

Mosquito BEACONS Meeting 2

Meeting Minutes for 27 August 2021



Call to Order

The regular meeting of the Mosquito Beacons team was called to order at 10:02 AM EST on August 27, 2021 virtually on Zoom.

Meeting Minutes

Attendance: Christos McDowell, Bryan Giordano, Michael Riles, Sarah Zohdy, Ed Harne, Yoosook Lee, Lawrence Reeves, Brian Bryd, Daniel Killingsworth, Lindsay Campbell, Chris Evans, Jessica Ber, Ryan Carney, Rebecca Heinig

Updates

BEACONS website

- In progress.

- **Action Item:** We are still accepting news articles, publications, and extension websites/publications to be promoted on the website. Please send information to Bryan (b.giordano@ufl.edu)
- Please send us your Social media accounts so we can follow when the beacons twitter page is active

BEACONS MEETING #4 IN-PERSON will be held at the AMCA 88th annual meeting.

- Dates and times TBD. We are anticipating to meeting before the AMCA, maybe Sunday or Monday night.
- *Reminder:* We have funding for airfare, accommodations, meal per diems at University of Florida rate, and rental car.
- **Action Item:** Anyone interested in attending please to reach out to Bryan.

BEACONS Membership

- We are still accepting membership from Mississippi and Alabama. If you know anyone who would be interested in joining us please do not hesitate to send them our contact information.

Breakout Rooms

Extension Breakout Room

Attendance: Christos, Jessica, Dan, Mike, Rebecca, and Bryan

Item # 1. Social media as a tool for disseminating information

- Surprised social media was ranked top because most county programs fear it - must be more wanting of materials through social media
- Some folks may have operation issues (not know how to use it)

- Could include a social media session during future BEACONS workshop
- The AMCA has a Public Relations Committee. We will look for sessions on this topic at the annual meeting in Jacksonville.
- Beacons can help with material production and / or suggestions. Monthly posts? By season? Continuity of posts is important. Social media sites need to be active. Information is lost constantly and moves a lot.
 - Must ensure posts are regionally relevant.
- The group discussed a very successful social media campaign led by Dr. Ryan Carney (Wanted Posters for invasive species)
 - iNaturalist to for citizen scientist, fun and exciting way to engage the public
- The BEACONS website will feature news stories, UF/IFAS Blog posts. A banner that switches out information, we are currently building a repository.
- National Invasive Species Awareness Week beginning Monday February 28th 2022. It runs 5 days beginning on the last Monday of February.
 - Prepare blog/social media posts to promote the week

Item # 2. Webinars and virtual training opportunities

- Beacons board members will meet with FDACS (Jessica and Marah) to discuss webinar opportunities
- We discussed the process of attaining a CEU certification. Information is posted below:
 - BEACONS Board to seek CEU accreditation for each participating state.
 - Programs should leave 3 to 6 weeks for approval. Give yourself ample time.
- AMCA has information for members of outreach and public educational tools.
 - Social media training is needed. Training is offered by AMCA.

- Important topics: how to measure social media efficacy might be beneficial
- In Florida, social media accounts are under the Sunshine Law:

Item # 3. Invasive species symposia at state mosquito control meetings

- Public only cares whether they spread disease
- What information would we target for these? Leave it open. Bring everyone together. See what happens.

Research summary: open discussion talking about the three topics; shared points about their own research in a more expanded context; how to be thinking about potential opportunities going forward as well as funding opportunities

Extension summary: frequency and quantity of social media interactions; webinars and virtual training; BEACONS will request invasive species symposium at the FMCA 2023 meeting

Next Meeting:

- Next meeting will be in November
- February final in-person meeting to be held at AMCA meeting in Jacksonville; waiting on approval
- Meeting ended at 10:57 AM EST

