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## MEMORANDUM

TO: Board Members  
FROM: Paul Schlein—Public Education Specialist  
SUBJECT: Continuation of the Discussion of Improving the Awareness and Operation of  
the Notification Requirements of Chapter 28  
DATE: June 15, 2012

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At the February 24, March 30, and May 11, 2012, meetings, Board members and the staff discussed improving the awareness and operation of the notification requirements contained in Chapter 28. At the May 11 meeting, members directed the staff to develop a concise message based on the “rights and responsibilities” concept agreed to at the meeting. The staff was then directed to incorporate this message into a poster that could be e-mailed to all interested parties, using current mailing lists available (municipalities, agricultural and environmental organizations, the Board meeting notification list, etc.), asking for help in circulating information about notification. Following approval by the Board, the poster was sent to over 4,000 addresses (an example of how the poster was put to use is attached).

Members also asked the staff to develop a more detailed message that could be posted on the Board website, as well as submitted to various organizations for possible circulation through newsletters and other publications. The Board packet contains text revised from the current notification webpage, incorporating the rights and responsibilities message. The staff now asks members for their input on this text.

The staff would also like to continue discussion with the Board on other approaches to take on how to most effectively help the public become more aware of ways in which they can be notified about pesticide applications and how the operation of Chapter 28 can be improved. The list from the May 11 meeting is reprinted below, minus the suggestion of the poster.

- Press release to the media
- Advertising
  - Newspaper
  - Television
  - Radio
- More prominent posting on the Board’s website of information on notification
- Create a short video to post on YouTube and provide access to it from the Board’s website
- Articles written by staff and submitted to organizations for possible distribution to their membership
- Informational brochure

### *Improved Operation of Chapter 28*

- If help is needed, Board staff can offer assistance to neighbors in identifying who the land manager or property owner is.
- When problems arise, Board staff can facilitate communication between neighbors.