Education & Communication Subcommittee Meeting Minutes
9/20/21

Attendees: Katie Buckley, Billy Olesen, Erin Sullivan, Tim Hiatt, Rubai Aurora, Julie Combs, Michael O’Loughlin, Kate Walker, Jennifer Short

Julie Combs is Anne Potter’s replacement in WDFW.

Discussion: What questions do we have for plant nurseries regarding pollinator education needs?

We decided we would like to know from the nurseries about their standard practices around pesticide use, and other standard production procedures that may be related.

We also wanted to know what content they want, what type of media would be the most helpful? Demographics of their customers? Ages? (QR codes vs. books)

Where would they be putting this material? (Where do they already put their material?) Posters? Signs? What kind of questions are they currently getting asked? Especially about pesticides or pollinators.

How do they currently communicate with their customers? What types of media?

Erin offered to provide the AZA media packet for monarchs.

Would the nurseries like education for their staff? What about Master Gardeners or other people they bring in to give talks? Could do a pollinator short course for their staff, get a pollinator patch for completion.

Are there MOUs with nurseries? Probably not – that’s typically between government agencies.

What about a display that’s also a photo op + QR code? Those are very popular at the zoo. Can provide pollinator activities through the QR code.

We could also create signage for pollinator photos plus their hosts. Maybe linked to a photo campaign on social media?

What questions should customers be asking nurseries to become informed consumers?

Erin and Rubai would be happy to advertise a list of nurseries that have gone through the pollinator short course. That might be a win-win for everyone.

Katie will send out a Doodle poll for next month, along with these meeting minutes and the minutes from the WSNLA meeting.