

**Oneida County Lake Planning Grant:
Aquatic Invasive Species Public Awareness Education**

FINAL REPORT

(Completion Date: June 2008)

Grant/Project Number: AEPP-062-07



**Prepared for:
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**Prepared by:
Oneida County Land and Water Conservation Department**

Grantee

Oneida County Land & Water Conservation Department

Project Title

Aquatic Invasive Species Public Awareness Education

Project Number

AEPP-062-07

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Tom Rudolph, Chairman

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INTRODUCTION:

The possibility of aquatic invasive species (AIS) colonizing Wisconsin waterways is a real problem that entire communities face today and will continue to face into the future. As a result of the aggressive reproductive potential of some of these species, ecological decline and financial constraint could become a reality for some communities. For these reasons, AIS issues have become a key topic of concern for citizen groups and local government.

Maintaining clean and healthy surface waters takes an enormous investment of time, thought, and money. But with the proper goals set in place, constant vigilance, and ecosystem management planning, we can “out wit” these invaders and stop or slow the spread of indigenous species in our communities.

Of the 162 invasive species on record, there are only six species that are most problematic in Wisconsin’s inland surface waters. The following are these six invasive animals and aquatic plants – Rusty Crayfish, Zebra Mussel, Spiny Water Flea, Eurasian Water-milfoil, Curly-leaf Pondweed, and Purple Loosestrife.

The spread of AIS across Wisconsin began impacting lakes in and around Oneida County as early as 1990, but significantly more so in approximately 2001. As public awareness of these aforementioned invaders began to increase, the concern for the impact they would have on our local lakes prompted growing demands on the limited staff in the Oneida County Land and Water Conservation Department and the Rhinelander office of the Wisconsin Department of Natural Resources (WDNR). With approximately 1,100 lakes in Oneida County, an organized approach was obviously needed to stop the spread of AIS.

The Oneida County Board of Supervisors authorized the Land and Water Conservation Committee to pursue a WDNR cost share grant for the purpose of AIS public outreach. The WDNR approved the grant, and the grant process was initiated on October 1, 2006 with the County, and continued to be implemented through December 31, 2007.

PROJECT BUDGET AND OBJECTIVES:

The concept of the project was to begin building a partnership with University of Wisconsin-Extension and the Young Men Christian Association (YMCA) of the Northwoods-Earth Service Corps. The project focused on increasing AIS public awareness within Oneida County by participating in AIS educational opportunities.

The following objectives were completed as a result of this grant:

- 1) The Land and Water Conservation Department hosted three Clean Boat/Clean Waters (CB/CW) workshops, and had a CB/CW float in the July 4 parade. During the parade, students from the YMCA participated and distributed AIS cards and bobbers with the Clean Boats-Clean Waters logo.
- 2) Aquatic Invasive Species folders were provided to the Oneida County Sheriff's Department for distribution at their boater's safety training workshops; and
- 3) An AIS poster was created and distributed to increase awareness of AIS.
- 4) Provided bobbers with the Clean-Boats-Clean Waters logo for distribution at the Oneida County fair.

These projects were overseen by the Land and Water Conservation Committee/ Department, with day to day activities to be organized by Nancy Hollands, County Conservationist, and Jean Hansen, Conservation Specialist.

The following table contains the budget of the projected expenses. Oneida County would pay these expenses over the course of the fourteen month project period, but could earn reimbursement based on the extent of in-kind volunteer time and professional services accounted for.

PROJECT BUDGET

	State	County	Total
Project Totals:			
State Grant Funding	\$5,000.00		
Oneida County Funding		\$5,000.00	
Total Project Funding			\$10,000.00
Project Expenses Detail:			
Salaries, wages and employee benefits	\$1,887.00	\$1,887.00	\$3,774.00
Purchased services-printing, mailing, advertising, and brochures	\$180.00	\$180.00	\$360.00
Other purchased services: AIS Kits, refreshments for 3 CB/CW workshops	\$1,008.00	\$1,008.00	\$2,016.00
Supplies: Office supplies and decorations	0.00	0.00	0.00
Hourly equipment use charges (truck, trailer, and pontoon)	\$300.00	\$300.00	\$600.00
Other: Bobbers, CB/CW shirts, hats, and signs	\$958.50	\$958.50	\$1,917.00
Grand Total	\$4,333.50	\$4,333.50	\$8,667.00

PROJECT ACCOMPLISHMENTS:

Education is the key to addressing the non-native aquatic species issues we are facing throughout the State. Oneida County was granted the opportunity through this grant to begin an educational campaign which promoted AIS awareness through the following events: an AIS float in the 4th of July parade and host to three CB/CW workshops. The CB/CW workshops were held on May 4, 2007 at the Pelican Town Hall with 17 people attending; May 31, 2007 at the Minocqua Community Building with 12 people attending; and June 29, 2007 at the Three Lakes Community Center with 14 people attending (see Attachment A). The DNR had an AIS display at the Oneida County Fair. We cooperated with them by providing bobbers with the CB/CW logo for distribution at the fair.

An AIS poster was created and was used as an education tool to promote awareness of AIS during the month of June. Approximately 4,000 posters were printed and distributed. The design used for this poster was created by an Oneida County student as part of our annual county conservation and environmental awareness poster contest. The poster included a boat and trailer with AIS attached and was entitled, "*Remove It or Lose It.*" The reverse side of the poster included an AIS message. The posters were distributed among county board members, chambers, bait shops, and at boater's safety training workshops, as well as churches in Oneida County as part of soil and water stewardship week (see Attachment B).

Educational Ad-hoc Subcommittee

An ad-hoc sub-committee was formed to make plans to have an AIS float in the July 4th parade. The group members are listed as follows:

Nancy Hollands, County Conservationist, Oneida Co. Land & Water Conservation Dept.
Radley Watkins, Oneida County AIS Coordinator
Matt Matteson, Oneida Co. Land & Water Conservation Committee Member
Lori Regni, LTE Watercraft Inspector, DNR
Dan Kuzlik, Community, Resource and economic Development Agent, UWEX

The group met on the following dates to plan for the July 4th parade: April 2, May 21, June 11, and June 25.

The theme of the July 4th float was CB/CW. Participants in the parade included Land and Water Conservation Committee members and staff, DNR staff, UWEX staff, and students. A local car dealership (Bembeneks) and boat dealer (Schroeder's) donated the truck, trailer, and pontoon boat for the float in the July 4th parade. The students walked the parade route and handed out AIS cards and bobbers with the CB/CW logo. Some of the students wore AIS costumes. With downtown Rhinelander lined with people watching the parade, it was a wonderful opportunity to increase awareness of aquatic invasive species.

These events began a unique community support system pertaining to AIS and allowed the Land and Water Conservation Department the opportunity to begin building a strategy for continued AIS prevention in the County.

CONCLUSION

Overall the project was successful from the perspective of accomplishing the objectives of this grant. This project was a wonderful start to increasing awareness of AIS in the county. It also began the process of documentation for the necessity to hire a full-time AIS Coordinator for Oneida County. Now with a full-time AIS Coordinator, our public outreach efforts have been expanded and the awareness of AIS will continue to increase not only to our local resident population, but also to our absentee landowner's, tourists, and fisherman.

APPENDICES

APPENDIX A

Clean Boats – Clean Waters Workshops

Date	Location	Staff Worked	Attendees	Attendees
May 4, 2007	Pelican Town Hall Rhinelanders			
		Nancy Hollands	Shirley Babcock	Carolyn Mellman
		Jean Hansen	Adrienne Birkholz	Wallace Mellman
		Radley Watkins	Gary Blumereich	Beth Poast
		Barb Payne	Joseph Dean	Jim Pederson
			El Felton	Bob Rossi
			Lurie Felton	Dennis Wittig
			Peg Hallman	Arnold Sartori
			Joan Harper	Jody Sartori
			Del Bramm	
May 31, 2007	Minocqua Municipal Building			
		Nancy Hollands	Rick Mazurczak	John Ross
		Jean Hansen	Kyle McLaughlin	Ryan Rossing
		Radley Watkins	Marj Mehring	Dick Johnson
		Barb Payne	Dan Meyer	Jim Nicholson
			Darlene Neumann	Bow Nicholson
			Linda Parker	Ed Culhane
June 29, 2007	Three Lakes Community Center			
		Nancy Hollands	Gary Berweger	Peter Lloyd
		Jean Hansen	Judy Berweger	Barbara McCoy
		Radley Watkins	Leo Brenton	Fred Merriman
		Barb Payne	Frank Carlson	John Ahlstrom
			Pat Egan	Roger Brown
			Phil Hildebrand	Charlie Rogers
			Julie (Ellie) Tryczak	John Schwartz

APPENDIX B



(BACK SIDE OF POSTER)
Invasive Species Awareness Month
June 2007

Millions of dollars, both public and private, are spent each year for the control of invasive plant and animal species in Wisconsin's waters, wildlands and agricultural lands.

Invasive plants and animals threaten Wisconsin's waters and wildlands by competing with and destroying native plants and animals, and by disrupting complex habit systems that evolved over millennia.

Invasive species threaten productivity and economic viability of Wisconsin's agricultural lands by creating overwhelming competition with crops.

Wisconsin's waters and wildlands mitigate the influences of global warming, flooding, water pollution and air pollution.

Wisconsin's agricultural lands are vital to the economic livelihood and health of the state's citizens.

The Wisconsin State Legislature created the Governor's Council on Invasive Species, to which Governor Doyle appointed 13 individuals, to address the issue of ecologically invasive organisms.

Awareness of invasive species is an important first step towards behavior change, which can prevent the introduction and spread of invasive species.

Invasive Awareness Month is an opportunity for government to join forces with business, industry, conservation groups, recreational groups, community organizations and citizens to take action against the introduction and spread of invasive species.

Governor Jim Doyle signed a proclamation declaring June as Invasive Species Awareness Month in the State of Wisconsin.

We should encourage individuals and public and private groups to sponsor and participate in activities to help all Wisconsin residents and visitors gain a better understanding of the impact of invasive Species on Wisconsin's waters, wildlands and agricultural lands.

APPENDIX C



July 4th Parade: Individuals on float include-Tom Rudolph, Wilbur Petroskey, Jean Hansen, Nancy Hollands, Matt Matteson, Radley Watkins and others.