

**Wild Rivers Invasive Species Coalition (WRISC)  
Action Team**

**Team: Education and Outreach**

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**Purpose:**

The Education and Outreach Action Team works to support the WRISC coordinator in invasive species education and outreach efforts with creative ideas, resources, and feedback. They also help to fill education gaps and promote a unified message across the WRISC coverage area.

**Regular Meetings:**

Meets on odd numbered months via conference call. Meeting times are scheduled by the WRISC Coordinator using doodle poll results. To join call dial **401-283-4156** and enter code **34985**.

**2016 Goals:**

Long Term:

1. Maintain and update WRISC educational publications and display materials as needed.
2. Develop educational workplan/wishlist, seek additional funding to support.
3. Generally promote invasive species education/outreach throughout the WRISC area

2016 Projects:

1. Provide feedback on website and newsletter design/content
2. Design and update signage as needed, including WRISC's portable billboard, trail signage, and boatlanding signage.
3. Create a wild parsnip brochure
4. Help to plan educational workshops (location, topic, audience, etc.)
5. Highlight Emerald Ash Borer as an important item for education/outreach
6. Explore target audience educational kits

**March 10, 2016 Meeting Minutes 1:00-1:41pm**

*In attendance: Emily Anderson, Lindsay Peterson, Scott Reuss, Nicole Shutt*

1. **Discuss 2015 goals, set 2016 goals:** *Emily praised the team for their work over 2015 which included completing a new WRISC brochure, CBCW/SAH signage, website feedback, and consistent newsletters. Team members agreed that the action team has done well and helped increase publicity in the area.*

*Long term goals will remain the same. Short term goals will remove specific 2015 items, change the billboard goal to include all signage, add a parsnip brochure, add workshops, and add EAB as a 2016 target. Emily will revise goals and send to team for review.*

- 2. Materials update: Thistle brochure, PCG signs, Work Clean Go poster, Portable Billboard, AIS freebies, other:** *Emily and Lindsay updated team members on several items: thistle Brochures have been printed (10,000 total with help of WI grant and UP RC&D to distribute across UP and Wisconsin); Play Clean Go trail signs printed and boot brush stations ordered; Work Clean Go posters printed for MI and WI; finalizing billboard design and taking quotes; working with AIS action team on AIS handouts/freebies including Clean Drain Dry bar coasters.*
- 3. Grant update: Lumberjack USFS GLRI proposal, MEF PreProposal, WMA Proposal:** *Emily updated team on several grant proposals which would provide funding for education/outreach activities. Lumberjack's GLRI proposal would support the creation of a booklet on key regional invasives on their pathways of spread; MEF would provide general education/outreach work in 2017-2018; and the WMA grant would support outreach and workshops for WI forest landowners.*
- 4. Wild Parsnip Brochure:** *The team reviewed the start of a Wild Parsnip brochure by Lindsay. They suggested including a ID picture when the plant is dead in fall/winter. Emily will start adding more the brochure and contact Nicole for any specific help. When done, a draft will be sent to the team for review.*
- 5. Spring Newsletter: brainstorm ideas:** *The team agreed that EAB would be a good topic for species profile, although a short section might also be done on Butterbur, a new species which blooms in spring. For a partner profile Emily will ask John Preuss if he can do a piece on his AIS work through Lumberjack. If he isn't available backup options include something from the Forest Service (Nicole will see if she can think of anything) or the Wisconsin DNR (maybe an article on spring burning and invasives). Emily and Lindsay will work to decide what to include for WRISC's project section, either something comprehensive on our 2016 field season outlook or specific on our Play Clean Go campaign signage/items.*
- 6. Crazy worms: new display to target gardeners:** *Emily will be working on this display for the Marinette garden conference highlighting how crazy worms are different from other worms, what to look for, and best practices to avoid spreading them for gardeners. The team discussed the spread of crazy worms, how Michigan is starting to pay attention, and recent confirmations in Oconto county.*
- 7. Other**
- 8. BOD Agenda Item(s)**  
*Distribute thistle brochures and Work Clean Go posters*