

**WASHINGTON STATE BIODIVERSITY COUNCIL
SUMMARY MINUTES**

*DATE: June 12, 2007
TIME: 8:45 a.m.*

*PLACE: Department of Ecology
Lacey, Washington*

MEMBERS PRESENT:

Brad Ack
Ken Berg
Bonnie Bunning
Maggie Coon
Donna Darm
Ken Risenhoover
Elizabeth Rodrick (sub for Brittell)
Dave Roseleip
Kate Stenberg
Steve Tharinger
Wade Troutman
David Troutt
Dick Wallace
Josh Weiss
Megan White

Puget Sound Action Team
U.S. Fish & Wildlife
Washington Department of Natural Resources
The Nature Conservancy
NOAA Fisheries
Port Blakely Tree Farms
Washington Department of Fish and Wildlife
WA Agriculture and Forestry Education Foundation
At-large, Biologist
Clallam County
At-Large, Open Heart Ranch
Nisqually Indian Tribe
Washington Department of Ecology
Washington Forest Protection Association
Washington State Department of Transportation

PRESENTERS and GUESTS:

Marc Daudon
Julie Colehour
Jim Fox
Sarah Brace
David Jennings
Laura Johnson

Cascadia Consulting Group
Colehour + Cohen
Interagency Committee for Outdoor Recreation
Puget Sound Action Team
private citizen
Interagency Committee for Outdoor Recreation

STAFF:

Lynn Helbrecht
Sarah Gage
Jen Dial

ACTIONS TAKEN

Item	Action	Reference
April 23-24 Meeting minutes	Approved	Page 2
Budget for 2007-09 biennium	Approved	Page 3
Workplan for 2007-09 biennium	Approved	Page 3

MEETING HIGHLIGHTS

- The Council approved a budget and workplan for the 2007-09 biennium.
- The budget and workplan include an event (conference) to celebrate Washington's biodiversity and call attention to the release of the strategy in December 2007.
- Members signed up to assist with planning the conference
- Members agreed to assist with outreach to their own constituents.
- The Council provided comment on revised recommendations for Education and Public Engagement, Science and Information Needs, and Leadership.

- The Council gave input on the annotated outline for the strategy and revised the language and organization of its goal statements.
- Council members signed up to review early drafts of the strategy and provide comment.
- The Council ranked its draft recommendations using two different methods, clarifying the most important categories and refining its criteria.

HANDOUTS DISTRIBUTED AT MEETING

Updated Agenda (yellow)
 Minutes of February Council meeting (white)
 Draft Budget 07-09 Biennium
 Draft Workplan 07-09 Biennium
 Draft Annotated Outline of Strategy (salmon)
 Education and Public Engagement Proposed Draft Recommendations (lavender)
 Science and Information Needs Proposed Draft Recommendations (tan)
 Revised Leadership Recommendation (green)
 Draft Proposal for New Language (canary)
 Desired States and Indicators adopted 12/06 (white)
 Criteria for selecting recommendations (legal)
 Draft recommendations for ranking (white)
 Statewide Biodiversity Conference concept paper (white)

CONVENE AND WELCOME

Maggie Coon, Chair, opened the meeting at 9:00 a.m.

Introductions, overview, and announcements

Council members, staff, and guests introduced themselves. Maggie reviewed the agenda.

Lynn Helbrecht announced that the Council received a letter from The Nature Conservancy clarifying TNC's conflict of interest policy. Decisions about funding donated to the Council by TNC are made at the State Director's office and above, not by Council members affiliated with TNC (i.e., Maggie Coon, Wade Troutman). The letter is available for review.

PUBLIC COMMENT on agenda

None

COUNCIL BUSINESS ITEMS

Approval of Minutes

Maggie Coon called for a **MOTION** to approve the April 23 and 24, 2007 meeting minutes. Dave Roseleip **MOVED** to approve the April 23 and 24, 2007 meeting minutes. Bonnie Bunning **SECONDED**. The minutes were **APPROVED** as presented by unanimous roll call vote.

Lynn reviewed the contents of the meeting packet and introduced the 2007-09 Draft Budget and Workplan. The Executive Committee approved both at its recent meeting.

2007-09 Draft Budget and Workplan:

- The budget is for the biennium; it does not need to be spent evenly between the two years. Half of it is from the general fund.
- Phase 1 (\$200K) is for 6 months, July 1, 2007 through December 31, 2007. Primary tasks are preparing the strategy, securing stakeholder support, and a release event (biodiversity conference)
- Phase 2 (\$350K) is for 18 months, January 1, 2008 through June 30, 2009. Primary tasks will be coordination and implementation of the strategy. In 2008 there will be the opportunity to request supplemental budget if needed.
- Phase 2 can be revisited, so focus of this discussion is on Phase 1. The Executive Committee advocates spending the money now to build success.

Discussion of Draft Budget and Workplan

Stakeholder support

- The Executive Committee highlighted the importance of securing stakeholder support. Want Council members to talk with constituents and get their feedback early so it can be addressed.
- Staff and the Executive Committee will provide support to Council members (help set up meetings, provide materials and talking points) to ensure the dialogue occurs.

Release event (conference)

- The conference is intended to celebrate biodiversity in the state. Generate buzz, include kids, provide scientific background to the recommendations.
- A December event would increase profile before the next legislative session.
- Integrate the pilot projects into the conference?
 - The funding for the pilots finishes at the end of this month (June 30, 2007).
 - In Phase 2 the Council could include additional funding for pilots (either continue these or develop others).
- Release event planning
 - The Council will hire an additional half-time staff member to plan the release event. Budget includes funding for this hire and an additional \$20,000.
 - The incentives conference was very successful. It cost less than \$15,000. Guests were charged an entrance fee and there were many in-kind contributions.
 - Council members invited to help with planning.
- Ideas for release event:
 - Statewide biodiversity day. Encourage on-the-ground activities for that day.
 - A competition where proposed pilot projects vie for funding.

Elizabeth Rodrick suggested that staff track the in-kind support the Council receives.

Ken Berg **MOVED** that the Council adopt the **2007-09 budget** as presented with the intention of revisiting it at the next meeting. Josh Weiss **SECONDED** the motion. Council **APPROVED** as presented by unanimous roll call vote.

David Troutt **MOVED** to approve the **2007-09 workplan**. Josh Weiss **SECONDED** the motion. Council **APPROVED** as presented by unanimous roll call vote.

Council members signed up to help with stakeholder outreach and to help shape the release event.

ANNOTATED OUTLINE FOR STRATEGY

Marc Daudon presented this agenda item. The strategy has these main parts:

- Executive summary (10-15 pp)
- Part 1 (state of our biodiversity)
- Part 2 (recommendations for action)
- Part 3 (appendices) will be primarily be online.

Discussion of Annotated Outline

Executive Summary

- Need a 1-2 page document for key decision makers. A 10-15 page summary is too long.
- A 1-2 page document, mostly words, could be used with short and long versions of strategy. This is different from a brochure with images and graphics.

Organization and content of outline

- Need to clarify difference between Part 2, II (Strengthening Our Institutions) and Part 2, III (Achieving Results)
- Governance and leadership sections should include tribal and federal, not just state and local.
- Include what is being done currently with the pilot projects—"what you can do."
- Weave in "landowners as part of the solution" throughout. Important not to alienate private landowners

- Need to engage "extractors."
- Need outreach to key editorial boards.
- Point finger at population growth and demand for more resources.
- Council members should look at strategy through lens of own audience.
- If council members have seen texts where subject is handled well, forward to staff.

Maggie asked for volunteers to help review the content of the strategy as it develops. Kate, Megan, Josh, Dave R., Wade, David T., Ken R., and Bonnie volunteered. Kate requested line numbers.

REVISIONS TO RECOMMENDATIONS

Lynn Helbrecht introduced this agenda item.

Revised Education and Science Recommendations

- The Natural Heritage Program (John Gamon and Pene Speaks) were consulted.
- Private industry should be represented on the Science Team.
- Need to include ways to transform existing institutions to do some of this work.

Revised Leadership Recommendation

This document reflects the discussion at the last meeting.

- Staff needs to gauge interest in Governor's office for a new executive order (EO).
- The extended Council would need staffing.

Discussion of Revised Leadership Recommendation

- Better to ask for 5 years instead of 2.
- Need an entity to implement recommendations.
- If no EO and no Council, other entities exist that can carry strategy forward (perhaps IAC could continue to house the staff and work).
- Need to demonstrate connection with other groups (Puget Sound Partnership, Governor's climate change group, Invasive Species Council).
- Important how the request is phrased. Should be a dialogue.
 - The Council is willing to continue to serve
 - Recognize that the issue doesn't have high political profile.
 - Give them information so their response is as informed as possible.
 - Articulate how the solutions we suggest would fix problems that currently exist.
- The precursor to this Council determined that a Council was needed.

Marc summarized. The Council agreed to this approach as discussed.

- Lay the groundwork now with the Governor's office.
 - Approach Governor's office in very open-minded way. Provide context, and ask them to help us think it through.
- Highlight linkages with other groups.
- Discuss leadership function with stakeholders.

DESIRED STATES, GOALS AND BENCHMARKS

Lynn reviewed the Desired States document that the Council discussed in December. The Science Committee has made some refinements. She introduced Julie Colehour.

Julie supplemented her remarks with a PowerPoint presentation. She made the following points:

- Simplifying the language was difficult because the subject is complex. She tried to honor the nuances present in the Council's previous wording.
- The Desired States are actually goals. The term "goal" is easier for the public to understand.
- Suggest focusing the goals on the end beneficiaries, i.e., ecosystems, species, and humans, with a statement linked to each of these. The Desired State about the institutional framework actually describes strategies for how to reach goals.
- When listing goals, tie to the mission.

Discussion

- Important to keep the idea of significant progress
- Species and ecosystems goals need to link to people.
 - Benchmarks will do this.
- Concern about separating "people" into its own goal.
 - Focus on possibilities, not on threats and sacrifice. Build in value to people.
 - Emphasize that people are part of nature.
- Concern that "ecosystems" is too technical; perhaps change to "nature" or "natural systems."
 - Julie will check into research on these terms.
- Concern that "securing" sounds like "putting away."
 - Desired State language included "securing."
- Concern about language
 - Appeal to heart and bottom line with values and benefits
 - De-bureaucratize but don't dumb down
 - Make sure this document consistent with national usage on indicator reporting.
 - More evocative language good if can still be taken seriously as policy document

Marc summarized discussion:

- Agreement that Desired States 1 and 2 become Goals 1, 2, 3; use Desired State 3 as strategies to reach goals.
- Put Goal 3 (humans) first; include people in Goals 1 and 2.
- Work on language.

CRITERIA AND RANKING DRAFT RECOMMENDATIONS

Council members ranked the draft recommendations into three tiers.

CONTEXT FOR THE STRATEGY

Jim Fox, Policy Director for IAC, shared observations on how the biodiversity strategy might drive a coordinated, landscape-based approach for statewide habitat conservation.

DISCUSS RESULTS OF RANKING DRAFT RECOMMENDATIONS

After tallying, staff weighted the rankings. They posted the 17 highest-ranked recommendations.

Discussion

Council members expressed discomfort with the 17 recommendations as a package and was reluctant to narrow them down to a top 5.

- The Council's recommendations shouldn't duplicate the efforts being undertaken by others.
- Need to choose more options that engage the public, touch their imagination.
- Need to cross reference recommendations. How do they relate to one another, the mission and vision?
 - These 17 may include everyone's favorite, but not make an integrated set.
- These 17 recommendations are heavy on science and information.
 - Incentives toolbox is rather empty.
 - Regulatory parts of the toolbox are missing entirely.
 - Science recommendations seem to defer action. We know enough to move ahead and to make some policies.
 - Science recommendations are about coordinating current efforts, engagement, and accountability rather than hard science.
- Ranking
 - Any new tool should be ranked higher because current tools are not doing enough.
 - Look at what each recommendation is trying to accomplish. Nest others under, for example,
 - "If we don't control sprawl..."
 - "If we don't make people care..."
 - "If we don't identify biodiversity and track our progress..."
 - Suggestion to use three filters to narrow set of recommendations:

- What is new, different, compelling, and unique to the Council?
- Where can we help existing initiatives?
- How can we make biodiversity an organizing principle for ongoing programs?
- Recommendations need to be bold and compelling; need to use our criteria.

RANK CATEGORIES OF RECOMMENDATIONS

Council members received 8 colored dots and ranked the topics within each category. The following received the top ranks:

- Science and Information
 - Create a strong science foundation to inform policy and action (6)
 - Provide information to the public and decision makers (6)
- Education and Public Engagement
 - Collaborate on developing and delivering biodiversity messages to the public (8)
 - Connect people with nature (7)
- Development and Land Use
 - Provide direct assistance to local government (8)
- Incentives and Markets
 - Explore innovative funding to generate income for/from conservation (8)
 - Improve landowner access to incentive programs (7)
 - Provide strategic coordination among incentive programs (7)
 - Make strategic investments. (7)

Summary

Staff will examine these recommendations using the following screens:

- What is already being done and what is new
- Near term and long term
- Criteria the Council previously developed.

In addition, staff and Council members will ask stakeholder groups for input. Staff's goal is to send a draft package of recommendations to Council members in July. Council opted not to set an additional meeting to review draft package.

PUBLIC COMMENT

David Jennings, as a private citizen and volunteer with Audubon, is very proud that Washington has a Biodiversity Council. He questioned the proposed cattle grazing on the Whiskey Dick Wildlife Area due to its potential impact on sensitive species and habitats. He called on the Washington Department of Fish and Wildlife to be a role model for good stewardship.

CLOSING COMMENTS

After a brief discussion of proposed venues for the October meeting, Maggie thanked the Council and staff.

Meeting adjourned at 3:45.

 8/16/07
Maggie Coon, Chair