



COMMUNITY WILDLIFE
HABITAT[™]

NWF Community Wildlife Habitat Conference Call NOTES

Tuesday, June 13, 2017, 4-5 Eastern Time

I. Community Roll Call, NWF Staff Introductions

34 Communities, 40 People: Sweetwater in the Foothills (Tucson, AZ), Bluewater Bay, FL, Pembroke Pines, FL, Chamblee, GA, Alpharetta, GA, Milton, GA, Roswell, GA, Evanston, IL, Bowie, MD, Baltimore, MD, Chesterfield, MO, Hyde Park, NY, Concord, NC, Matthews, NC, Piedmont, OK, Bethlehem, PA, Callawassie Island, SC, South Woodlawn, TN (Knoxville, TN), Knoxville, TN, Austin, TX, Aldea De Santa Fe, NM, Reston, VA, Vienna, VA, Sammamish, WA, Camano Island, WA, Bellingham, WA, Coral Springs, FL, Fort Lauderdale, FL, Willimantic, CT, Collier County, FL, Mukilteo, Medina County, OH, Miramar, FL

7 NWF Staff: Luisa Grant, Patrick Fitzgerald, Dot Boisen, Courtney Sullivan, Sarah Lane, Kevin Coyle, Holly Shields

II. Newly Certified Communities (103 Total)

- Cary, NC – Congrats Emily and Team
- Cooper City, FL – Congrats Paul and Team
- Knoxville, TN – Congrats Brian and Team

III. Newly Registered Communities (76 Total)

- No new registration but lots of applications coming in

IV. NWF Community Wildlife Habitat (CoWH) Online Platform Update

- The NWF CoWH Online Platform is still in the development phase with NWF staff testing the system in June and adding the final functionality.
- The online platform will be tested by the CoWH Online Platform Advisory Committee and then there will be an orientation for communities to learn about the system and start using it in late August.
- As a reminder, the online platform will include a newly designed public-facing website that includes customizable profiles for each community that can include photos, links and contact information if desired. The system will also provide a dashboard for communities to track their progress toward certification and re-certification and include a robust resource center. Prospective communities will be able to apply and pay online.

V. Garden for Wildlife Month (May) Report

- Every year May is proclaimed “Garden for Wildlife Month” by NWF.
- This year we created new content and did a promotion for new certifications - \$10 of a bundled sign and certification. We had 1734 new certifications, a 50% increase over last May.
- For April and May we did a “habitat helper” giveaway. Those that joined our Garden for Wildlife newsletter were entered to win a nesting box, bird bath, etc. We had nearly 7,500 new subscribers over these two months!
- The National Gardening Association www.garden.org promoted Garden for Wildlife Month by including Garden for Wildlife links in their newsletter and on their website. Their website has

an audience of two million in the spring and Garden for Wildlife newsletter stories reached 200,000!

- Chesterfield, MO – appreciated the Garden for Wildlife edition of National Wildlife magazine – they were popular giveaways (others agreed). NWF will seek to do this again next year.

VI. **Pollinator Month Promotion & Pollinator Week**

- June is Pollinator Month and we are once again having a contest – anyone who certifies during June will have a chance to win a bee nesting house – the promotion is live online at <http://www.nwf.org/certify>.
- The bee houses come equipped with a reusable nesting block, a container to store a bee cocoon over the winter, and a full guide on setting up your bee house.
- For Pollinator Week (Week of June 22nd), our team in New York City has secured a special lighting of the Empire State Building in black and yellow to look like a bee! Daymond John from the show Shark Tank is a spokesperson for the lighting event. <http://blog.nwf.org/2017/06/this-shark-is-wild-about-bees/>

VII. **Quick Updates:**

- **Printed Materials:** As a reminder, you can order printed materials for your events here: <http://www.shopnwf.org/NWF-Educational-Materials/index.cat>. As a reminder, please pay attention to the limits and always select ground shipping.
- **Re-Certification Process for CERTIFIED Community Wildlife Habitats:** <http://poll.nwf.org/cowh-re-certification> - this year the process will be done online through this form – the instructions are at the top of the form. Every community that certified before 7/31/16 must submit this form for re-certification. Communities that do not re-certify will be listed as “inactive” on our website.
- **NWF’s Annual Meeting:** NWF’s annual meeting took place last week in Washington State. NWF state affiliates passed new policy resolutions including a resolution about neonicotinoid insecticides – we will send details about this as soon as they are available. NWF’s new 4-year strategic plan was also approved at this meeting. This plan includes robust growth of our Community Wildlife Habitat and Mayors’ Monarch Pledge programs as well as exploring new initiatives around the intersection of wildlife and urban forestry, green infrastructure, public planning and city sustainability plans. We will provide a briefing just for Community Wildlife Habitats in July and share more information over the summer.
- **Urban Wildlife Conference:** NWF staff attended the Urban Wildlife Conference hosted by The Wildlife Society. More information at - <http://www.urban-wildlife.org/>.

VIII. **Updates from NWF Communities: Challenges, Opportunities, Best Practices to Share**

- **Aldea De Santa Fe, NM** – Don Wilson – Aldea is using the new tools at <http://content.yardmap.org/> (recently rebranded as “Habitat Network.” If others are interested in using this tool, please let us know at community@nwf.org. We’re working with a magnet vo-tech high school and they have their own greenhouse and the high school grew NWF Butterfly Hero seeds and provided 200+ plants to be planted across the community.
- **Chamblee, GA** – Planted 250 trees in the park – used tree tubes. We had some discussion about tree tubes and supports.
- **Chesterfield, MO** – We are fanning out with sustainability teams from institutions of higher learning to engage them in wildlife gardening and certifying. We’re looking to institute a possible award for higher education. Through the YMCA we are reaching more communities and people across the area. We’re emphasizing clean water.

IX. **2017 Calls – 1st or 2nd Tuesday – Every Other Month 4-5 PM & 7-8 PM Eastern**

- 8/8/17, 10/10/17, 12/12/17
- 1-800-791-2345, 69033#