

CWMA E&O Meeting
Thursday, June 27, 2013
8:00-9:00 am

In Attendance: Maggie Livesay, Kathleen Westly, Holly Crosson, Crystal Durbecq, Heath Keirstead, Joni Quarnstrom, Taylor Williams

- i. Review Teamworkx report
 - a. General consensus was that the content and presentation were both lacking in substance and professionalism
 - b. We agreed not to pursue a more long-term relationship with Teamworkx
- ii. Looking for new E& O Action team members
 - a. Heath has asked Molly Monroe, Jessica McDonald from Greenbelt Land Trust and Jennifer Ward from City of Corvallis if they can participate on the E&O action team.
- iii. Brainstorm ideas for Marketing Campaign/Department of Defense Legacy Grant pre-proposal ideas
 - a. Target Audiences:
 - i. Military- strongest; post-service (nature therapy connections?)
 - ii. Hikers
 - iii. Neighbors; landowners (want to know what do when- control info)
 - iv. Ag Community- Farm Bureau
 - v. Teens –living on military bases or in surrounding community
 - vi. Businesses – First Alternative Co-op, REI (need to work through local store), Sporting Goods stores, bike shops, nurseries
 - b. Methods:
 - i. Signs
 - ii. Kiosks
 - iii. Billboards
 - iv. Neighborhood meetings
 - v. Workshop series
 - vi. Display/permanent display board (nice one)
 - vii. Mini-presentation (or video) to accompany other talks given by CWMA partners
 - viii. Co-op Day? Local food growers
 - ix. Interpretive Sign trail at Najaf including QR codes
 - x. Video
 - xi. Video & Display for Ag Events/others
 - xii. Smart Phone App?
 - 1. (find out top 5 EDRR species for your location & top 5 worst list for your location- would search weed maps from neighboring counties and compare to your county, would narrow results by habitat type & would be hooked into reporting website)
 - 2. Turn Eco Field Cards or Willamette Valley Weed Guide into an app
- xiii. [Aquatic Watch Program](#)
- xiv. [Plug into existing Paddle Events \(Paddle Oregon, REI, Willamette Riverkeepers...\)](#)

c. Messages

- i. What you CAN do (behavior focused, not species focused)
- ii. Why weeds are bad (emphasis on cost)
- iii. Have a positive spin
- iv. How to clean gear (how when where to use weed brush etc.)
- v. Play on use of word "DEFENSE"
- vi. Be clever, use humor
- vii. Why you should care
- viii. What you should do
- ix. Make it TRANSFERRABLE: both to other regions and to other audiences
- x. Make it sustainable to have long-term effectiveness

d. Products

- i. Stiff-bristled brushes with business logos on 1 side and where to report info on other side
- ii. 1% for Nature Campaign (get REI, other businesses to adopt this campaign- 1% of their sales would go to support: a) the CWMA b) a local refuge or natural area. It could be a rotating fund like at the Co-op
- iii. Ivy puller
- iv. Permanently installed boot cleaner stations at trailheads
- v. Downloadable App
- vi. Curriculum, Posters, Videos