



Monthly Report

Northwest Michigan
Invasive Species Network
March 2021

Public Inquiry Responses: 42
Active Efforts: 14
Active Contacts: 737
Passive Efforts: 38
Passive Impressions: 58,692
GBB-specific active efforts: 1
GBB-specific active impressions: 136
GBB-specific passive efforts: 19
GBB-specific passive impressions: 2,362

Acres Surveyed: 360
Sites Surveyed: 107
Sites Monitored: 0
Acres Treated: 0
Sites Treated: 0
Acres Restored: 0
Sites Restored: 0
Volunteer Hours: 0
Volunteers: 0

Meetings/Presentations/Trainings:

- 3/1 - Attended New Zealand mudsnail monitoring planning mtg; 10 contacts
- 3/2 - Presented *Habitat Matters* to Senior Network; 8 attendees
- 3/4 - Hosted *GBB* Advisory Committee meeting; 12 attendees
- 3/5 - Chaired Michigan Invasive Species Coalition Core Team meeting
- 3/6 - Presented on *GBB* to Master Gardeners Assoc.; 119 attendees
- 3/7-38 - Attended Wildflower Assoc. of MI annual conference
- 3/8 - Attended & updated at HWA treatment subcommittee mtg
- 3/11 - Hosted HWA Eyes on the Forest webinar; 33 attendees, [recording on YouTube](#)
- 3/17 - Presented at Aquatic Invasive Species Pathways Project Behaviour Change webinar; 12 attendees
- 3/18 - Attended & updated at HWA Outreach meeting (statewide); 4 contacts
- 3/18 - Attended & gave feedback at TC State Park Management Plan web meeting; 24 contacts
- 3/18 - Attended CISMA/Master Gardener meeting; 8 contacts
- 3/20 - Attended & updated at Invasive Species Summit (downstate CISMAs); 306 attendees
- 3/29 - Attended BCD staff meeting (partnering)
- 3/31 - Participated in GTCD Communication Training (DiSC) Part 1
- 3/31 - Attended Play Clean Go Advisory meeting
- Attended webinars: plants used by Native Americans, Great Lakes ecosystems, biases, glyphosate alternatives, spotted lanternfly

Treatments, Restoration, and Surveys:

- Began work on MDARD Pesticide Registered Technician Trainer program
- HWA surveys:
 - Private: 106 sites, 262 acres
 - Public: 3 sites, 37 acres

Other Accomplishments:

- *Go Beyond Beauty* is now on [Facebook](#) and [Instagram](#)!
- HWA Eyes on the Forest webinar press release picked up by [Manistee News Advocate](#) (15,000) and [Record Patriot](#) (4,500)
- March Enews [available](#)
- Facebook reach: 6,173
- Website unique visitors: 2,435
- Instagram reach: 3,801

Respectfully Submitted,
Katie Grzesiak and the ISN Team

April 5, 2021



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- *GBB* Facebook reach: 446
- *GBB* Instagram reach: 432
- YouTube views: 144
- February [eNews](#) opens: 469

Upcoming Events:

- [ISN Spring Partner Meeting](#), April 6
- [GBB Spring Partner Meeting](#), April 7
- More events are on [ISN's website](#)

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