



Long Island Sound Study
Public Involvement and Education Work Group
Teleconference
May 9, 2018

Robert Burg (LISS/NEIWPC) introduced the topic of LIS Day. George Hoffman [Setauket Harbor Task Force] was not able to attend the call but emailed that NY state would be officially recognizing May 26th as LIS Day this year along with CT. Robert Burg requested ideas from the group for how to publicize the day; possibly a collective social media post. If you have ideas or a good general LIS photograph to share, please send to Robert Burg. Mark Parker, CT DEEP, added that usually the CT Governor provides a declaration of LIS Day on the state website. In the past Mystic Aquarium has also participated.

Amanda Pachomski, NT Audubon, presented a PowerPoint (attached) about the “Be a Good Egg” program that is designed to reduce threats to LIS beaches and birds through stewardship, education, and outreach. The program also is run in Connecticut and New Jersey. Beach visitors are encouraged to pledge their support to help reduce threats; 1487 new pledges were taken in 2017. Volunteers, particularly students, are an important part of the program’s success. There are just under 400 pairs of piping plovers on LI’s north and south shores; goal is to get that to 475 (numbers have been increasing). Least tern numbers go up and down; last year they increased. Habitat loss (beach loss) and sea level rise/flooding are important threats. For more information: NYcoast@Audubon.org, or apachomski@audubon.org.

Robert Burg introduced the 2nd Summer Social Media Campaign Discussion. The theme of Don’t Trash LIS will continue; a lot of interest was shown last year. The timeframe will once again be July through mid-September. Three preliminary stickers [attached] have been created (contracted through LISS) that focus on protecting wildlife. It is hoped that people will use these (adhering them to bottles, bags, computer, etc.) and use social media to post photographs of them. These stickers will be distributed through the Citizen’s Advisory Committee (LISS). Feedback from the call suggested that we should print as many stickers as the budget will allow for. This is intended to be used by multiple groups; no single organizational logo will be used.

Once again, a schedule will be created to share with everyone who is interested in participating in the social media campaign. Last year’s Schedule of Posts is attached as an example of what is being requested. Please consider contributing one or two posts to create a varied, interesting, and successful social media campaign. More will follow on this.