

**South Central Invasives Partnership
1/12/23 Membership Meeting Minutes**

Attendees: Heather Hasentein, Matt Walrath, Katie Abbott, and Jason Neton

- Matt opened the meeting with general discussion about priorities that the group had. Outreach for identification of invasive species, and collaborations between participating organizations to acquire funding were two top priorities.
- Heather encouraged sharing events on the website as a way to network. Matt gave a quick demonstration on how to add an event. The more events listed the more we will get people visiting the page for useful information.
- Matt gave a short update on Tim Babbs GIS work in which he is creating an invasive species map of the SCIP area.
- Katie introduced discussion of ways to do outreach for identification of specific species, especially poison hemlock. Fliers, both physical and digital, were mentioned as ways to reach target groups.
 - **Target groups** identified for fliers were – farmers, rural landowners, county maintenance agencies
 - **Locations** identified for flier distribution were – veterinary offices, city websites, parks
 - **Content requirements** identified for the fliers were – simple, clear and accessible descriptions of the species identified, clear photos of identifying features, inclusion of actions to *avoid* doing with the identified species, inclusion of a QR code to link to deeper information on that species
 - **Suggested outreach** to promote fliers were – press release, webinars, programs for landowner groups
 - **Target date** for flier release – June 2023
- Wrap up discussion
- Meeting was adjourned at 7pm