

INFORMATION AND EDUCATION COMMITTEE
Meeting Summary
March 6, 2000
Hampton Inn, Denver, Colorado

Participants: Mark Hadley, Kara Lamb, John Shields, Sharon Rose, Chris Treese, Geoff Tischbein, Jone Wright, Debbie Felker, Susan Wadhams, Henry Maddux, Angela Kantola

> Action items.

1. I & E Update - Debbie Felker distributed an update of recent activities (see attached). The next newsletter will come out in June 2000. Debbie outlined the proposed content (the due date for content and photos is April 15). River signs targeting anglers have been ordered and should arrive in late April or early May. Utah and Colorado Divisions of Wildlife will post the signs. John Shields suggested and the Committee agreed that the Washington, D.C. briefing trip participants should take 10 copies of the newsletter for each of the Congressional offices (for their literature racks). Debbie distributed cost estimates for a “giveaway” or “meeting memento” for the D.C. briefing trip. The Committee discussed ways of getting the appropriate people to participate in the river trip (how to write the invitations and who should send them). Susan suggested it helps if the invitees know who else has been invited. >The Program Director’s office will send the invitation list to the I&E Committee. The Committee discussed the exhibit at the Colorado River Water Users Association meeting in Las Vegas in December. >Chris Treese will look into whether we can save exhibit costs by sharing space with Reclamation. The Committee recommended a minimum of 2500 custom-shaped fish magnets.

2. Committee Updates

“Plumbing” Map Status - John Shields said he’s been researching existing maps. Ginger Reed of Barry Wirth’s staff may be able to offer some help. John suggested that we may want to look into partnering with someone like National Geographic who already has related items on their website. John said he still intends to talk to the Water Education Foundation. Chris said that Betty Blinde of the Colorado Agriculture Foundation is working under a Reclamation grant to develop a CD-ROM “trip down the Colorado River” and they may be someone we could partner with.

Ouray NWR/NFH/Vernal - Debbie reported for Jennifer DeLeon that DOT has provided funds for educational material as part of an auto tour on the Ouray National Wildlife Refuge.

Grand Valley Water Projects - Jone Wright reported that a draft EIS is forthcoming on passage construction at the Roller Dam. The fact that the dam is on the National Register of Historic Places is not expected to hinder passage construction.

Ruedi/Coordinated Reservoir Operations - Kara Lamb said their annual Ruedi operations

meeting will be in May or June. The Coordinated Reservoir Operations meeting is scheduled in conjunction with that. In an effort to increase attendance, the meetings will be held in Basalt.

State of Utah - Mark Hadley said they got the endangered fish information back in Utah's fishing proclamation document which is distributed with each fishing license. Utah had fiberglass models of the endangered fish at their exhibit at the State Fair in Salt Lake City last year and will research the possibility of adding live fish in the aquariums next year.

CDOW/Pond Reclamation - Geoff Tischbein said 38 ponds have been reclaimed thus far. Anita Martinez will now begin working with landowners who would prefer to use screening to prevent nonnative fish escapement. Her Listening Log continues to serve as an effective communications tool.

Water Users - Chris Treese reported on Colorado State legislation (authorization to reintroduce the bonytail, resolution in support of the long-term funding legislation, and legislation to provide another \$10 million for the endangered species trust fund).

3. Recovery Program Update - Henry Maddux gave an overview of current Program activities and progress. The "Program Director's Update" (prepared twice yearly) was distributed. Henry said that the long-term funding legislation is scheduled to be reintroduced in the Senate this Wednesday. Chris asked Henry how the I&E Committee can best help the Program. Henry said one important area will be in determining how and where to promote the recovery goals. The recovery goals may offer a good opportunity to meet with editorial boards again. We need to focus our I&E efforts in Vernal and Grand Junction and also continue to look for opportunities to get out positive messages about the Program.
4. Recovery Program Logo - Debbie showed a revised logo design with a more reader friendly type style and reverses the black and white on the fish and canyon to make it more distinguishable. The Committee approved the change (selecting the logo with the Program name on 3 lines).
5. Recovery Program Annual Report - Debbie said she and Henry recommend discontinuing the annual report and relying instead on the twice-yearly newsletter. The Committee agreed.
6. Review proposed 2001 I&E Scope of Work and budget - Debbie reviewed the revised I&E scope of work and annual reporting process and then outlined the draft 2001 I&E scope of work. The Committee discussed the draft scope of work and suggested a few additions and revisions. Scopes of Work for ongoing projects for FY 2001 are due to Debbie by April 21, 2000. Debbie distributed a sample I&E public contact calendar (Yampa basin). >Debbie will send out "blank" calendars (all four) and Committee members will provide input for these calendars to Debbie before the June meeting.
7. Schedule Next Meeting - June 29-30, 2000. The 29th will be a tour of Grand Valley area facilities, commencing at 10 a.m. The business meeting will be held on the 30th from 10

a.m. to 3:30 p.m. >Jone Wright will try to get Reclamation's meeting room. >Debbie, Henry and others may try to meet with area legislative staff and editorial boards on the 28th depending upon the status of Recovery Program activities that would be of interest to these groups.

ATTACHMENT

3/06/00

I & E UPDATE FY 2000 (October 1, 1999 - September 30, 2000)

Key Activities Completed (January 1, 2000 - February 29, 2000)

- Debbie and Mark Hadley attended Systematic Development of Informed Consent (Bleiker) training
- Program represented by CDOW at Denver Sportsman's Show (Jan. 17-23, est. 50,000 attendees) and Gart Bros. International Sportsman's Show (Feb. 24-27, est. 20,000 attendees).
- Represented Program and CDOW at Rocky Mountain Arsenal's EagleFest 2000, (Jan. 22, est. 2,000 attendees)
- River signs ordered (41 for Colorado; 31 for Utah)
- Obtained artwork of endangered fish by renowned fish illustrator Joseph Tomelleri to update Program publications/display
- Grand Valley video script outlined and underwater film footage obtained
- Working with Ocean Journey to recruit volunteers to help with recovery efforts, Vernal
- D.C. Briefing Document draft complete. Includes San Juan Program.
- Colorado Public Radio program on ESA and how Recovery Program is example of reasonable and prudent alternative. (Transcript available upon request.)

Upcoming Activities:

1. Long-term Funding Legislation -- House mark-up and Senate hearing (DTBD* -- anticipate March)
2. Implementation Committee Meeting, Denver -- March 8
3. Filming for Program video and securing news media coverage -- high school students raise endangered fish in golf course ponds -- Page, Ariz. -- March 28-30
4. Grand Valley Video Completed -- March 30
5. Flaming Gorge Report finalized -- news release -- April
6. Management Committee Meeting -- April 7, Denver
7. Washington, D.C. visit by Program leaders -- April 12-18
8. Stocking bonytails for first time in Colorado -- Yampa River -- news release -- (DTBD -- anticipate April/May)
9. Deadline for Program newsletter content/photos -- April 15
10. Film recovery activities in Vernal for Program video -- (DTBD -- sometime between

- mid-April and mid-May)
11. Complete Program brochure, display and Web site home page – May 30
 12. Management Committee Meeting, Craig, Colo. – June 7
 13. Yampa River Trip for key decisionmakers -- June 8-10 (tentative)
 14. Newsletter printed/mailed – June 23
 15. Editorial board meetings re: recovery goals/downlisting criteria – June/July?
 16. I & E Committee Meeting, Grand Junction – June 29-30
 17. Implementation Committee Meeting, Salt Lake City - July 17
 18. Recovery Goals posted to Federal Register for 30 or 60-day comment – July?
 19. Exhibit at Colorado Water Workshop, Gunnison (July 26-28)
 20. Implementation Committee Meeting, Denver – September 6
 21. Exhibit at Colorado River Water Users Association Meeting, Las Vegas (Dec. 14-15)

**Date to be determined*