

Lower Hudson PRISM

Partners Meeting

September 22nd, 2016 – 10:00 am-3:00 pm

Scenic Hudson. Beacon, NY

DESIRED OUTCOMES

1. Get to know each other better
2. Begin planning 2017 activities
3. Elect 2 new Steering Committee members
4. Learn about progress we've made on 2016 objectives

WELCOME AND INTRODUCTIONS

Linda Rohleder, LH PRISM coordinator, took the floor, and we began by going around the room with introductions. See Appendix for Attendee list.

We welcomed new partner, Tierney Rosenstock from Winnakee Land Trust and new representative for Friends of the Great Swamp, Mary Rice.

OVERVIEW OF PRISM GOALS, HIGHLIGHTS OF 2016 PROGRESS, PLANNING FOR 2017

This was the main focus for this partner meeting. The day was structured around focusing on each of our six strategic goals from 2016 and discussing furthering these goals and adding new objectives for 2017.

Please see the Appendix for an outline of the six strategic goals and the suggestions made.

ELECTION OF NEW STEERING COMMITTEE MEMBERS

Meredith Taylor (NYC DEP) and Tate Bushell (Westchester Land Trust) were elected as the two new Steering Committee members to start their three-year term in January 2017 and replace current committee members, Brenda Bates and Kali Bird ,whose terms are expiring. Linda thanked Brenda and Kali for their service.

LUNCH TIME FIELD TRIP

Nate Nardi-Cyrus (Scenic Hudson) took the group on a tour of the meadow restoration area near the building during the lunch break.

REVIEW OF BLOCKBUSTER SURVEY

Heather Darley (LH PRISM Assistant Invasives Program Coordinator), gave an overview presentation about the BlockBuster Survey program. The Lower Hudson region was divided into 377 3x3 mile blocks, and 106 of these blocks were assigned to 110 surveying volunteers to survey for 27 terrestrial invasive plants; this equates to 954 square miles of the Lower Hudson region being surveyed in for invasive species. So far, we have 24 completed blocks and 23 partially-reported blocks.

The BlockBuster Survey species list is the same as the terrestrial section of the [2016-2018 LHP Focal Species List for Surveying](#). The species are broken down into Species Group 1, the widespread invasives, and Species Group 2, the emerging invasives. Photos are required of any reported observations of Species Group 2 plants to verify correct identification.

Species Group 1:

Burning bush	Japanese stiltgrass	Tree-of-heaven
Common buckthorn	Multiflora rose	Wild parsnip
Japanese barberry	Oriental bittersweet	Wineberry
Yellow Iris		

Species Group 2:

Amur cork tree	European alder	Mile-a-minute
Bishop's goutweed	Hardy kiwi	Oriental photinia
Black jetbead	Japanese angelica tree	Scotch broom
Black swallowwort	Japanese hops	Siebold's viburnum
Chinese lespedeza	Kudzu	Small carpetgrass
Chinese silver grass	Linden viburnum	

To view the BlockBuster Survey Protocol, please visit [this link here](#).

There are four types of surveys, three of which are required for a block to be considered complete. The first required survey is a [HPA \(High Probability Area\)](#) Survey, which is completed for areas prone to high levels of invasives such as roadside, parking lots, etc. The second required survey is a [Natural Area Parking Lot/Trailhead](#) Survey. And the last required survey is a [Natural Area Trail](#) Survey. The optional survey is an [Opportunistic](#) Survey that is completed for recording observations that do not fall under the other three survey area options.

Each survey is broken down into four 100-meter segments, where surveyors record their coordinates and tracks using either a borrowed GPS unit or the [Avenza PDF Maps application](#), as well as recording their species observations within each segment.

Here are some interesting finds that have been reported so far of our Species Group 2 list.

- Bishop's goutweed – Putnam County
- Black swallowwort – all LHP counties
- Chinese Lespedeza – Rockland County
- Chinese silver grass – Putnam County
- Japanese hops – Dutchess County
- Japanese angelica tree – Rockland County
- Mile-a-minute – all LHP counties
- Small carpetgrass – Dutchess County

EDUCATION AND OUTREACH UPDATES

Joyce Tomaselli (CCE Dutchess) brought in the durable, educational poster displays she has been working on for use at outreach events such as farmers' markets. Display topics include: general invasive plant overview, general plant identification overview, established and emerging invasives, and general management techniques, and ornamental alternatives.

These poster displays are in the finalization stage and should be ready as a resource for LHP partners soon.

CONCLUSION

The next meeting will be on Wednesday, November 16th, 2016 from 10am – 3pm at Teatown Lake Reservation in Ossining, NY.

Notes written by: Heather Darley

ATTENDEES:

Budd Veverka	Mianus River Gorge
Chris Killough	USMA – West Point
Christopher Gow	Village of Tuxedo Park
David Decker	Audubon NY
Eric Roberts	Orange County Land Trust
Heather Darley	New York – New Jersey Trail Conference
Hillary Siener	Teatown Lake Reservation
Jason Klein	Westchester County Parks
Jen Stengle	CCE Putnam County
Jessica Schuler	New York Botanical Garden
Jim Kelsey	Jay Heritage Center
Jim Utter	Friends of the Great Swamp
Jonathan Rosenthal	Ecological Research Institute
Joyce Tomaselli	CCE Rockland County
Julia Ruben	Three Arrows Cooperative
Karalyn Lamb	Saw Mill River Audubon
Krista Munger	Pound Ridge Land Conservancy
Kristen MacFarlane	Wave Hill
Linda Rohleder	Lower Hudson PRISM Coordinator
Mary Rice	Friends of the Great Swamp
Matt Aiello-Lammens	Pace University
Megan Johnson	Scenic Hudson
Meredith Taylor	NYC DEP
Michelle Luebke	Bronx River Alliance
Mike Fargione	Cary Institute for Ecosystem Studies
Nate Nardi-Cyrus	Scenic Hudson
Nicole Wooten	Hudson Highlands Land Trust
Nordica Holochuck	NY Sea Grant
Samanatha Epstein	Hudson River Sloop Clearwater
Steven DiFalco	Rockefeller State Park Preserve
Suzanne Clary	Jay Heritage Center
Suzanne Nolan	Bronx River Parkway Reservation Conservancy
Taro Ietaka	Rye Nature Center
Tierney Rosenstock	Winnakee Land Trust
Tim Wenskus	NYC Parks and Natural Areas Conservancy
Tom Lewis	Trillium Invasive Species Management
Walt Daniels	New York – New Jersey Trail Conference

APPENDIX

Goal 1: Capacity Building

- Actively recruit C.A.C.s, town/village parks/DPW, target list could be Tree City list
- PRISM can act as a partner for grant applicants
- Continue to rotate meeting locations, host can invite local organizations that may be interested in joining
- Invite DOTs, MTA and utilities
- Share PRISM literature at outside meetings
- Who have we missed? Who could be a potential member?
- Target individuals and groups not already in existing organizations
- Metrics – a forum for specific collection of info. What are the data fields' criteria? Make criteria concrete and doable
- Create consistency in data collection
- Cultivate connections to media and regular press releases
- Make meetings valuable: share BMP experiences and research on invasive species
- Finish recruiting brochure
- Follow up with historic sites that have publicized iMap through Greenway
- Have a case study/research presentation at each meeting
- Offer trainings via monthly newsletters – condensed info (listserv can be overwhelming)
- Put our press releases on our website (if not on already)
- Identify contacts in municipalities. Make a committee that stays in touch with legislatives (Policy committee)
- Grow new members: colleges
- Sustain: skype or virtual meetings (especially for education and trainings.) Education at every meeting
- Visibility: Drop-in template for use in articles and slide presentations. Accessible on website – include logo. New reps need the packet
- Create metrics – longer form. Filled out every 3-6 months
- Grow funding and supplement funding. Private donations and membership fees?
- Make meetings more valuable (continue.) Workshops? Hands on
- Continue growing/sustaining membership with colleges and universities. Create an electronic membership application
- Clarify and make metric results accessible
- Social media visibility. Create additional content and more administrators
- Develop a more external (outreach) focus on capacity building
- Encourage multi-partner events
- Organize a partner –run social media takeover for one week each
- Maintaining relationships with members who move on to new organizations (still in region)
- Reaching out and connecting with academic institutions (college, high school, etc.)

Goal 2: Conservation Targets

- Run a pilot ISPZ designation
- Encourage a “SEQR” review process for applicants submitting process
- Expand SGCN to focus on/protect habitats
- Address capacity to mitigate deer in projects in terms of success/priority
- Top 10 to target: nominate a place, identify the problem, committee narrows it down
- Find different approaches to solutions (not just Invasives Strike Force). Partner with landowners, conservancies, etc. and direct them to available funding. Act as a advisory role instead of removing them ourselves
- Issue action alerts. Consider probability of success
- Don’t just focus on emerging species or low-invaded areas. Look at restoring high priority and highly invaded areas
- Create guidelines to choose the Top 10 targets
- Make a list of saved sites
- Establish ISPZ. Finalize
- Include survey of conservation target goals and methods and classification and land types
- Target projects of IS management to benefit SGCN (continue work)
- All mapping layers in NYS GIS clearinghouse
- Do we need another committee? Identify projects for task force and for partners
 - If no one steps up, RFP?

Goal 3: Strategic Management

- Stick with existing protocol and focal species list
- Use BlockBuster info for next steps
- ISM should be followed by replanting/reseeding and monitoring restoration
- Expand groups that can help on projects
- Adopt NYSDEC’s rapid response protocol
- BlockBuster Survey – include recommended HPA sites using iMap layer
- Possible form to request work with ISF crew or system to inform LHP of projects
- Finish what we started – protocol for...
 - How to engage large populations quickly for rapid response
 - Need for coordination of surveying and control species as part of a comprehensive plan (*Salvia*)
- Continue engaging people in BlockBuster Survey
- Utilize Blockbuster data to prioritize funded projects
- Target Management in ISPZ
- Continue existing efforts as management is successful and redirect resources to new areas
- Take species’ impact into account when prioritizing projects
- Continue *Corydalis* project
- Secure funding for BlockBuster data analysis

- Expand funding for invasive crew
- More sponsorship of Strike Force (Corporate donor?)
- More of the goal 3 current plan: keep it up
 - Protocol
 - Focal species list (changes?)
 - HPA/Coordinate with Blockbuster
 - Continue with Blockbuster
 - Prioritize and Manage

Goal 4: Education and Outreach

- Finalize, distribute and use new materials and translate to Spanish
- Outreach to municipalities, conservation boards, agricultural community outreach, horticulture – professional and garden clubs
- Seasonal timed alert system > phenological google calendar
- Continue BlockBuster training program
- LH PRISM coordination of ISAW events – July is a bad time!
- Outreach to Environmental Educator Conferences and Workshops
- NYSDEC K-12 curriculum (science requirement include invasives) Megan Phillips is working on this
- Outreach to campground owners (non KOA) about Don't Spread Firewood
- Holding a “Communicating about Invasives for Educators” workshop
- Invasives-themed Tree City events for certified towns
- Sharing the timed alerts on facebook
- “Water Words that Work” Do market research on how invasives education can be better-received by public
- Finalize materials and post for public and partners
- Continue with seasonal timed alerts and tie into phenological calendar
- Increase trainings for municipalities, C.A.C., etc.
- Identify receptive legislators/county for how invasive species cost us/them money
- Identify Highway/DOT/ROW workers to become stakeholders
- Send Facebook and text alerts for new introductions or sightings
- Website needs to be accessible to outsiders – correctly designed for insiders
- Seasonal alerts can be a banner photo at top of website – more appealing to public. Further public engagement
- Education and outreach workshops should be separate from regular meetings
- Invasive Species Awareness Week – problem with timing during vacation week. Suggest a LH PRISM day
- Valley Ramble week in September. Public funding available/publicity associated with Ramble
- State of phenological calendar will help with timed alerts (also post on facebook)
- Tailor vocab to audience

- Partner message on invasives with actions and positives
- Identify events for tabling
- Develop/aggregate material educating on non-plant forest pests
- Kids' application to be used like Pokemon-Go. Collect geotags with photos
- Invasive plant posts to be duplicated at nurseries – “Have you seen us?” with photos
- Celebrate successes – press releases after events

Goal 5: Mitigate Pathways of Invasion

- Regulations: apply input for future additions. Continue and lobbying to DEC
- Continue watercraft inspection program and evaluate success
- Facilitate outreach to anglers via database of license holders
- Outreach to boat trailer licensees
- Boat stations are good for education. Do more on local level to discharge firewood movement
- Continue participation in projects like Southern Pine Beetle
- Increase education with community organizations and homeowners organizations
- Promote alternatives (native or otherwise?)
- Education on deer management (impact on native plants)
- Boot brush stations! More! A great vector for education and PRISM recognition
- Watercraft /boat stewards: let's get more of them!
- Guidance and education on native replacement of pulled/removed invasives
- Create protocol for proper disposal of removed invasives
- Monitor long distance trails through region (DOT, MTA, bike trails)
- Determine success of boot brush stations
- Continue and expand SPB monitoring
- Native alternatives for nurseries, landscape professionals and homeowners
- Continue watercraft inspections
- BMPs for equipment, maintenance, agriculture, construction DOT (ag, suburban, urban)
- Status of firewood regulation?
- Tip line for reporting violations of part 575 and increase outreach to pet shops
- Tip strips to RV owners with DEC
- Establish communications with neighboring states and PRISM
- Expand boot brush stations
- Start a boat stewards for bass tournaments program
- Outreach to mountain bikers/equestrians
- Billboards!
- Inform public on how to report 575 violations
- Get utilities/DOT to get involved
- Use BlockBuster data to identify pathways
- Support forest safe/S.M.A.R.T. initiatives (safe imports of pallets, wood products)
- Identify garden/pet trade species to add to 575 (e.g. Chinese mantids)

- Clarify role of partners in reporting Part 575 violations – how to report. ‘If you see something, say something’
- Continue watercraft inspections. Expanding to five.
- Post boot brush station photos on website; how to make, order, purchase?
- Give presentations/training to DOTs/DPWs in preventing spread: BMPs
- Dream up incentives: coupons? Corporate funding avenues? REI? Product placement.

Goal 6: Information Exchange

- Organize easy access to BlockBuster/LHP observation data on iMap Invasives
- Create ListServe/email subgroup by topic (info exchange, etc.) or location/county or group/demographic
- Publish BMPs
- Does info exchange tab need a different name/tab/category. Exchange means forum for partners
- Public section on website = info and events and partners section with interactive forum
- More user friendly website. Reassess number and names of tabs and include photos!
- Collect photo resources/library. Solicit photos from partners
- Speakers bureau/list (A list of individuals willing to teach workshops)
- Partners link to PRISM website and vice versa and get link on other sites
- Improve website. Reinstating forums with ongoing project updates, case studies, new concerns. Improve accessibility, ease of use, up to date contact info, BMPs, active research from partners
- Evaluate social media avenues. Is Facebook most efficient?
- Meeting and old business updates (contracted projects)
- Another symposium!
- Use of facebook or PRISM website as a case-study forum
- Open house visits to ongoing partner projects
- If it doesn't already exist, create a youtube series on identification and eradication
- Complete and publicize BMP
- Finish website and include chemical options in BMPs and licensed pesticide applicators
- Make information available directly to municipalities through regional representative visit
- Social media: evaluate goal and audience frequency. Results?
- Make website more accessibility and user friendly for public and use other PRISM websites as template. Create separate sites for public and partners. Hire somebody! Once the design is done, we have to make it more current and up-to-date
- Put BMPs on website
- Top 10 invasives in Hudson Valley – identification and BMP easily accessible on website
- Basically, website needs a LOT of work. Once it's easier to use, then focus on updating content. Updating content now isn't as helpful if the info is hard to find