

INFORMATION AND EDUCATION COMMITTEE
Conference Call Summary
October 2, 2003

Participants: Justyn Hock, Debbie Felker, Frank Pfeifer, Leslie James, Matt Kales, Bob Muth, Angela Kantola, John Shields, Mark Hadley, Peter Roessmann, and Kara Lamb.

> Action items.

1. Introductions - The group introduced one another and discussed preliminaries. John Shields asked if anyone had seen the appropriations language regarding the Recovery Program and >Matt Kales said he would provide that to the Committee.
2. Program Director's update - Bob Muth referenced the update that was mailed to the Committee. To that update, Bob added that he expects the Program will soon acquire the easement on Thunder Ranch. This is the closest floodplain in the Green River to the razorback spawning bar.
3. Nonnative fish policy - Bob said the Biology Committee reviewed the draft policy and made minor changes. Bob will provide a redline copy after today's conference call for the Management Committee's consideration at its Oct. 9 meeting. Bob outlined the Biology Committee's recommended changes: 1) note that Wyoming is also implementing nonnative fish management actions (in the form of nonnative fish stocking policies); 2) delete the "balanced community" language and focus more on achieving and maintaining the recovery goals; 3) note that other nonnative fishes may also be included for management in the future; 4) note that the goal is to achieve *and maintain* recovery; and 5) clarify that in translocation of nonnative sportfish we're trying to maintain a viable sportfishery *in the receiving waters*. Peter Roessmann said that while the Biology Committee may have stricken the language about "balanced community," since this policy will go to news media, etc., he still believes it's an important concept to point out that nonnative fish management contributes to stream health/balance in order to "sell" this to the public. Bob Muth asked if that might be included in the first paragraph under *Issue*. Matt Kales suggested "sales" language could be put into I&E materials. Frank Pfeifer and others noted that the primary audience is really our own agencies, to make it clear that this is the Program policy. Peter agreed that if the public is not the primary audience for the policy, "sale" language could be put in accompanying documents. John Shields suggested that on page 3 the recovery goals be referenced (or footnoted) by their official title. Leslie James noted that the portion that says "sufficient to *offset* jeopardy" should be "*avoid the likelihood* of jeopardy." Leslie suggested pointing out that the recovery goals were developed through cooperation with stakeholders *and* through a full public comment process. The Committee endorsed the nonnative fish management policy and strongly encouraged the Management and Implementation committees to make sure the final policy is disseminated throughout the ranks of their agencies. Bob Muth noted that a workshop is scheduled in early December to discuss this year's

nonnative fish management activities and plans for 2004. After 2004 activities are clarified, we can plan the I&E strategy. Mark Hadley reviewed Utah's effort on I&E for nonnative fish management activities, noting that Rich Vosepka's (Utah's AP reporter) story about the trip he went on with researchers doing nonnative fish removal was printed in all 6 major newspapers in Utah.

4. Interpretive exhibits - Existing exhibits in Colorado are: aquarium at TNC Carpenter Ranch on the Yampa River; aquarium at the Montrose Pavilion; freestanding exhibit at the Museum of Western Colorado in Grand Junction; and three endangered fish signs at nine Colorado state parks. In progress are an update for the interpretive sign at Kenney Reservoir and six signs on the Colorado Riverfront Trail in Grand Junction. Planned for 2004-2005 are exhibits/signs at the Audubon property in Grand Junction and something in Delta, Colorado. Other possibilities include: aquarium and/or interpretive signs at the Rifle Visitor Center; something at the Loma Boat Launch near Grand Junction; and updating the sign at Island Acres State Park in Debeque Canyon near Grand Junction. Frank Pfeifer suggested Corn Lake State Park also would be a very good location for a sign. In Utah, we have a kiosk and interpretive exhibit at the Ouray National Fish Hatchery. In progress are: an aquarium at Dinosaur National Monument Quarry Visitor Center and a sign about the endangered fish on the Ouray National Wildlife Refuge auto tour. Planned for 2004-2005 are: interpretive sign(s) at the Jensen Visitor Center (perhaps focusing on the Stewart brothers) and various possibilities near Moab (boat launch in Moab, Green River and Dead Horse Point State Parks, and BLM boat launch sites at Sand Wash and Mineral Bottom). Bob Muth encouraged the Committee to meet at some of these locations in the future. Matt Kales strongly endorsed this idea, noting it's very valuable to meet people in the field and see activities first-hand. Debbie said the Program is also considering a cost-shared exhibit at the Carl Hayden Visitor Center at Glen Canyon Dam. >Debbie will follow-up with Ocean Journey to find out its future plans and what informational materials we could make available to aquarium visitors (bookmarks, website information, where to get historical accounts document, short-term display of our free-standing exhibit, etc.)
5. Other exhibits - The Program will exhibit at the Wyoming Water Association's Annual Meeting (Oct. 22-24 in Casper). This year's meeting is a joint meeting with the Upper Missouri Water Association. The Program will also exhibit at the Colorado River Water Users Association Annual Meeting (Dec. 10-12 in Las Vegas.) Bob Muth and Tom Pitts will participate in a panel presentation about endangered species.
6. Educational materials - The purpose of educational materials is to provide target audiences with something they will keep that provides contact information (phone number/web address). Currently available are species magnets (very few left of razorback sucker, however) and stickers, bookmarks, historical accounts, fact sheets, *Swimming Upstream* newsletter, and *Program Highlights* briefing book. With magnets now done for all four species, the Committee discussed what's next. John Shields suggested the possibility of a larger magnet showing all four species. John also suggested the possibility of poster maps of native fish distribution. Debbie said Quent

said his first choice was a lapel pin, followed by the sticky note pads. Matt Kales noted that if we go with a lapel pin, then the informational card is key (many folks won't wear lapel pins). Debbie said CDOW would like to cost-share educational cards for the four endangered fish. CDOW has already produced 13 species-specific cards. These are like baseball trading cards with a four-color photograph on one side and species description on the other. Debbie endorsed this idea and the Committee agreed. The Committee discussed license holders. Utah has had one available, if folks ask for it. Matt Kales said he bought a Utah license at Wal-Mart last fall and got the Wal-Mart holder. The key to success with these would be distribution to, and acceptance by, license vendors. Matt also noted that both states are going to online sales. John Shields suggested that our old field ID card might be made available at some point with online licenses. The Committee agreed to table the license holders at this time. Justyn said she thinks the sticky note pads are a good idea, and a water bottle might be good for Congressionals. Matt agreed and suggested that a nalgene style would be good. Leslie James asked how the cost of a nalgene bottle would compare to a shoulder or hip-style water bottle holder. Angela noted that these items would be fairly bulky to distribute during the D.C. trip. Matt Kales suggested neoprene eyeglass retainers which are now being made with promotional messages. Messages can be printed on both sides, but we would be limited to the Program name and website address or phone number. Peter Roessmann suggested information on CDOW's website and also the possibility of some kind of screen saver. Leslie suggested reserving more expensive items (water bottles, holders, etc.) for when we take Congressionals and similar people on site visits. Peter asked if we might get a series of holographic magnets. John Shields said he thinks these are pretty expensive. >Debbie will look further into a 4-fish magnet, sticky note pads and a holographic-type coaster/mousepad. Angela asked if leather or ceramic coasters might be less expensive than the holographic type. John said he would prefer sticky note pads. >Debbie will have razorback sucker magnets reprinted so we'll have one more year's supply of magnets available. She will also follow-up with CDOW to produce two educational cards.

7. Next meeting - The Committee's next meeting (tentatively in January/February time frame) will likely focus on nonnative fish management depending on the outcome of the December workshop. Until we know more, it's difficult to determine whether a conference call or meeting is appropriate. The Committee will meet in the spring in Grand Junction and spend a half-day touring the hatchery facility, fish passage facilities, fish screens, etc. >Debbie will distribute the draft meeting summary to the Committee for review and comment before it is finalized and posted to the listserver. John Shields added that the tentative schedule for the D.C. trip is travel on March 9th, with meetings the 10th - 12th and 15th - 16th.

Adjourn 11:00 a.m.