ATTENDEES

<table>
<thead>
<tr>
<th>Residents / Taxpayers</th>
<th>MBPC-Licensed Professionals</th>
<th>Agronomist</th>
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<tbody>
<tr>
<td>Cathy Chapman</td>
<td>Mike Hughes</td>
<td>Jesse O’Brien</td>
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<td>Bret LeBleu</td>
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<td>Ann Morrill (Chair)</td>
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<tr>
<th>City Staff</th>
<th>Guests</th>
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<td>Fred Dillon (took notes)</td>
<td>Jami Fitch</td>
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<td>Jenna Martin-Fisher</td>
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1. INTRODUCTIONS

2. REVIEW 3/6/17 MEETING NOTES

Meeting notes approved.

3. CCSWCD STAFF OVERVIEW OF WORK SCOPE & PROJECT TIMELINE

a. Review scope / timeline

   • Task 1: work closely with PMAC and staff – plan development and implementation. Meetings 1-3: kickoff meeting; branding meeting; draft plan review (July).

   • Task 2: reach out to partner orgs; have already identified a number of orgs and looking forward to PMAC input; use as many existing resources as possible.
     o Suggestion to work with Dept. of Ag since MBPC doesn’t make recommendations. Check with IPM Council Dr. Cathy Murray and Jim Gill; also contact Gary Fish / State Horticulturist for input. Distinction between IPM and OPM; Eric Siteman (sp?).
     o Discussion about recognition that City’s ordinance essentially promotes OPM, which is largely consistent with IPM but for the choice of chemical interventions.

   • Task 3: developing brand for outreach program; city hires marketing firm: PMAC will be closely involved in this process; need to determine how to work with City’s website

   • Task 4: writing the plan to address various audiences: residents, retail and applicator, etc.

b. Summarize CCSWCD’s experience with YardScaping program

   i. Focuses on soil / lawn health and reducing use of fertilizers and weed and bug killers (mostly used in place of term “pesticides”).

   ii. YardScaping doesn’t promote organics per se (since organic doesn’t mean safe) really emphasizes more environmentally benign land care practices
4. DISCUSSION & FEEDBACK FROM PMAC

- Need to consider website management and whether there will be a Facebook presence since social media can be a powerful tool. Consider setting up separate FB page just for the E&O effort.
- Scope of Work timeline seems ambitious but doable.
- More work needed for NOP list and should be done sooner rather than later. Consider asking if web developer can help with develop searchable dbase.
- Consider using SPCTV and perhaps even USM’s media studies program.
- Consider developing table / booth for display at various events.
- Review existing YouTube videos to avoid reinventing the wheel as much as possible (EX: ME Coop Ext grub video).
- Refer to resources listed on CCSWCD’s extensive partner list (handout); EX: FOCB BayScaping & CCSWCD YardScaping – goal is behavior change transition from conventional to healthy lawn care practices (driver clean water but overlaps with SoPo ordinance); Youth YardScaping working with 6th graders – highly successful and well-received.
- Review some of CCSWCD’s existing E&O materials in the packet and consider for possible use as templates; provide to retailers and work with staff while recognizing key difference between lawn & garden centers and hardware stores / large retailers.
- Important to remember that behavior change doesn’t happen with just handouts; best way is to hold workshops and then repeat the message; not an easy or short-term process.
- Need to make sure all handouts are consistent.
- Important to distill most crucial info since most folks won’t dig into details (e.g., create “USA Today” versions); difficulty is there’s not just 1 thing to do – there’s lots of dynamism.
- Consider checking in with lawn care pros on how to talk with customers about making transition – weed tolerance is tough for folks.
- Need tools for lawn care contractors to talk to customers to convince them that they need to make the transition.
- Important to consider multiple contractors beyond lawn care – earth workers, irrigation, etc. Issue of new construction using dirt (rather than good soil).
- Ordinance goes beyond just lawns – ticks, mosquitos, plant selection; LAs / landscape design could be target audience – Ecological Landscape Association through a newsletter article; nonnative plants. How little lawn can we live with?
- Don’t want to use “IPM” in any of outreach materials; use “healthy” or “green” or “sustainable” instead.
- Point of purchase is pretty important per recent MBPC meeting since customers make their decision on what to purchase at the store – they don’t generally do research beforehand. We could do the same thing as Scott’s 4-step with an endcap at stores.

5. IMMEDIATE NEXT STEPS

- From CCSWCD task list:
  
  o Identify marketing / graphics firms: City staff to develop SoW
  o Scope of Work outline from CCSWCD
  o Confirmation from IT on website parameters
  o Check with professional orgs on opportunities for presentations by City staff
Table / booth development – could do something at the Land Trust plant sale at the end of May (5/20). Will we be ready with some outreach materials in time for some of these events?

Hand out soil test kits and important to provide interpretation of results – CCSWCD provides nice overview

Develop temporary basic display before having it professionally done

MELNA twilight meeting at Fickett Farm in July – us. has program with speakers

Portland GreenFest

Movies at Bug Light

- Homeowner FAQ for website
- Presence at the 4/26/17 Brooks to Bay Community Forum: send mailer to CCSWCD

6. OTHER ITEMS

- How to engage community? Poster contest in school with prizes with displays at Art in the Park and/or in the library; drawing for organic lawn makeover

- Need to do ASAP. Important to establish baselines; ref to Riverside baseline measurements of pests in 2016; will use various treatments (org vs. synth); ref to Rossi at Cornell. Consider 3rd party reviewer. Could do something similar in SoPo’s Wainwright – Osborne and BP will be doing test plot there. Measure homeowner complaints; SMCC has athletic fields. Need baseline for athletic fields and homeowners.

- Yard signs as a way to promote behavior change; CBSM suggests that when 15% of population adopts practice then it becomes more broadly adopted.

7. NEXT MEETING / ADJOURNE

- MAY MEETING: 5/1/17
- JUNE MEETING: 2nd Monday (6/12/17)