

INFORMATION AND EDUCATION COMMITTEE
Meeting Summary
January 19, 2001
Bureau of Reclamation, Grand Junction, Colorado

Participants: Chris Treese, Geoff Tischbein, Tom Pruitt, Pat Nelson, Jennifer DeLeon, Kathy Holley, John Shields, Jone Wright, Debbie Felker, Angela Kantola

> Action items.

1. Program Director's Update - Acting Director Pat Nelson gave an update on Program activities.

- The researchers meeting went well. Researchers presented data indicating the serious problem of northern pike in the Yampa Basin (will likely require additional more public relations work). John Shields said that John Hawkins has mentioned a need for a brochure (which also would help the folks doing lethal pike removal in the Green River in Utah). Chris commented that the brochure should explain the problem and emphasize that the Program is working *with* anglers on the problem (in Colorado, translocating the fish to places where they can be part of a sportfishery, but not pose harm to the endangered fish). Other media (newspapers, etc.) also should be important (perhaps a follow-up story by Todd Hartman). The Program and I&E should begin to more aggressively address the nonnative fish problem. This may be our biggest public challenge. Pat noted that the newly designed display was up at the meeting and attracted lots of attention. John suggested putting a photo of it in the briefing book. Pat noted that the annual researcher's award went to Chuck McAda from the Grand Junction FWS Field Office. Chuck has conducted research on the endangered fish for nearly a quarter-century.

- The schedule for publication of draft recovery goals in the Federal Register has been delayed somewhat. Regional Director Ralph Morgenweck wants to be sure the lower basin is adequately briefed. John Shields noted that the Management Committee will need to be sure to have copies of the final goals in preparation for Washington week.

- The Yampa Management Plan and Programmatic Biological Opinion (PBO) are underway, with completion anticipated mid-year. Work will then begin on the Gunnison PBO, using the Yampa as a model.

- A selection has been made for the new Program Director and that selection is in the Service's Washington, D.C., office for approval. The announcement is expected next week.

- The Program Director's office staff met last week to develop draft FY 2002 Program Guidance and make draft RIPRAP revisions (which now will incorporate the Recovery Goals). These drafts will be sent to the technical committees on or about February 1.

2. I & E Update/Elect Chairman - Debbie Felker distributed an I&E update. Chris Treese said he would be willing to serve as Committee Chair another year and was unanimously reelected.
3. Recovery Goals Outreach Plan - Debbie distributed the working draft outreach plan and a summary of the recovery goals for each of the four species. The date of Federal Register publication will depend on when the briefings are completed. The briefings will be conducted by Susan Baker or Bob McCue (of Ralph Morgenweck's staff) and Tom Czapla or Bob Muth. They are scheduled to last an hour each and will cover how the goals came about, who developed them, what the goals are, what the management actions require, and how the goals will affect the group being briefed. Chris and others recommended that Debbie participate in the briefings whenever possible. Chris cautioned that the groups being briefed may decide to go public with the information that they receive. Chris noted that since the recovery goals aren't exactly "hot news," the briefings for the editorial boards could be scheduled 1-2 weeks before the publication date. Chris also suggested a separate conference call with the smaller editorial boards.

- Interpretive Exhibit Update - Kathy Holley outlined her strategy for working on interpretive signs and exhibits. She's started with the Grand Valley and the 29-mile reach that the Riverfront Commission & Legacy Committee are working on. David Whitman of Dinosaur National Monument recommended a master interpretive plan for the area and is writing a grant so that the Legacy Committee can hire a planner to develop a master interpretive plan. (Otherwise, we could end up with very different messages and designs from groups along the river.). The Committee agreed that the Program could put \$1,000 and in-kind services by Kathy Holley toward the grant. The Committee discussed the draft interpretive exhibit budget table and the potential for additional Service funding for signage at the hatchery and on refuges. John asked if David Whitman might be the person the Park Service would want to appoint to the Information and Education Committee. >Kathy will invite David Whitman and Ron Young of the Park Service to participate in our meetings.

Tom Pruitt outlined 3 elements of the interpretive needs at Ouray Hatchery: 1) signage for viewing tanks that allow the public to see live fish without putting the fish in the main hatchery at risk; 2) interpretive materials for the entryway; and 3) an interpretive kiosk outside the hatchery for visitors who come when the hatchery is closed. Jennifer DeLeon said that the 12" x 18" color signs about the fish for the viewing tanks will cost \$380 total. John asked if those signs would be useful anywhere else, and if so, would it make sense to order more signs to get a quantity discount. Geoff said he has four locations where he could use the signs. >When the copy is developed for the signs, Debbie will send it to the Committee members for quick review and comment. The kiosk would have pictures of the 4 fish, pictures of the hatchery, an illustration of the life-cycle from egg to adult, discussion of what the Program is doing to recover the fish, etc. Tom's maintenance crew could build and construct the kiosk. The Committee approved ~\$8,000 for signage (in whatever quantity we currently have use for) as well as the kiosk. The copy will be run through the Committee for review, the Program logo will be on all the signs, and Debbie will get the archival artwork. The Committee discussed a computer display for the entryway that could be used for a variety of PowerPoint presentations

(which can be changed easily). >Jennifer will develop a proposal for the entryway if that will require additional funding.

4. “Plumbing Map” Update - Pat showed some upper basin maps drafted by a Service cartographer. These can be used as a base map, but to make the map interactive, Pat recommends that we hire a contractor. Chris said the Colorado River Water Users Association is interested in an interactive map for the entire basin and he recommended that we work with them so that we can use what they’re developing. John commented that we’re really talking about a graphical user interface on an interactive mapping project and suggested that we could provide a text outline or nested structure of the layers of what would go into this. The Committee supported the idea.

5. Other I & E Issues

- Yampa River/Gunnison River PBOs - There’s a Gunnison River PBO meeting week after next in Montrose

- D.C. Briefing Document - The D.C. trip (“fish week”) will take place March 15-20. John Shields suggested that the San Juan might be made a separate section of the book, and recommended: 1) more emphasis on the Highline barrier net; 2) including a photo of the display, 3) having one page devoted to recovery goals; 4) enlarging the text (and taking the text under the photos out of all caps); and 5) making the page with the fish in color. George noted that staff and others have discussed making the document title more generic so that it can be used for any briefing. We have limited time to make major changes (like two covers, major content change) this year; but the Committee will review this year’s document with an eye to changes that will make it more generally useful in the future. The Committee agreed to do a razorback sucker magnet this year.

- Community Advisory Board - Debbie distributed a draft of strategies, noting the community advisory boards. The Committee concluded that we probably don’t need a community advisory board in the Grand Valley, but we should use the Legacy Committee to provide feedback on Program activities in the Grand Valley. The community advisory board concept would be good to apply to the Gunnison PBO.

- Program Guidance - Debbie said that the Program staff met and concluded that a public attitude survey seems to be a low priority, and recommended the interactive map instead. Geoff said he still supports a public attitude survey, but will defer to the group. John recommended a 2-year proposal for the interactive basinwide map (\$20,000 in FY 02). We’d first partner with CRWUA (offering the \$3,000 budgeted this year) and use part of the FY 02 funds to sub-contract the add-ons that are most important to the Program. The Committee supported this recommendation. Scopes of work will be due in late April, so if anyone has anything they want included in the main information and education scope of work, they should let Debbie know. Debbie will draft a scope of work for the interactive basinwide map and ask for Committee feedback.

6. Committee Reports - The Committee liked the meeting agenda structure; in the future, Subcommittee reports will be submitted electronically in advance. Pat reported on items

that will have I&E associated with them: as part of habitat restoration, the Program is working now to increase floodability of the Escalante SWA; and the Program will likely breach levees at Walter Walker SWA (this fall). Pat also said that the Program's first fish screen will go in on the GVIC canal this year. John reported that the Green River Basin Advisory Group in Wyoming will meet March 20.

7. Schedule Next Meeting - April 20 in Denver (near DIA) from 10 a.m. to 3 p.m. Topics will include: the interactive map, interpretive exhibits, etc.