

Great Lakes Panel on Aquatic Nuisance Species
Outreach Coordination Committee Meeting
May 6, 2025
3:00 – 4:30 PM EST

Attendees

Doug Jensen, *Committee Chair, Minnesota Department of Natural Resources*
Tim Campbell, *Committee Vice Chair, Wisconsin Sea Grant*
Ashley Elgin, *National Oceanic and Atmospheric Administration*
Brook Schreyer, *Ontario Federation of Anglers and Hunters*
Debra DiCianna, *Lake Carriers' Association*
Eric Fischer, *Indiana Department of Natural Resources*
Tory Gabriel, *Ohio Sea Grant Extension*
Katie Church, *Invasive Species Centre*
Kurt Kowalski, *U.S. Geological Survey*
Mike Langendorf, *Chippewa Ottawa Resource Authority*
Katie O'Reilly, *Illinois-Indiana Sea Grant*
Brian Schoenung, *Illinois DNR*
Sara Stahlman, *Pennsylvania Sea Grant*
Rochelle Sturtevant, *NOAA Great Lakes Aquatic Nonindigenous Species Information System*
Sydney Currier, *Invasive Species Centre*
Aubree Szczepanski, *Indiana DNR*
Elizabeth Tanner, *Wisconsin DNR*

Staff (Great Lakes Commission)

Theresa Gruninger
Autumn McGowan
Sam Tank
Nichole Angell

Meeting Startup

Doug Jensen, Committee Chair, MN DNR

- Jensen reviewed the agenda and led a round of introductions
- Gruninger provided [a survey link](#) for committee members to fill out to self-assign and select at least one standing Great Lakes Panel (GLP) committee, per the requirements of GLP membership

Review and approve OCC charge

Doug Jensen, Committee Chair, MN DNR

- Jensen introduced the Outreach Coordination Committee (OCC) charge and reviewed the progress on the committee charge so far

- The committee approved the current iteration of the mission statement
- One addition to the Priority Work Topics section was made to incorporate regional outreach support for Early Detection and Rapid Response (EDRR) watchlist species in alignment with the GLP Management Coordination Committee
- The group discussed whether reorganizing the priority work topics into categories would be useful, but ultimately decided against doing so because the priorities listed are less reflective of short and long-term priorities
 - Campbell volunteered to sort individual priorities into clearer categories
 - A potential way to bin the priorities could be sorting them by building capacity, providing forums, and coordinating efforts
- A draft of the charge will be sent out by the end of August. The plan is to have a meeting in September to finalize the draft and be ready before next GLP meeting

Discuss GLP work plan priorities and next steps for committee work

Tim Campbell, Committee Vice Chair, Wisconsin Sea Grant

- A [Retroboard link](#) was used for participants to identify and discuss Great Lakes priorities and the next steps for the committee work.
- Attendees were encouraged to fill out the Retroboard with answers to the prompts and 'thumbs up' other answers they agreed with. The questions for participants to answer were:
 - What AIS outreach topics are important to us?
 - What AIS outreach topics are being addressed (either by us or other organizations)?
 - What are things that the OCC can collectively work on without external inputs?
 - What are topic areas that we would need additional funds or effort to address?
- The OCC Chair, Vice Chair, and GLP Staff support will sort through the responses and synthesize main themes
- One role for the OCC may be keeping track of who is doing the work so that work is not being repeated
 - This would include developing a way to track who is responsible for what tools/outputs in each pathway to see whether these can be coordinated
 - Indexing will help address any miscommunications and misconceptions
 - The PA Bait Guide is an example of how the committee could operate this synthesis, but it would be helpful to have funded to support this work, as it would be a big lift for committee members
 - Moving forward it is important to be mindful of how projects are scoped and who can support them

Member updates

- Ceci Weibert– MI Department of Environment, Great Lakes, and Energy (MI EGLE)
 - MI EGLE is in the midst of planning a revision of the State Management Plan. One point of discussion as part of this process is whether prevention goals should be focused on education and outreach messages or pathways. The process is leaning towards pursuing a pathway approach with additional dedicated discussion on audience and messages
- Tim Campbell – Wisconsin Sea Grant
 - WI Sea Grant has just received a WI DNR Surface Water Grant to review messaging and placement of signage for pet releases at parks
 - This is a two-year project that will have results to share with the committee later on
 - There are intercept surveys happening at parks where pet and water garden releases have happened. The focus is on the messaging on the sign and location/permanency of signs
 - Wisconsin Sea Grant is working with Michigan Sea Grant and Christine Gilbert from Stony Brook University on a national survey on invasive species naming issues and language use
 - This was an open-ended survey and responses are being coded
 - This project is being wrapped up within the next couple weeks and a paper that documents how people think about naming conventions is anticipated to be available later in the year
- Brook Schreyer – Ontario Federation of Anglers and Hunters
 - The second addition of the [Guide to Ontario's Crayfishes](#) is now available after undergoing a few updates
 - A new poster has been created for native and invasive crayfish in Ontario
 - Posters are by asking Schreyer
 - The OFAH's four quick reference guides (Invasive aquatic plants, invasive invertebrates, forests pests and pathogens, and fishes) have been updated
 - These are not yet available online and are going through final approval
- Katie O'Reilly – Illinois-Indiana Sea Grant
 - IL/IN Sea Grant will purchase CD3 cleaning stations to go to northeastern Illinois boat launches
 - There are plans to complete an evaluation of the cleaning stations to understand how people are using them and build off of previous work with recreational boaters

- O'Reilly requested to connect with anyone that has thoughts or feedback on the CD3 stations
 - A strategic communications plan is in progress for the Be a Hero messaging campaign. This includes a review of the work that has been completed, looking at the different outreach campaigns that are in use across the Great Lakes Basin, and identifying opportunities for expanding the campaign with better messaging
- Sara Stahlman – Pennsylvania Sea Grant
 - A community-based social marketing workshop is being planned for the fall to focus on round goby and its use as bait in the Lake Erie watershed, as well as to get feedback from anglers
 - The Mid-Atlantic Field Guide AIS app is being finalized and anticipated by the end of summer. This is an expanded version of what is available for Pennsylvania
 - A new project will work on evaluating the use of AIS disposal stations throughout Pennsylvania via site interviews and passive observations with the Pennsylvania Fish and Boat Commission
 - The continuation of the AIS and beer project will continue. Erie Brewing Company is a partner that is making a blackberry rhubarb sour beer out of Japanese knotweed along with a local bakery for baked goods
 - A project is progress working on “do not release hot spots” with a workshop that will be planned to focus on the appropriate messaging to use and developing signage for those locations
- Doug Jensen – Minnesota Department of Natural Resources
 - Steve Henry, the Cass County AIS Coordinator used the infested waters data from the DNR's list and stripped out the water bodies that were designated infested along with corresponding connected water bodies
 - Based on the analysis, it shows that the rate of AIS spread has slowed since 2015 in Minnesota
 - A corresponding study by the University of Minnesota's Minnesota Aquatic Invasive Species Research Center also shows rate of spread in Minnesota has slowed since 2015
 - One preliminary finding showed that without AIS prevention aid, 70 more inland lakes would've been infested with zebra mussels
 - No additional signal crayfish have been found following the discovery in Lake Winona in October 2023
 - There is a [10-year retrospective study published by MN DNR](#) researchers that shows that invasive zebra mussels and spiny water flea are having market

ongoing impacts on native zooplankton and crustaceans in Minnesota's nine largest lakes

- o MN DNR has three new canine officers to assist over summer with watercraft inspections
- o Nonnative *Phragmites* continues to be a priority, with about two thousand infestations and majority are less than an acre, meaning the state is close to eradication
- o As an outcome of the University of Minnesota's extension of Invasive Species Community of Practice, the USGS Nonindigenous Aquatic Species database has chosen to replace the use of Asian clam to freshwater golden clam
- o The Minnesota Governor's proposed budget includes a watercraft surcharge with a tiered approach and \$25 dollars as the largest amount based on length of the watercraft
- o There is a policy to exempt dead, eviscerated bighead, grass, and silver carp from prohibitions otherwise associated with permanent species
- o A bill is going through the legislature on safe use of commercial scuba diving during aquatic plant management

Wrap-up and adjourn

Committee Chair and staff

- The next meeting timeframe is mid to late September

Actions

- Committee Chair, Vice Chair, and GLP staff will sort through Retroboard responses and develop themes
- Committee Chair and GLP staff will send a finalized version of the draft committee charge