

## Farallones Restoration Communications Strategy Meeting Minutes

Creating Conditions for Successful Elimination of Destructive Non-Native (Invasive) Animals from Islands

**Date:** October 22, 2019

**Time:** 9am-5pm

**Location:** The Nature Conservancy Office, 201 Mission St., SF, CA

High Level Meeting Goal:

Build cohesion around strategies, actions for Farallon Islands Restoration Working Group

Meeting Outcomes

- Prepare for near-term needs (next six-months)
- Prepare long-term strategy to carry the team through the project's completion (multi-year challenge ahead)
- Define roles required for broader effort and identify individuals/orgs to take on those roles
- Identify what expertise is needed for both short and long term tools
- Identify long term challenges to prepare for

Minutes

Point Blue Director of Communications Zach Warnow took the group through elements of a communications strategy to make sure all were on the same page going forward.

The Nature Conservancy's Conservation Programs & Science Director Scott Morrisson took the group through the past successful effort to eradicate feral pigs from Santa Cruz Island, highlighting several elements that made it successful which could be applied to the mouse eradication effort on the farallon Islands.

USFWS Farallon Islands National Wildlife Refuge Manager Gerry McChesney gave the group a background briefing on the effort to eradicate house mice on the farallon islands up to this point in time and then provided key mile markers of what lies ahead.

USFWS San Francisco Bay National Wildlife Refuge Complex Public Affairs Officer Doug Cordell provided a summary of media that has happened around the Farallon Islands mouse eradication effort up until this point.

American Bird Conservancy's Oceans and Islands Program Director Brad Keitt gave a summary of Coastal Commissioner concerns from the last hearing.

Using the information presented and existing island restoration knowledge of meeting attendees, the group spent time drafting a communications strategy to help support a successful Farallon Island restoration effort and island restorations globally. Future meetings will solidify the communications plan and determine appropriate roles.