



## Columbia Gorge CWMA Education & Outreach Committee Meeting

January 27<sup>th</sup> 2021; 3:10pm-4:00pm

Teleconference (via GoToMeeting)

**Attendees:** Jeanette Burkhardt (Yakama Nation), Troy Abercrombie (WIN), Courtney Gattuso (CSWCD), Emily Stevenson (SCNWCP), Sam Leininger (CSWCD), Cathy McQueeney (CSWCD), Evan Olsen (USFS), Mika Barrett (FOCG), Sara Woods (FOCG)

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### 3:10 Welcome

Mika Barrett

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### 3:15 2021 Chair Election

Courtney Gattuso

- Time to vote for a 2021-2022 Education & Outreach Committee Chair!
- Mika has announced she is stepping down as chair of the Education & Outreach Committee, and there were no confirmed nominations willing to run for the position.
  - Sara Woods mentioned she would consider serving as Chair but has politely declined the position due to limited capacity.
- **ACTION:** Courtney to announce the available position at ISEP and continue to advertise the position.

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### 3:25 Invasive Species & Exotic Pest Workshop Planning Session

All

- Let's keep moving forward with planning the 2021 ISEP Workshop!
  - Status of the event
    - The event registration is open, and we have 155 registrants signed up.
    - All of the speakers are confirmed and have technical run-throughs scheduled with Courtney.
  - Roles & responsibilities
    - Courtney = Coordination, technical facilitator
    - Troy = MC, introductions
    - Lucas = Question facilitator
    - Emily = Chat/non-speaker questions
    - Justin Bush = back-up for anyone who drops out
  - Next steps
    - Survey – Emily will create a list of questions to include in the attendee survey and send to Courtney.
      - The group decided to launch the survey right after the event to get the most participation.
    - NISAW outreach

- Courtney to advertise the event alongside NISAW to wider listservs outside of the CWMA's.
- Kahoot prizes
  - The group decides to have prizes for the top 3 Kahoot quiz winners.
  - Shirts and/or posters seem like good prizes to have Jon Wagner's giant hornet graphic featured on.
    - **ACTION:** Courtney will reach out to Jon Wagner to get permission to use his graphic for Kahoot prizes. Jeanette will investigate prices for shirt screen printing.

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**3:50 Boot Brush Kickoff Brainstorming (if time allows)**

*All*

- Let's brainstorm ideas for the 2021 Boot Brush Kick-off in the age of COVID-19.
  - Outreach campaign?
    - The group thinks that National Invasive Species Awareness Week pt. 2 would be a great timeframe to launch an outreach campaign.
      - Ideas for the campaign include:
        - Having land managers share information on the importance of boot brushes
        - Create outreach materials
        - Boot brush selfie hashtag
        - Encourage prizes incentives
        - Scavenger hunt! With map – Geocache?
    - Take inventory of active boot brush stations & what they need. Partners with stations include (but not limited to):
      - Skamania County
      - GPNF
      - ORPD
      - TNC
      - Klickitat County
      - WA State Parks
      - ACE
      - USFS
      - CLT
      - **ACTION:** Courtney to send out a GoogleDoc to land managers, get an inventory of stations, and needs for each boot brush station.
    - Mika mentions she can maybe get her core volunteers to make a video on how to clean a boot brush station.
    - The group agrees that having a good graphic is really helpful for social media!
  - Cathy mentions that the CONNECT conference will be May 11-13<sup>th</sup>, so that week is not ideal.
  - The group will pick up BBKO planning at the next meeting in March.

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**4:00 End**

**Next CWMA Education & Outreach Committee Meeting**

March 24<sup>th</sup> 2021, 3:10pm-4:00pm

Teleconference