

- Support expanded enforcement by
  - o Providing citizens with the tools and talking points to reach and engage their community peace officers in AIS prevention and enforcement.
  - o Working with the agencies and legislators to ensure second tier watercraft inspectors have adequate enforcement capabilities.
  - o Leading a statewide campaign to advocate for larger penalties (fines) for AIS law infractions.
  
- Support expanded inspections by
  - o Directly disseminating AIS prevention information through MW newsletters, website, electronic bulletins, social media, presentations, workshops and special events.
  - o Developing niche, targeted messaging, in partnership with business leaders, designed to reach a wide variety of audiences.
  - o Working with agencies to promote the increase of AIS outreach/education special grants to local communities.
  - o Working with business leaders to create privatized inspection programs and employment opportunities.
  - o Leading a statewide campaign to advocate for private enterprise opportunities around AIS education and inspections.
  
- Support the development of a sustainable, adequate AIS funding source by
  - o Researching and reporting on the projected costs and overall economic impact (i.e. tourism industry, property values, related businesses, etc) of taking no new AIS prevention actions
  - o Leading a statewide campaign to advocate for increased AIS prevention funding from
    - a watercraft surcharge increase and
    - increased penalties (fines) for AIS law infractions.
  
- Support the development of programs that are private enterprise-friendly and state endorsed by
  - o Working with the chamber of commerce to explore business models that can be supported by local manufacturing, grow small businesses, and create jobs across Minnesota.
  - o Working with agencies and business leaders to explore options to seed these new, venture businesses.
  - o Developing AIS education content and outreach messaging focused on the importance of conceiving a comprehensive, statewide AIS prevention system.
  - o Leading a statewide campaign to advocate AIS prevention programs that enable private business investment and profit.

*\*In this document, "decontamination" refers to the broad definition of the term, including a variety of existing and potential decontamination strategies.*