

**WASHINGTON STATE BIODIVERSITY COUNCIL  
SUMMARY MINUTES**

**DATE:** March 11, 2008  
**TIME:** 9:00 a.m.

**PLACE:** Nisqually National Wildlife Refuge  
Olympia, Washington

**MEMBERS PRESENT:**

Maggie Coon  
Jim Armstrong  
Leonard Bauer  
Ken Berg  
Dave Brittell  
Nina Carter  
Rob Fimbel  
John Garner  
John Gamon  
Ron Juris  
Judd Kirk  
Tom Laurie  
John Marzluff  
Ikuno Masterson  
Dave Roseleip  
Ron Shultz  
Cullen Stephenson  
David Troutt  
Megan White

The Nature Conservancy  
Local Government  
CTED  
US Fish and Wildlife  
Department of Fish & Wildlife  
Audubon Washington  
State Parks  
Tacoma Nature Center  
Department of Natural Resources  
Diamond J. Farms, Inc  
Port Blakely Communities  
Department of Ecology  
University of Washington  
ESA Adolfsen  
Agriculture & Forestry  
Washington Conservation Commission  
Puget Sound Partnership  
Nisqually Indian Tribe  
WSDOT

**PRESENTERS and GUESTS:**

John Mankowski

Governor's Policy Office

**STAFF:**

Lynn Helbrecht  
Sarah Gage  
Rachel Utley  
Lori Lawrence  
Marc Daudon, Cascadia Consulting

**ACTIONS TAKEN**

Item	Action	Reference
Meeting minutes	Approved	Page 2

**SUMMARY OF MEETING ACCOMPLISHMENTS:**

- John Mankowski, Governor Gregoire's Policy Advisor, welcomed Council Members and overviewed the new directives in Executive Order 08-02.
- Maggie Coon provided a PowerPoint slide show briefly describing the major recommendations in the Biodiversity Conservation Strategy.
- Staff summarized Strategy outreach to date; Council provided feedback on distributing to wider audiences and targeting messages. Council also emphasized keeping up the momentum by getting the strategy in the hands of those who can put it to use.
- Staff provided a general orientation to the workings of the Council, an overview of by-laws, proposed leadership, and the budget available for the Council through June 2009.

- Staff and the consultant introduced six major work areas for the Council, and selected recommendations to forward in the next two years. Council feedback was to focus first on specific, tangible actions in the next six months. Council members volunteered for the work areas.

#### **HANDOUTS DISTRIBUTED AT MEETING**

Meeting Agenda (yellow)  
 Minutes of December Council meeting (white)  
 Council Operating Framework (plastic sleeve)  
 Outreach Goals & Distribution (cream)  
 08-09 Budget and Workplan (white with color print)  
 Priorities for Moving Forward in 2009-2011 (green)

#### **CONVENE AND WELCOME**

John Mankowski, Natural Resources Policy Advisor to the Governor, opened the meeting at 9:05 a.m. He welcomed the Council on behalf of Governor Gregoire, who signed Executive Order 08-02 extending the Biodiversity Council on March 6, 2008.

He noted that no one agency "owns" biodiversity conservation, and that the power of the Council's coalition is in the strength of the collaborative approach. The Executive Order emphasizes education and the importance of demonstrating the uses of the conservation opportunity framework. He encouraged the Council to extend the collaborative organizing principle to funding as well.

John Mankowski asked Maggie Coon to continue to chair the council until new leadership is chosen. Maggie thanked John for all his work in moving the Executive Order forward. She expressed that she had been honored to serve as chair for the past three years, and she is happy to serve as acting chair.

#### *Introductions*

Attendees introduced themselves and answered the questions, "What gives you a sense of optimism?" and "Why are you here today?"

#### *Overview agenda*

Lynn reviewed the agenda and summarized the binder contents. Council appointment packets include a letter to be signed, notarized, and returned to the Governor's office.

#### *Approve December Meeting Minutes*

Maggie called for a **MOTION** to approve the December 12, 2007 meeting minutes from a committee of members present at that meeting. Dave Roseleip **MOVED** approval of the minutes. Dave Brittell **SECONDED**. The minutes were **APPROVED** as presented by unanimous roll call vote.

**PUBLIC COMMENT ON AGENDA:** None

#### **OVERVIEW OF THE BIODIVERSITY STRATEGY:**

Maggie showed a brief PowerPoint introducing the Biodiversity Strategy. She requested feedback on how to make it more compelling.

#### *Question and Answer:*

- *Does the Council have alternative funding?* Different funding ideas were discussed. Specific projects are most fundable. Member organizations have provided funding for events, printing, etc.
- *Is there a British Columbia counterpart to this council?* Yes, there is an effort in B.C. (Biodiversity B.C.), they are a little behind Washington in their efforts and are more science based. Marian Adair gave a presentation at the last council meeting.
- *How was future risk defined in the Conservation Opportunity Framework?* Risk was determined by projecting future population growth. The data are a little rough and were meant as a starting place.
- *Education is a big issue. Was the Office of the Superintendent of Public Instruction represented on the council?* OSPI was part of developing the recommendations. Other educators were also consulted (Pacific Education Institute, Environmental Education Association of Washington)

#### *Update on outreach efforts*

Sarah overviewed outreach goals and accomplishments with reference to a handout. She asked Council members to submit the names of other groups and individuals to receive the Strategy.

Sarah distributed the sample brochure and asked for feedback by March 21, 2008. Council members were asked to notify staff if they see items about the Council or the Strategy in newsletters.

Council members suggested that the Strategy

- Be distributed quickly so it does not become dated.
- Should go to community college and university libraries.
- Develop a school study guide on Strategy for students? One for Status and Threats report also?

Maggie asked what are we expecting the audience to do with these documents? What is the "ask?" How can our work plan become the work plan of closely related groups? Documents must be accessible and usable. Nina suggested a partnership with the Audubon Society could help address education and outreach.

#### **EXECUTIVE ORDER 08-02**

Lynn reviewed the Executive Order (EO) Non-government council members may be reimbursed for expenses (contact Sarah). The EO includes a number of specific directives, including one on the Conservation Opportunity Framework and one on a leadership structure (the latter is due November 1, 2008). The EO also directs the council to continue outreach efforts and the website. If funding is secured, the council is asked to implement pilot projects and to create a biodiversity scorecard.

#### **BREAK**

#### **LEGISLATIVE UPDATE**

Bill Robinson, The Nature Conservancy, gave an overview of the legislative session. Four climate change measures passed.

- Greenhouse gas emissions bill—calls for a reporting system and for collaborating with other states on cap and trade (Ecology), and for ways to reduce traffic on highways (Transportation)
- Urban forest bill—provides model ordinances and plans, with incentives for cities and counties to increase canopy cover.
- Climate change impacts bill—puts forth thirteen goals for impacting climate change, including land use planning, fewer miles traveled, and reducing carbon footprint.
- Local food, local farms bill—removes procurement prohibitions on using local products.

Some other items that passed through the legislature are:

- Beach management districts for local governments.
- Marine protected areas.
- Conservation markets, directing the Washington State Conservation Commission to look at markets for farmers and timber companies to keep them working and sustainable.

Nina noted that environmental groups work together to present four top bills to make them more effective. Maggie stressed that being in the top four has cachet; legislative leaders ask about it. Bill commented that outreach work is the key to future funding. In the next 3-4 years funding will be a big challenge; state is looking at a funding shortfall. Competition for funding will be strong.

#### **COUNCIL OPERATING FRAMEWORK**

##### *General Operation*

Lynn presented information on the logistics of Council work. The council typically has quarterly one-day meetings, with a two-day meeting in September. The next scheduled meeting is June 10, 2008.

Standing workgroups may be established if needed; the science committee will continue to meet. Workgroups include Council members and technical experts. The council is administered through the Recreation and Conservation Office (RCO).

Lynn is taking a three-month leave of absence (March 24–June 23). Sarah will act as executive coordinator and Lori will assist her. Rachel will continue to provide administrative support.

#### ***Leadership and Bylaws***

Lynn reviewed the bylaws. They are basically as created by the last council with updates suggested by the transition steering committee. Key points:

- Council members are expected to attend all meetings.
- Council members must keep alternates informed so that they can participate fully when needed.
- The transition team recommends that leadership remains a chair, vice chair, and executive committee. The chair serves as the council spokesperson.
- The executive committee keeps council business moving between quarterly meetings. The executive committee is responsible for ensuring expenditures are appropriate to the budget approved by the full council.
- The public is invited to all meetings through the code reviser.
- Minutes will be taken in lieu of an audio recording of the meetings.
- Standing committees can be appointed.
- The council will strive for consensus in decisions.

#### ***Questions:***

- *Who has budget authority?* The full council approves the budget. The executive committee approves specific expenditures within budget categories.
- *Who will the 24<sup>th</sup> council member be?* The Washington Association of Cities and Counties will soon nominate an elected official to the Council.
- *Why was "Industry" deleted from the representation in the bylaws?* Private landowners were thought to represent that sector.

In discussion, the Council decided to retain "industry" as a represented sector in the bylaws. The Council agreed to strive for broad outreach to many sectors, and that workgroups are a good way to reach out for broader representation. Many current council members represent more than one sector.

***Officer nominations*** Council members may nominate themselves or others for council leadership; the person nominated must be willing to serve. Up to six may serve on the executive council. Both the chair and vice chair should have the endorsement of the full council.

Bonnie Bunning, Josh Weiss, and Maggie Coon are willing to serve. Nominations are due to Sarah by March 31, 2008. The council requested that bylaws and the leadership slate be sent to the council two weeks before the June 10 meeting for review. They will be voted on at the June 10 meeting.

#### ***Budget and Work plan***

Lynn reviewed the current budget. She acknowledged and thanked Dave Brittell and Ken Berg for contributions that allowed the reprinting of the Strategy. She also acknowledged other important contributions in the past for short-term needs and events.

#### ***Questions:***

- *Is RCO committed to funding Council staff?* Staff are funded through the 07-09 biennium. Their future funding depends on what the Council proposes for leadership.
- *Is the website supported by RCO?* Yes, the site is supported by RCO IT staff. Sarah takes care of updating content. The future development of the website will require Council input.
- *Does RCO give outreach assistance?* Susan Zemek, RCO's communications manager, assists us.
- *Is there enough time in our current meeting schedule to make the decisions needed?* Work groups and the transition steering committee will be meeting before June.
- *When will the council make budget recommendations?* Staff will prepare recommendations for spending the current budget (ca. \$55,000) for the June meeting.

Volunteers for framing the leadership and accountability proposal for discussion at the June meeting: Ron Shultz, lead, Ken Berg, David Troutt, Nina Carter, John Gamon, Cullen Stephenson, Rob Fimbel, Ikuno Masterson, and consultant Marc Daudon.

#### **LUNCH BREAK**

#### **REVIEW PRIORITIES FOR 09-011 BUDGET AND LEGISLATIVE SESSION**

Marc Daudon introduced the afternoon session. Out of the 60 recommendations in the Strategy, the previous council identified the specific recommendations listed on the green handout as priorities for reasons such as potential for impact, timeliness, etc.

Ken Berg expressed concern that the Council needs to show results in the next six months to tee up proposals for the next biennium, so that it is not seen as only justifying its existence. Discussion followed about the need for tangible goals that are tracked, with deliverables we can show. The Strategy needs to gain the support of many groups so we have more backing in the next legislative session; need to create momentum.

The handout, "Priorities for moving forward in 2009-2011" helped frame the following discussions.

#### ***Conservation Opportunity Framework***

Lynn and Megan introduced this item. Maps that help target and prioritize conservation dollars and efforts emerged as important early in the Council's work. Megan noted that for DOT, integrating data is critical. Maps help DOT avoid and minimize impacts and ensure the best outcome for the investment.

#### ***Discussion***

- *Are the Council's recommendations based on science?* Yes. The maps were vetted by the Science Committee.
- *What additional information needs are there?* Need to be able to click on an area and get more details, for example. Scale is an issue—maps may not be "true" at the local level.

Leonard Bauer commented that, as a planner, he sees the Conservation Opportunity Framework as very exciting. The Growth Management Act sets high expectations, but local planners don't have the tools they need to consider wildlife habitat, etc.

- *Can the product be demonstrated, to find out what the needs are?* This may not take a pilot project; may just need a sit-down meeting with planners to gain feedback on what they need. This would give us something very tangible to propose to the Legislature.

Related work is being done in some counties (e.g., WDFW working with Whatcom, Kitsap). This tool could be helpful for counties updating their comprehensive plans (starting in 2009, due in 2011). Pierce County is doing their Shoreline Master Program update, but there are different and contradictory expectations. This would be a good place for the Council to provide focus and guidance. The product could be guidance documents that make the maps more useable.

Volunteers for working to demonstrate the utility of the Conservation Opportunity Framework to planners: Leonard Bauer, lead, Ken Berg, Nina Carter, Tom Laurie, John Marzluff, John Gamon (DNR), John Pierce and Elizabeth Rodrick (WDFW), DOT.

Land trusts, groups interested in forest issues, and others could be big users of the maps. Volunteers for addressing this are: Judd Kirk, Tom Laurie, John Gamon, Nina Carter.

#### ***Incentives and Markets***

Lynn introduced this item. Farmers and owners of working lands have been a focus of the Council. No single entity in the state has responsibility for incentive programs. One recommendation is to create an entity with this responsibility, and a "one-stop" incentives information clearinghouse. Another idea is to

have brokers in high value areas who actively market incentives to land owners. Another recommendation is for the state to conduct feasibility studies on markets for carbon, biodiversity, etc.

#### *Discussion*

Some of these items are already covered in current bills.

- Office of Farmland Preservation tasked to be incentives clearinghouse for farmers.
- The recently passed Conservation Markets bill covers two of the recommendations: 1) Establish a single entity to guide development of conservation markets; 2) Conduct feasibility studies to promote biodiversity market development.

Could refine proposal for regional brokers for next legislative session. Suggested avenues included:

- Tapping real estate brokers—they already have a network.
- Land trusts could assist us.
- Regional TDR program in western Washington.
- Directly address how green certification benefits biodiversity.

Ron Juris pointed out that viable agriculture is necessary for biodiversity conservation. Development rights do no good if a farmer cannot afford to farm. Need tools to add money to a farm's bottom line.

Volunteers for working on a regional brokers proposal: Ron Shultz (lead), David Troutt, Tom Laurie, Cullen Stephenson, Ron Juris, and John Garner.

#### **Citizen Science**

Lynn gave an overview. A Biodiversity Science Panel would guide creation of the state's Biodiversity Scorecard. Engage "Citizen Scientists" to help the state gather and track biodiversity information. Once an initial scorecard is developed, a pilot group could demonstrate how to use it. Citizen science may not fit all parts of the scorecard, but people would be able to see how their information was used. A statewide citizen science network is beginning to develop (Margaret Tudor linking nature centers).

#### *Discussion*

- Two key things need to be separated. First, the scorecard to show trends in biodiversity (science); second a report on our actions (job performance).
- *Are there scorecard prototypes?*
  - Prior council attempted to develop scorecard but didn't complete it (pp.144-146 in Strategy).
  - WDFW has some citizen science programs but not a scorecard.
  - Natural Heritage program ranks
- *Could agency partners support this effort with an infusion of funding?* Different agencies have different measures that could be used—see how they fit with biodiversity. But don't want just a consolidation of others' scorecards
- Need to look for measures that the public could do, and the scorecard must be vetted. It could be tiered: high level information for policymakers and detailed information at citizen level.
- This process would also look at which are the right indicators to measure progress.

Volunteers for identifying specific, tangible next steps: John Gamon, lead, John Pierce, John Marzluff, Rob Fimbel, Nina Carter, and Maggie Coon.

#### **Local Government and Land Use Planning**

Lynn noted that local government is where many planning decisions are made. The critical role of local government was emphasized throughout the strategy development. Council members put forth a number of ideas.

- Provide technical assistance.
- Target education materials to local officials. Getting outreach materials to local officials may be the most effective short-term goal. Need to create the right message.
- A study on the true cost of development.
- Insert Biodiversity words into GMA or SEPA —might be risky and definitely not short term.
- A county pilot project—the San Juan initiative, Pierce County, Snohomish County might be worth looking at. Biodiversity concerns in many different agencies.

- The Conservation Opportunity Framework is a foot in the door.

The Council decided to combine this topic with the Conservation Opportunity Framework for now. They charged that group (led by Leonard) with determining next steps.

#### **Outreach**

Lynn noted that the need for public support was continually referenced as a critical building block for any biodiversity initiative. Some momentum exists now for a collaborative approach through the efforts of the Puget Sound Partnership (ECO Network). Questions include how to take the outreach statewide, and how much citizen engagement citizen science will provide.

#### **Discussion**

- It's important to get the Strategy out there.
- *What is the action we want each targeted audience to take? What is the ask? We need a communications expert to look at the Strategy and communicate it to the public. Currently it is more oriented for agency reading, and it is not as clear to other groups how it will benefit them.*

Lynn noted that the Strategy was not designed for the public. Staff have been developing a plan of distributing the Strategy to those for whom it has value, and developing other communications pieces.

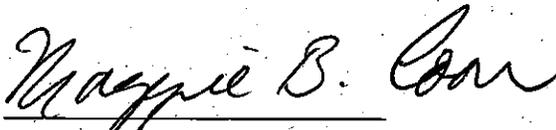
- Communications staff from other agencies could help. Sarah Gage to convene.
- Still a question of who our key audiences are. Conservation community, planners? Those who don't know anything about biodiversity or people in the middle? Are we pursuing mass media?
- *What would success look like? A 6-month goal? An 18-month goal? With some steps in between and clear items to achieve and track.*
- What will the cover letter say? "Stay tuned for the legislative ask?"
- Face to face meetings are more effective.
- It's premature for a mass mailing. Letter needs to tie into the work an audience is already doing and what we are asking people to do. For example, with conservation groups tie it into the Urban Forestry initiative and the 09-11 legislative ask. For land trusts, tie it into the Conservation Opportunity Framework and the 09-11 ask. Highlight incentives and markets for farmers.
- Link to the early action items; use the six areas to target audiences

Volunteers for outreach planning: Sarah Gage (lead), Ikuno Masterson, Nina Carter, Dave Roseleip, and Leonard Bauer.

**PUBLIC COMMENT:** None

#### **ADJOURN:**

Meeting adjourned at 3:10 p.m.



Maggie Coon, Chair

