

Arizona Invasive Species Advisory Council

Anticipation & Outreach Working Group

Thursday October 25, 2007 Meeting Minutes

Attendees:

Fred Amator (AZ Crop Protection Association)
Cindy Coping (cattle and agriculture industry; via teleconference)
Glenn Fahringer (Town of Cave Creek, Green Industry)
Ty Gray (AGFD)
Ariel Hiller (AZ State Parks)
Brian McGrew (AZDA)
Marianne Meding (AGFD)
Tonya Norwood-Pearson (AACD)
Gary Russell (USDA)
Kai Umeda (U of A Cooperative Extension)
Steve Barker (NRCS)

Meeting Minutes:

The Arizona Invasive Species Advisory Council Anticipation and Outreach Work Group was called to order at 1:00 pm on October 25, 2007 at the University of Arizona Maricopa County Cooperative Extension Office located at 4341 E. Broadway Road, Phoenix, AZ 85040.

Work Group Leads Ty Gray and Kai Umeda welcomed the attendees and introductions were made. Ty reviewed the goals for the meeting which were to approve the October 11, 2007 meeting minutes, review and discuss Anticipation and Outreach charter objectives and assign work group action items.

The work group unanimously approved the October 11, 2007 meeting minutes.

The work group then discussed the amended charter and determined it did not need any further changes.

The group then began working on Objective 1. Increase levels of education, knowledge, and awareness of invasive species and their impacts among landowners, policy-makers, and the general public.

The group first brainstormed the justification/text bullets that would be used for Objective 1. These are listed on the Draft Management Plan working document.

The group then brainstormed a list of key audiences and a list of invasive species issues. Both of these are also listed on the Draft working document. The group then completed an affinity diagram of all of the listed issues, grouping them into six general categories. Members were then assigned to research outreach/marketing programs that exist for each of the general categories.

The categories and assigned members are as follows:

- A. Prevention, Control, Management of Insects: Brian, Kai, Ariel
- B. Prevention, Control, Management of Aquatic Nuisance Species: Ty, Marianne
- C. Terrestrial Nuisance Species: Tonya, Steve
- D. Invasive Weeds: Fred, Ariel, Kai, Glenn
- E. Invasive Disease and Vectors: Ty, Kai, Chasa, Gary
- F. General Invasive Species

The group then discussed communication tools and determined this was directly related to researching existing outreach programs and agreed to include that in the assignments.

The group then discussed appropriate measures and metrics for evaluating awareness and changes in practices as a result of outreach. The group determined that it would first be necessary to develop a baseline for awareness. This can be accomplished by including general invasive species awareness research questions in an upcoming Arizona Game and Fish Department (AGFD) Trends survey which is to be conducted in early 2008. The Trends survey is a general public telephonic survey that covers the entire state of Arizona. Ty volunteered to work with AGFD staff to draft survey questions and bring them back for group review at the November 1, 2007 meeting.

Group members then reviewed future meeting dates which included:

Anticipation & Outreach Work Group

November 1; 1:00 – 4:00 pm, Ocotillo Room, University of Arizona Maricopa County Cooperative Extension Office 4341 E. Broadway Rd, Phoenix, AZ 85040

November 27; 1:00 – 4:00 pm, Saguaro Room, University of Arizona Maricopa County Cooperative Extension Office 4341 E. Broadway Rd, Phoenix, AZ 85040

December 6; 1:00 – 4:00 pm, Eagle Room, Arizona Game and Fish Department 5000 W. Carefree Highway, Phoenix, AZ. 85086

December 13; 1:00 – 4:00 pm, Eagle Room, Arizona Game and Fish Department 5000 W. Carefree Highway, Phoenix, AZ. 85086

The meeting was adjourned at 3:25 pm.