



Steering Committee Meeting

Alaska Department of Fish and Game, Suite 4
1800 Glenn Highway, Palmer

Tuesday, July 11, 2017 1:30 – 4:00pm

To call in to the **conference room: (907) 746-6347**

To start the conference call from conference room: Dial 9 then 746-6347

Notes

Facilitator: Trent Liebich

Notetaker: Amy O'Connor

In Person: Jim DePasquale, Marc Lamoreaux, Brianne Blackburn

On Phone: Christy Cincotta, Erika Ammann

May Minutes: Approved unanimously

Salmon-Safe:

- Kevin Scribner provided background on Salmon-Safe. Salmon-Safe was formed and launched in the mid-90's by the Pacific Rivers Council (PRC) and takes a science-based approach to advocacy. Spotted owl habitat was initial and primary concern, eventually changed focus to salmon as species/sub-populations were being added to ESA. Realized that during the salmon life cycle salmon crossed private land and many regulatory tools do not cross into the private sector. Salmon-Safe chose the strategy to use voluntary 3rd party certification and market based incentives to sustain ecological function on working landscapes.
- Salmon Safe is to promote ecological function in working landscapes and residential landscapes. A lot about water quality, standards that are customary to riparian buffers/setbacks etc. Keeps a high hazard list for toxics, works with evaluation of management scheme to see if the overall project is putting the fish at risk. Promotes integrated pest management. In ag world, uses "whole farm" approach – farms can't do a portion of their property but must do the entire farm.
- For 20 years, there was only 1 employee, now 2-3 staff with contract partners, works as a partnership. In the Ag world likes to partner with other certifiers (i.e. Oregon Tilth, Demeter biodynamic, Global GAP). The first certifications were with vineyards in the Portland area, in the early 2000s the city of Portland came to Salmon Safe and asked them to be part of the solution for ESA and CWA issues. They developed standards to work within the larger urban sectors. In 2002, Portland Parks and Rec was first to be certified in the urban sector. Nike is a certified corporate campus. They developed accreditation programs for both developers and designers. Vancouver and Seattle airport are certified Salmon-Safe.
- Internal performance markers and continued review (yr 1 site visit and certification, year 2/3 reporting, and year 4 starts cycle again). In the urban environment, it's on a 5 year cycle, helps provide an adaptable certification.
- Branding examples: Willamette Valley – put salmon safe on all their trucks etc. Print media in Edible Seattle from vineyard partners

- Marketing is really testing – will participants realize the value; fruit stickers have salmon safe. “Sip for Salmon” marketing with logo. Hope is that a product can get market access → increased retail shelves and exposure → market certainty over years → market price premium.
- Salmon-Safe certification equates to compliance with NOAA fisheries etc.
- Salmon-Safe is a voluntary program not a regulatory program – doesn’t lock up land, is not a refugia approach, works with people

Action items:

Jim DePasquale will send copy of presentation to entire steering committee. Jim is point of contact, “the concept of salmon safe urbanization in the Mat Su is utterly tantalizing to us.” (Thanks for the great quote Jim!)

Partnership Priorities for RFP Process:

- Prioritize our conservation strategy and objectives as a whole, for the past 2 years we have had the same 4 priorities in our strategic plan: riparian areas, fish passage, conserving wetland function, and overarching science strategies
- 5 new objectives from survey: (only 4 people filled out the survey!)
 - 1) Aquatic invasive species
 - 2) Riparian areas
 - 3) Fish passage
 - 4) Conserving wetland function
 - 5) Overarching science strategies
- Aquatic invasive species is a big gap in the Mat-Su and was added unanimously to the priority list.
- How to rank a sense of urgency? Should there be another category for urgency (rapid is relative)? Is there a way to have an emerging issues category? “Brownie Points” could be added to projects.
- Overarching science strategies have a lot of references to GIS data from 2008/2009 framework that are inaccurate and out of date. Suggestion to prioritize some geospatial datasets that would enhance the partnership. MSB is kicking off an ongoing imagery project collecting aerial datasets of same locations, taken same way every 3 years. MSB looking at ~\$300,000 every 3 years. MSSHP suggested as a partner with the MSB and suggestion to commit 1/5 to 1/6 of our funding to support this project. Spatial Data sets interested in: 1) time-mapping (3-year MSB project); 2) floodplains/riparian areas; 3) impervious surface. We are open to proposals that provide us with geo-spatial data that supports our strategic plan, propping up the imagery program with the MSB is a good place to start.

Action items:

Clearly identify this GIS need somewhere in the priorities/strategic plan.

Outreach committee:

- Site Tour: Currently sending out invitations for August 22 partnership site tour to Montana Creek, Little Willow Creek, 2 stops at Big Lake. Currently slated to attend are ADFG Commissioner, Sam Cotton, USFWS AK Regional Director Greg Siekaniec and some Mat-Su legislators as well as corporate interests. We invited DNR Commissioner Andy Mack/Ed Fogels, as well as MSB Mayor/Assembly, Israel Payton (BoF) and more. If you have input on any key leaders that should be included from steering committee, please send suggestions to Jessica.

Science and Data Committee:

- Jeff Davis working on index watersheds baseline document.
- Trent Liebich transitioning into steering committee seat.
- Jon Gerken focusing on co-chairing Science and Data Committee.
- Department of Interior is reviewing engagement in meetings, USFWS cannot currently be part of steering committee meetings. This should be resolved in the fall.

Symposium Planning Committee:

- Thomas Quin as speaker as first choice for Salmon Symposium.
- Salmon Stories evening event to promote 10-year anniversary. Will Contract out to planning/organizing portion of the evening event since we do not have in-house capacity currently. \$4,200 quote out, waiting on Cabela's grant notification.
- TNC lost a staff member who was contributing significant time to Symposium preparations. In her stead, a contractor will be hired to assist with symposium coordination and preparations.
- Steering committee approves story telling event!

Strategic Plan Update:

- At committee's first meeting: confirmed end goals of plan update, worked through proposed and updated changes by Frankie Barker.
- Looking into hiring contractor to facilitate plan update. No decisions made until Steering Committee has input. Also using symposium as a way to gather more input from partnership members.
- Timeframe: Publish a new updated strategic plan by June 2018.

National Fish Habitat Partnership Coordinators Workshop:

- Dates not yet confirmed. Suggestion to use funds not used for contractor or symposium support to send someone to conference.

General Partner Updates:

- Amy O'Connor: August 10 Wild Salmon Day
- Christy Cincotta: More Elodea discovered in an adjacent lake to Alexander. Coordinating with sampling and remote lake assessment. If there are funding opportunities, let Christy know. DNR is on the look-out in Sucker lake area. (Check if it is a CIAA lake?)

Upcoming events:

- Outreach contractor Catherine Inman at Big Lake Fishing Derby
- November 8/9 Salmon Symposium in Palmer

Next meeting: Tuesday 9/12 at 1:30pm. Jim as facilitator, Brianne notetaker.