



## Information and Education Committee Conference Call May 3, 2010 – 1 p.m. – 3 p.m.

### Summary

**Participants:** Martha Moore, John Shields, Kara Lamb, Joann Perea-Richmann, Mark Hadley, Justyn Hock, Tom Chart, Debbie Felker,

#### 1. Roundtable updates:

##### a. State of the River meetings; update on interpretive signs for Elkhead Reservoir -

Martha reported the schedule for these meetings hosted by the Colorado River District: Gunnison State of the River meeting on May 3 in Montrose; Grand County on May 11 in Granby; Summit County on May 12 in Frisco; Roaring Fork in El Jebel and Mesa County in Grand Junction, both on May 18. The design is complete for the Recovery Program's interpretive sign for Elkhead Reservoir. It should be installed before May 28 when the boat ramp opens for the season. There has been a delay in producing the second interpretive sign that has audio features due to transferring the work to a Canadian company for a significant cost-savings. >Martha will send Debbie photos of the Recovery Program's sign once it is installed.

**b. 10825 EA, Ruedi Public Meeting (May 12, 2010, in Basalt)** – Kara said the first of two operations meetings will be held May 12 in Basalt. The agenda will highlight specific interests the public has expressed. Kara will allot 5 minutes for Jana Mohrman on the agenda and will send it to her for a quick review. Kara wants to keep the presentations to 25-30 minutes total to leave time for questions and answers. Kara will address spring forecasts and operations at other meetings held in various basins during the next few weeks. >Kara will send the Ruedi Public Meeting agenda to Jana for comment.

**c. Update on Yampa River Basin outreach efforts** – Debbie presented an update on proposed outreach efforts to raise the Recovery Program's visibility in the Yampa River Basin. She spoke with Marsha Daugenbaugh with the **Community Ag Alliance** about the possibility of Recovery Program participation in two **water forums**. The first is a July 21 regional bus tour scheduled to start in Steamboat Springs, stop in Hayden, and end with supper in Craig. Marsha said she has confirmed Ron DellaCroce from Yampa River and Elkhead State Parks to be a speaker on the bus. The committee approved Debbie's recommendation to ask Ron to talk about the Recovery Program during his presentation. Marsha agreed to accept outreach materials (stuffed briefing books, etc.) to give to tour participants. The second water forum addresses regional and state issues and will be held in Craig on September 24. Debbie asked Marsha to consider a speaker from the Recovery

Program. The Committee agreed this is a good idea. >Debbie will work with Marsha to confirm Recovery Program participation in both events.

Debbie provided some background information on the **Routt and Moffat County fairs** scheduled in August. She recommended that if we participate, we should focus on one fair the first year, because either fair requires a significant commitment of time. Debbie suggested the Moffat County Fair (August 8-14) in Craig since it is near Elkhead Reservoir. She had a lengthy conversation with Sasha Nelson who does outreach for the Colorado Environmental Coalition and who is in charge of the educational exhibits at this year's fair. She has lived in Craig her entire life and was excited with the prospect of having a Recovery Program booth at the fair. Debbie suggested we have an aquarium along with our history books and typical handouts. Although the estimated attendance for the fair is 100,000 overall, Sasha estimated that only 300-500 attendees visit the exhibit hall.

John Shields cautioned this could set up an expectation of continued annual participation and may lead to other counties looking for our participation as well, although he recognized that Moffat County is an important place to do this. Martha had concerns about if the event is worth the time and efforts for such low visibility, although she, too, acknowledged that those who would come into the exhibit hall are the people that we would like to talk to. Kara believes the turnout would be low based on her experiences at other fairs – she is not sold on it. Mark said a big reason that the Utah Division of Wildlife Resources (UDWR) participates in the state fair is because the agency has a building on the fairgrounds. If not for that, he believes UDWR would question whether it was worth the effort. John asked if there is a publication that goes with the fair, i.e., we could support the event with a paid ad. Debbie said federal funds cannot be used to purchase advertising except to promote attendance at public meetings. Joann recommended trying the fair for one year, stating that “if you don't try, you'll never know and that live fish always bring people in.” Following this discussion, **the committee decided not to participate in the fair.** Members thought it might be easier to implement a past suggestion to set up an electrofishing boat and other equipment in a Wal-Mart or grocery store parking lot in Craig and Hayden to bring our message to the public. >Debbie will pursue this possibility.

**Other Yampa River outreach options** – Debbie mentioned the *Phoebe and the Chub* children's book reading at local Yampa River valley libraries. Justyn suggested targeting the library crowd for a longer period of time (e.g. setting up our program display for an extended period of time) and then advertise a weekend when the biologists would be in town with an electrofishing boat to answer questions and distribute Program materials. There was general support for this approach. >Debbie will determine where the biggest libraries are and target a few of those this year – either hit smaller ones next year or pull back from this campaign if it is not working.

The committee thought it would benefit from representation from the Yampa River Basin -- basically they need to fill the vacancy left by Betsy Blakeslee. John suggested that we could invite participation via a local advisory committee. >Martha agreed to contact her Board of Directors to see if there is local representative.

**Updates from other committee members** – John Shields reported that the *Report to Congress* was transferred to the House and Senate Resource Committees, which is important because it responds to a commitment in Public Law 106-392 and could factor into decisions on future funding. >Tom Chart will track down a copy of the transmittal letter for John. John will get the D.C. briefing trip report out later this week with copies of the letters of support on both the House and Senate sides attached. Non-federal partners could not secure signatures from any Republican members of Congress, but got six of eight Democrats to sign on in support and signatures from seven of the eight senators.

**2. Brochure for Upper Colorado River and San Juan River Programs-** Debbie provided an outline developed by the committee in 2007 that addresses the purpose, target audiences, and suggested content. John said that we don't want to miss the opportunity to mention that these Programs are working and are success stories. He said we should consider mentioning the Secretary of the Interior's Cooperative Conservation Award. Kara suggested that we incorporate our three talking points near the front of this brochure. Debbie recommends that the design complement the look already established in our displays. The Committee agreed that the brochure is still needed and should be produced. >Debbie will work with Joann to produce the brochure.

**3. Follow-up discussion to issues noted in the March 4, 2010, meeting summary:**

**a. Brainstorm tagline for Upper Colorado River Program** – The Committee considered a tagline idea presented by Biologist Tildon Jones. John suggested that he thinks it is okay to have certain phrases we use now and again, but he doesn't think the Recovery Program should limit itself to one phrase – we may be overreaching to think we can get one phrase to be all things for everyone. He also asked if we would create a tagline for the San Juan River Program, too. Justyn reiterated that the Program name is too long already and she doesn't think we can't handle a tag line too. Kara agreed that John's concern was real and that perhaps now is not the time to push on a tagline. Joann said the San Juan Program does not want a tagline. **The Committee tabled the tagline idea for now.**

**b. Continued discussion of notecard idea and other promotional items** – In researching the Committee's recommendation to produce a set of greeting cards featuring artwork of the endangered fish, Debbie learned that federal funds cannot be used to produce them. The policy states that "while sending greetings may be a nice gesture, it is not the sort of thing that should be charged to the taxpayers." Regarding the use of an endangered fish cartoon or caricature – Debbie thinks that this may not be consistent with our educational message and could work against us. The Committee agreed. However, Debbie still believes the use of children's artwork could have merit. Frisbees, coozies, and magnets are still popular at places like the Utah Water Users Association meeting. A bumper sticker was mentioned, but perhaps car window stickers (non-stick) might work better. Temporary tattoos – this could fly with kids and adults in the correct venue. > Debbie will research the temporary tattoos.

**c. Committee members' current access to various types of social media – The**

Department of the Interior is going to make this available, but committee members are under the impression that use will be very controlled. Mark said UDWR uses twitter to get some of its messages out. They also have a blog available to the employees, which is controlled by an I&E person. UDWR uses its website as a venue for preliminary public input on draft rules, and incorporates video extensively including links to YouTube. UDWR developed public posting guidelines after the fact, but has not yet placed restrictions on input. Mark is concerned about the potential for employees posting inaccurate messaging on personal Facebook pages, but he and others are not aware that this has occurred during the first year. Kara learned at a recent conference that an agency tweet does not get the same following that an individual representing an agency gets. The interest seems to be on a more personal rather than on an agency level. Martha said the River District launched its Facebook page in March, but she is not familiar enough with it to know how it's going. >Federal agency committee members agreed to determine their agency's restrictions on social media. Social media will continue to be discussed during future I&E Committee calls/meetings.

- 4. Other business --** The *National Geographic* map of the Colorado River. Region 2 had the lead for the FWS. There is some controversy – the Colorado River Water Users Association, which is identified as a sponsor, is not pleased with the product. Martha added she believes the water users were from Arizona. A Region 2 Service employee told Debbie he thinks there is a disagreement among water users about reference on the map to the Law of the River. The FWS is taking a closer look at content to make sure it doesn't have any issues with the map before the Recovery Program helps distribute copies. Debbie said Barry Wirth with Reclamation's Salt Lake City office has requested copies from National Geographic and plans to distribute it to Reclamation offices along the Colorado River. >Debbie will work with the Service to get approval to distribute the maps and plan the distribution.

- 5. Schedule next conference call -** October 13, 2010 from 1:00-3:00 p.m.