



4-County CWMA Meeting

March 14th 2018, 10:00 am-12:00 pm

Abernethy Grange, 15745 Harley Ave. Oregon City, OR 97045

Snacks and coffee will be provided by Clackamas SWCD.

Attendees:

Sarah Hamilton, 4-County CWMA

Laura guderyahn, PPR

Mitch Bixby, City of Portland,

Jeff Lesh, Clackamas SWCD

9:45 Doors Open

10:00 Welcome, Introductions, Announcements

Sam Leininger

10:10 WeedWise Field Update

Jeff Lesh, Clackamas Soil & Water Conservation District

10:20 Gene's Pearls of Wisdom

Gene Perelli, OSU Extension

Don't graze when wet. Early fall is when the grasses start to grow. 2 critical plant processes in fall: growth of new shoots and growth of new roots.

Tillering and spring growth is determined by shoots produced in December. Tillers (shoots) are required for following years growth.

Root growth occurs 2 times in the year: fall and spring. Fall is most critical. Bulk of roots are shed and regrown.

New roots are white and appear in the fall. An overgrazed pasture will not produce sufficient growth.

Case study: mediterranean hair barley: wild barley, barleygrass, mouse barley, nonnative. Confused with foxtail barley. Pubescent stems. Rapid fall growth. Annual grass, fast growing. 19-29 viable seeds per head. Adaptable to numerous environments. Awns stick to animals, pants, shoes. Awns injure livestock by sticking in their eyes.

Control is very difficult. One season of seed means years of infestation. Produces some hard seed which will survive long term in the soil. It also survives fire. Propane burner doesn't work to control infestations. Identify the infestations early. Tillage and annual drops to exhaust the seeds supply. Herbicides have some effect, but don't let it go to seed. Best advice: change the management that created the situation.

Do you have a good publication for this? Especially Tansy. Gene will send a link. Tansy and toxic weeds:

1-2 months without grazing. Animals want to eat tansy once it is sprayed and dry. Spraying makes it more attractive to animals.

Goats and sheep tolerate tansy.

The bitterness goes away once the plant is dry.

Producers don't think of the long term investment. Have they done any analysis looking into long term costs?

No. \$600 per acre to establish pasture, up to \$1500. If the pasture only lasts 5 years, that's \$300/acre. With good mgmt, the pasture can last 20-25 years, bringing the cost way down.

The per acre costs are excessively high if you don't manage it, including vet bills, fertilizer, etc.
How do you decide to improve mgmt. vs reestablishment? Start with improving. Only re-do the field if absolutely necessary. Change what created the situation. Increase fertility, etc. grasses have less hard seed than legumes.
Look for rosettes in the fall is the best time to treat tansy.

10:50 Communicating the Invasion

Sam Leininger, Clackamas Soil & Water Conservation District

Why I'm bad at my job. We're the problem. We are natural resource managers, but we aren't people managers. We don't have enough graphic designers and other communication folks. Graduate school changed the vocabulary, preventing good communication with the general public. Use the 1000 most common words to communicate?

3 approaches:

One-on-one: phone interactions

Site visits allow deeper interactions

Presentations: Weedwatcher trainings: significant outreach needed. Mixed engagement. Management trainings. Organization meetings, like this. Event presentations: built in audience and good engagement.

Mailings: we do a lot of bulk mailings. Postcards, letters, brochures, people will open the brochure more than looking at the postcard. Landowners packets include letters, brochures and business cards.

Signage: billboards, displays, (requires staff time) Posters: inexpensive, mixed engagement, can be widely distributed.

Videos: low cost, mixed engagement, cheap.

Cable access:

**News interactions: **

Website: can be developed quickly. Low engagement, must develop credibility. Post development can be time consuming.

Technical documentation: time consuming.

Social media: facebook: twitter: Instagram. limited to mobile devices.

Columbia Land Trust does an excellent job in Instagram.,

Additional considerations:

Set the hook:

Google trends, breakdown of search criterion since 2004. April, interest in weeds peak. Dec it drops.

Messaging should be consistent, unbiased, original, and timely.

Content should be shared from website to social media. Use paid boosts to promote campaigns. Develop timely campaigns.

Make sure content is original. Don't overshare. Community engagement. Utilize page accounts instead of personal account. Know when to comment and when to disengage when being trolled.

Technology is evolving. Work collaboratively to improve messaging. Know your message.

The Hemmingway editor will note big words, etc. grammarly is another option. Graphics heavy communication is good!

Beth: play clean go is a great way to unify messaging. Social media webinar yesterday.

We should all be working together:

11:10 *Dig In* to Conservation

Steve Kennett, Dig In

Small nonprofit came from SolvE. Focused on getting young people outside. Teens are spending 9 hours a day on their devices. Tweens spend 6 hours a day. Young people are mentally and physically healthier when they go outside regularly.

Work with 20 schools, 15 sites,. They do pre and post tests. High schoolers plant trees. 1600 children. 3-5 years. Hand removal. 1600 native plants / acre. Kids do surveys at the end of the season. Most days kids are out in the field.

How did they reach out to more schools. They hire PSU students to be present when kids are on site. They are working on a watershed day for all 7th graders in the North Clackamas school district. 1 day a year when all of the students comeout to the watershed.

Projects are done all during school hours, science teachers bring their kids out.

They are focused on schools without a lot of resources. Economically and culturally diverse.

Service learning organizations.

Biggest barrier: getting the teachers more comfortable with taking kids into the environment. Transportation cost is also a problem.

Maintenance is also a problem. They have crews and young people.

Suzi- getting through the facilities folks can be a hurdle.

11:30 **CWMA Committees and Working Group Updates**

- Mapping & Data Committee Jeff Lesh, Clackamas SWCD
- Since Pull-Together, we had our annual roundtable meeting. Next meeting is focused on collaborative effort to control highest priority species with fewer than 20 infestations in the area. Looking for data concerning those species. We want people responsible for certain areas to report on any of these species. The call for data will be sent out and put nt he website.
Clark county info goes to casey, otherwise its imap invasives.
- Education & Outreach Committee Chelsea White-Brainard, East Multnomah SWCD
- The fact sheets produced by ed & Out are available on the website. Use, distribute, etc.
- Michelle has extras, as well.
- Sapanish translations will e on the website soon. Digital copies are also available.
- Massive overhaul of the website. Thanks mitch! It will be more useful. Tabled at the spring home & Garden show. We're updating our tabling materials.
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- Steering Committee Michelle Delepine, West Multnomah SWCD
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- Technical Committee Mitch Bixby, City of Portland

- We are working on the website, in collaboration with the ed 7 out committee. This will include a master weed list which includes all of the CWMA partners lists. We are talking about contractors. How do we get enough work done if some of our contractors retire?
- How do we get new weeds rolled out to ODA for listing for EDRR?
- Send updated lists to jeff with itemized list of the changes.
- Committee meetings are always open.
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- Working Group Updates All

11:50 Open - All

Partner Updates

Mitch: cop is doing 10 year review. Lisa debracair

ODA: recently hired biocontrol specialist Joel Price. Satet weed board wawrded amost 2mil in grants. Noxious weed forum just wrapped up.

They will do it every other year.

Interagency noxious weed symposium is this year.

Chelsea: EMSWCD weed uys will be treating weeds in the columbia gorge as a result of the rock fcreek fire. They will let the forest regenerate.

Pull-Together planning is starting early this year. Contact Sarah to join.

Clark county is pursuing resources. The CWMA can provide support to casey in this pursuit. Sam will develop a letter of support. Can your organization support them?

12:00 Meeting Adjourns

Next General Meeting

August 8th, 2018

Washington County