits—939 students
- 2006: 20 visits—1666 students

Hoike o Haleakala Teacher Development Workshops

- 2012: 4 workshops—36 teachers
- 2011: 2 workshops—8 teachers
- 2010: 1 workshop—9 teachers
- 2009: 3 workshops—16 teachers
- 2008: 2 workshops—22 teachers
- 2007: 3 workshops—208 teachers
- 2006: 9 workshops—48 teachers

- 2005: 2 workshops—13 teachers

Brainstorming Behaviors & Barriers

- Outcomes of brainstorming session to identify behaviors we want to encourage and the sector of the population that would be targeted (not all of these are actions to be taken on Maui, or actionable by MISC PR program):

Little Fire Ant

Sector	Behavior
Maui farmers' market patrons	Test food & plants for ants at farmers' markets
Big Island residents	Proactive in treating & reporting
Maui residents	Report stinging ants
Shippers (interisland)	Monitor/test forLFA
Big box retailers	Post flyers

Coqui Frog/Coqui-free Certification

Sector	Behavior
Maliko residents	Become proactive participants in control efforts - self treat and remove habitat
Maui coqui reporters	Use technology when reporting (photo, record noise)
Coqui-free participants	Advertise participation in program
Consumers	Ask for coqui-free participants
Interisland shippers	Monitor
Big box retailers	Post coqui flyers

Other

Sector	Behavior
Twin Falls fruit stand	Report miconia
Hunters/hikers	Report
Plant retailers	Use Weed Risk Assessment
All invasive species reporters	Use technology-photo, video, sound
Plant industry and utilities	Adopt early detection training as part of employee orientation
Specific stakeholders (Native Hawaiian Plant Society, Maui Nui Botanical Gardens)	Promote/request legislators increase interisland biosecurity

UPDATES

Funding

- Teya: we don't know about funding for next year. We have HISC proposals due soon. We have no idea how much will be available from the HISC. We are hoping to at least be level with the county. The ISCs are encouraged to apply for WPPG funds. We will receive \$20k from FWS this year. Last year we received \$190k. Overhead at UH will be increasing 2% this year and another 2% next year. Additionally, in the past we haven't paid UH overhead on funds running through Tri-Isle. We will likely be paying 6% on those funds now.

Next Meeting: September 20, 2013 9am-12pm: Miconia