1. Introductions

2. Approved & accepted 6/12/17 Meeting Notes

3. Review Draft Education & Outreach Plan: open and wide-ranging discussion / PMAC feedback
   - Decision to have CCSWCD work on only specific plan elements and to work directly instead with Beyond Pesticides.
   - Discussion of waivers
     - Need to develop info for invasives and include info in tri-fold brochure
     - Need to include reference to IPM Council
     - Need to develop clear process and criteria for considering waivers
   - Need to consider how to kill weeds / invasives with non-synthetic treatments: 4 areas (at least) to consider:
     - Hardscaping / walkways
     - Gardens and lawns
     - Woody plants in natural areas
     - Trees
   - Audiences to consider for E&O Plan implementation:
     - Gardeners
     - “Yardeners”
     - High performance folks who expect things to look tip top all the time: target these folks at Sable Oaks and yacht clubs (maybe also Chamber of Commerce?)
   - Outreach methods
     - “Passive” vs. “active” outreach methods
- Schools: Mr. & Mrs. Fish presentation(s)
- Consider contacting SMCC to identify how they manage their landscaped properties; consider inviting relevant staff to training by Chip Osborne.
- Retailers?
- Pest-free pledges?
- Messaging should focus on safety and clean bay.
  - Check with JR for additional revisions from her meeting notes...

4. Report on PMAC display at Willard Fest
   - Very well-received and display materials were quickly exhausted; a few attendees also took soil test kits.
   - Need to re-supply and continue getting plastic tubs to consolidate display materials.

5. Upcoming community events for PMAC display
   - Maine Landscapers and Nursery Association: 7/12 @ 5PM. Jessie will attend.
   - Other events to consider:
     - Bug Light movies
     - Art in the Park (consider demonstration project)
     - Broadway Gardens events
     - Maine Arborists in Nov: Mike will provide additional info
       - Need outreach materials specifically for trees
       - Need to identify additional tree-related target audiences.

6. Next meeting Monday 8/7/17 from 5-6:30 at location TBD

7. Adjourn