

SOUTH PORTLAND PESTICIDES MANAGEMENT ADVISORY COMMITTEE MEETING NOTES

4/10/17 (5-7 PM) – SOUTH PORTLAND COMMUNITY CENTER

ATTENDEES

Residents / Taxpayers	MBPC-Licensed Professionals	Agronomist
Cathy Chapman Bret LeBleu Ann Morrill (Chair)	Mike Hughes	Jesse O’Brien
City Staff	Guests	
Fred Dillon (took notes)	Jami Fitch Jenna Martin-Fisher	

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.
 - 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 Horticulturalist for input. Distinction between IPM and OPM; Eric Siteman (sp?).
 - 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:
 - Identify marketing / graphics firms: City staff to develop SoW
 - Scope of Work outline from CCSWCD
 - Confirmation from IT on website parameters
 - 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)