1. Review (and if needed edit) 11/6/17 Meeting Notes

2. Summary of USM Planning Workshop 11/20/17 Presentations
   A. Students divided into 3 teams to address different aspects of ordinance implementation
      i. Benchmark Survey Team: suggested strategies for surveying public to gauge attitudes
         before and after ordinance implementation (on-line, in-person and paper surveys).
         ii. Marketing Strategy Team: discussed strategies for promoting ordinance through logo
             development / branding, flyers / pamphlets and public workshops / forums.
         iii. Ordinance Implementation Team: suggested strategies for providing ordinance info via
              webpage, Facebook and other social media platforms.
   B. Next Steps
      i. Develop survey questions
      ii. Develop store displays
      iii. Suggest social media strategy

3. Review Website Outline (attachment)

4. Review Logos & Mottos (attachments)

5. Other Discussion Topics?

6. Adjourn
12/4/17 MEETING ATTACHMENTS

POTENTIAL MOTTOS

Growing a Healthy
South Portland

Growing Healthy
South Portland

Healthy Soils - Healthy Landscapes

Naturally
South Portland

Natural Landscapes
South Portland

Greening
South Portland

Growing Green
South Portland

Grow Green
South Portland

Safe Yards
South Portland

Safe Grow
South Portland

Organic Landcare
South Portland

South Portland
Naturally Green
POTENTIAL LOGOS

Growing a Healthy South Portland
Pesticides Website Outline

This education & outreach campaign will be organized around a central website that will contain all information, printable materials, and upcoming events and trainings. It will be the portal for people to learn more about how they can adopt more sustainable land care practices and comply with the ordinance. We envision the following entry points for all of the information, resources, and events identified in this plan:

Core Information to be conveyed to ALL:
“Our goal is to focus on practices that prevent the need for pesticides and foster vibrant landscapes and waterways that are healthy and safe for people, pets, and pollinators.”

Development of the ordinance
- Background info & links to City Council memos (current page)

Why restrict pesticides
- Why pesticides are problematic [this content will rely on external sources/links]
  - Human health effects & pets
  - Environmental impacts (water quality/Casco Bay, pollinators, soil fertility/health, etc.)

Dos and Don'ts of the Ordinance (current page is FAQs)
- What areas it applies to: outdoor land & pest management
- When it goes into effect
- What it restricts
- What products are allowed for use
- Exemptions
- Waivers (this will include a printable and web-based form)

Managing pests
- How to manage weeds & pests without synthetic pesticides (recreate Beyond Pesticides page?)
- Read your weeds (content)
- Benefits of weeds (e.g. clover) and beneficial insects
- Break out lawns / gardens / impervious surfaces / natural areas (do as separate pictures, or as one clickable like: www.southportland.org/residents/building-permits)
- If needed, what products can you use? Where can you buy them? How well do they work?
- All pesticides are designed to kill. Read the label, use everything wisely.
- Why do a soil test

Working with service providers
- Want to make sure your lawn care professional is on board? Top ten questions to ask.
- City recognition for NOFA-accredited professionals?

Transitioning to organic land care
- Why do a soil test
• Seasonal land care practices (ex. Bayscaping factsheet)
• Six basic practices for a healthy green lawn
• Considerations for healthy tree care
• Benefits of weeds (e.g. clover) and beneficial insects
• Guide to native & pollinator / disease resistant plants ("Don't plant that; Plant this") – Audubon native plants database (www.audubon.org/native-plants)

**Pest Management Advisory Committee (PMAC)**

• Link to existing page on the City’s “Boards & Committees” site (current page)

**Events & Workshops**

• List of events & videos where applicable (current page)