

GORSE ACTION GROUP

GOALS AND OBJECTIVES BRAINSTORMING SESSION March 4, 2014
Notes by Amy Wilson, NRCS

Group generated a list of things we wanted to accomplish and how we wanted to accomplish our work, i.e. guiding principles. Once the list was brainstormed we labeled them as Goals, objectives and guiding principles. This session was meant to kick start the process, not be the final product. The following work while not polished was fairly well supported conceptually by the group – that is to say that no items were the source of any serious dissent. These should be a good launching point for the fine tuning that will take place in the future when the larger group is assembled and staff time is available to fine tune.

MISSION

Restore and increase economic and ecological values and public safety that is being impacted by Gorse, *Ulex europaeus*, an invasive weed.

VISION – in 10 years if we are hitting the ball out of the park we hope for this:

- *All partners are engaged and working collectively*
- *Changed attitudes about gorse from hopelessness to hope and possibility*
- *10% of the working landscapes impacted by gorse are being effectively managed*

GUIDING PRINCIPLES (these are “how” statements that provide qualitative guidance and help keep us focused on the center of our identified mission and action area)

- Look for and use existing practical methods of control (i.e. group will not become focused on doing research into control methods)
- Study/apply/adapt suitable models, strategies and programs from the experiences of others (such as having neighbors to public lands ‘adopt’ oversight of the public lands)

GOALS

1. Quantify and locate the existing gorse problem through mapping project
2. Treat gorse-infested sites and return them to productive use
3. Reduce fire risk/ fire danger on the south Coast
 - a. Make sure Gorse is included in fire modelling and danger analysis associated with assessing fire risk in the infestation area
4. Develop communication channels and collaboration with public and private landowners and other supportive organizations (such as the Oregon Invasive Species Council)
5. Develop an action plan
 - a. Identify funding sources
 - b. Evaluate/institute ordinances and policies as needed
 - c. Pursue a funded group/effort coordinator to focus on gorse
6. Promote education efforts to reduce spread and promote control of gorse
 - a. Identify partners and groups who can get the word out such as master gardeners
 - b. Conduct economic analysis or get economic analysis information for educational, motivational purposes and for fundraising needs
 - i. Conduct business analysis for private landowners showing the value of making their lands useful

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Possible milestone: (may depend on mapping exercise results)

- In 5 years have 100-0 acres of demonstration projects showing gorse lands being effectively managed.
 - Possible demo sites already available or in the works: harris beach, Cedar Terrace, Bullards Beach, Cape Blanco (restored lily habitat)

Possible Strategy

- Pursue designation as an Oregon Solutions project

Questions/thoughts:

How do we go from educating to mobilizing or implementing??