

# WCAS CONSERVATION LAB REPORT FOR 03-02-2019

## Submitted by Tom Romito, Facilitator

WCAS held a fifth conservation project laboratory on Saturday, March 2, 2019 at Bethany Presbyterian Church in Cleveland. Thirteen people attended this event, including Kurt Miske, Karen Czerniawski, Lisa Del Rio, Betsey O'Hagen, Bruce Missig, Tom Romito, Gloria Ferris, Joe Reardon, Ali Grant, Alex Hopkins, Michelle Manzo, Pat McGuigan, and Kaoru Tsubone. Kurt opened the meeting and Tom facilitated the event.

1. We began by reviewing the goal of our project and the action steps we developed at the February 2 meeting. They were as follows:

- a. **Our goal is to help birds survive and flourish by improving local habitat with native plants.**
- b. We will schedule presentations at organizations to educate the public about our project and sell plants at farmers markets to raise funds for WCAS and continue the project.
- c. We need to determine what plants to buy and when.
- d. We will explore urban farmers markets as locations to sell plants.
- e. We mapped out a broad **outreach strategy** to educate the public about our project with the intent to flesh it out at the March meeting.

2. In accordance with action step 1.e. above, we fleshed out our **outreach strategy**, as follows:

- a. **Presentation research.** We decided to research the following items:
  - 1) What to plant, such as annuals, shrubs, trees, etc.
  - 2) What a bird-friendly habitat will look like.
  - 3) We refined our goal by agreeing that local habitat is a community of plants where birds can nest, hide, and raise their young.
  - 4) We will articulate to the public the benefits of buying our native plants.
- b. **Powerpoint development.** Our powerpoint presentation will feature these items:
  - 1) Plants we choose to sell.
  - 2) Slides we find or create that show images of these plants.

- 3) Discussion about what plants need to grow, such as sun, shade, water, soil, etc.
- 4) Education about what we are selling.

c. **Powerpoint people.** The following people offered to form a Powerpoint Subcommittee to create the Powerpoint:

- 1) Lisa will develop the Powerpoint structure.
- 2) Alex and Gloria will research the topic and provide content to Lisa.
- 3) Bruce offered his home as a venue for the Powerpoint Subcommittee to meet.
- 4) Pat will provide input on which plants to buy and sell.
- 5) Karen offered to provide input on content.

d. **Printing and online support.**

- 1) Our outreach strategy included deciding what **printed materials** we could get for free, what we would have to buy, what we could create, and what signage we would need. We concluded that once we developed the presentation, our printed needs would become apparent.
- 2) Our outreach strategy would also include the use of **online** tools, such as the wcaudubon.org website, communication, and social media. We concluded that the development of our presentation would also predict how we will use these tools.

3. Next, we discussed the actual **content of our project** (what we are going to do and where and when we are going to do it. Here are the salient points we discussed regarding this issue:

- a. The Powerpoint Subcommittee will decide which plants to buy and sell. Perennials were the focus of our earlier meetings, and this focus could change, depending on the conclusions of the subcommittee. We may even consider trees for later in the year.
- b. We decided that whatever we do, we need to keep the project simple and choose wisely as to what to buy and sell.
- c. We discussed making presentations and selling plants at Olmsted Historical Society and Frostville, Cuyahoga Community College, Lorain Community College, Huntington Reservation, and Lincoln Park in Tremont. We decided to restrict our outreach to Olmsted Historical Society and conduct a plant sale at Frostville Museum initially. This will allow us to test our presentation and sale and see how acceptable our project is before we take it to a broader audience.

4. The project lab concluded in the creation of this **action plan** to continue work on the project:

<b>WHAT</b>	<b>WHO</b>	<b>WHEN</b>
Give a presentation to the membership of the Olmsted Historical Society at Frostville Museum.	The Powerpoint Subcommittee	Early May (per Kaoru's coordination with OHS).
Sell plants at Frostville's farmers market.	All members of the project committee who can work.	May 18 and May 25.
The Powerpoint Subcommittee will meet to develop the presentation.	Powerpoint Subcommittee members	In March.
Create signage for our booth at Frostville.	Kurt	May 4
Submit an application to Frostville for a booth.	Kaoru	April 13

5. Kaplan grant proposal. At the February 2 lab, Kurt reported that we received a request for proposals from the J.M. Kaplan Fund. We discussed at that time whether we should pursue a second project while the plant project is in motion. Tom asked Bruce if he would write a proposal based on his interest in the danger of household chemicals. Bruce said he would do this, and noted that his proposal would state that the project would be to educate the public about this issue. Bruce reported on March 2 that he and Lisa were working together to draft a proposal to the Kaplan Fund to seek funds for this effort.

6. We agreed to meet again on Saturday, April 6, 2019 at Bethany Church.

7. Kurt adjourned the project lab at 3:00 p.m.