

**Middle Rio Grande Endangered Species Collaborative Program
Public Information and Outreach (PIO) Workgroup Meeting
Thursday January 14th
9:00am to 11:00am
FWS**

MEETING SUMMARY

Actions

- Lance Cherry will create a state parks and visitor center's list for potential video distribution and will send the list to PIO members.
- Lance Cherry to work on the details to post the Program Video on YouTube.
- Rebecca Onchaga to check with Lisa regarding correcting the verbiage or footage on the Program's Video.
- Tetra Tech will finish the PIO 2010 Work Plan and distribute to work group members for additional review/input.
- Tom Buckley to write a summary on the recovery plans for the flycatcher and minnow to have available for.
- Tom Buckley to find out who could summarize the flycatcher recovery plan.
- Julie Maas will send an electronic copy of the coloring/factsheets/handouts to Tom Buckley.
- Julie Maas will email her contact at the roundhouse regarding the date of the Rio Grande day for 2010.
- Julie Maas will attend the January 21st EC meeting (scheduled from 9:00am to 1:00pm at Reclamation) in Mary Carlson's absence.

Meeting Summary

- Julie Maas brought the meeting to order. There were no changes to the proposed agenda.
- No one from Reclamation was able to attend this meeting to provide updates on the status of the Program Video. This discussion was tabled until the next meeting.
- The PIO work group discussed their 2010 work plan and made several changes and suggestions during a working session.
 - Suggested activities included:
 - Rio Grande Days - February 2010;
 - NMDGF's Outdoor Expo - August 2010;
 - Program's Open House – Fall 2010 but not to overlap with the State Fair; Fall 2010
 - Display at the State Fair – September 2010;
 - 1000 acre habitat restored event (if the goal will be met in 2010);
 - Festival of the Cranes - November 2010
 - Legislative tour – May/June 2010;
 - Media Binder – date not determined;
 - Finalize and Distribute the Program video – June 1st, 2010;
 - Support SAR Work Group Brochure development – SEE SAR Work Plan for date;
 - Support SAR Work Group Tour – May 2010;
 - Support SAR Work Group Public Forum – November 2010;
 - Review Long-term Plan (LTP) – June 2010; and
 - Distribute Press and media Releases – as needed.
- The work group then discussed the details of attending the Rio Grande Day at the Santa Fe Roundhouse. It is a one-day event that requires 2 people to staff a table and it is nice to have at least

one additional person to offer breaks and cover lunch. The purpose is to inform legislators, the public, and students about the Program and specifically the 2 listed endangered species.

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MEETING NOTES

Update on EC response to Draft Program Video

- No one from Reclamation was able to attend this meeting to provide updates on the status of the Program Video. This discussion was tabled until the next meeting.

Finalize PIO Annual Work Plan

- Workgroups are required to update their yearly Work Plans annually to include tasks, events, activities, timelines, and deliverables expected for the upcoming year.
- In a working session, PIO attendees reviewed their past work plan and discussed upcoming and possible events/activities for FY2010. Changes to the draft Work Plan were incorporated as discussed. Possible events for PIO to attend or sponsor:
 - Rio Grande Days in February 2010 (*attend*)
 - The New Mexico Department of Game and Fish (NMDGF) Outdoor Expo is scheduled for August 2010 (*attend*).
 - There was a concern that PIO may not be able to staff all of the possible events due to limited membership.
 - The Executive Committee (EC) has been informed of low membership on the PIO. It may be that PIO is primarily for outreach, as there have not been any requests from the Program or Executives for other types of advertising.
 - Concerns were expressed about Program's public meetings, including the EC, not being properly advertised under Open Meetings Act.
 - Open House during the fall of 2010 (*sponsor*), not to overlap the New Mexico State Fair.
 - New Mexico State Fair, September 2010 (*attend*)
 - 1000 Acres Habitat Restored Event (*Sponsor, if the goal will be met in 2010*)
 - Festival of the Cranes November 2010 (*attend*)
 - Legislative tour
 - Should be discussed at EC, there must be buy in at the Executive level to make a tour successful.
 - It is unknown if state funding will be available to match federal dollars. If so, it won't be until June of 2010.
 - Media Binder
 - PIO needs to determine how to best use the questionnaires that were recently distributed to Program signatories.
 - The idea of the binder is to have press releases readily available and a signatory information/fact sheet in the binder, so that press releases can be developed quickly.
 - Finalize Program video
 - The status of the video is unknown. There were issues raised at the 12/17/09 EC meeting. It may be too costly to address all of the issues, but it may be possible to correct some verbiage.
 - Video distribution lists include legislators and visitor centers (parks, tourism visitor centers, refuges visitor center, Cochiti Visitor Center, etc.). The PIO budget may be used to reproduce copies of the video.

- It was suggested that the Program approach local public television, and Las Cruces local stations for publication of the video. It could also be posted to YouTube and with NMDGF's show.
- Program Brochure
 - Program brochures have been discussed in the past, but have never been completed due to lack of consensus.
- Documents to include at tables/booths:
 - Final RGSM Recovery Plan (within the next month), Coloring/fact sheets, Handout with Program website reference, Minnow Origami

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Upcoming Events

- The work group discussed the Rio Grande Days held at the Round House in Santa Fe. It is a one-day event that requires at least 2 people to staff and a table. An additional person is helpful for breaks and to cover lunch.
- Attendees should bring the Program table display, handouts, crayons and basket, and standing display.
- The purpose of attending is to inform legislators, the public, and students about the Program and specifically the 2 listed endangered species.

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Announcements:

- On June 1st NMDGF will be issuing a bass license plate to support habitat restoration
- upcoming state's 100 year anniversary – members to keep ears open to find potential outreach opportunities

**Public Information and Outreach Workgroup
14 January 2009 Meeting Attendees**

NAME	POSITION	AFFILIATION	PHONE NUMBER	EMAIL ADDRESS	PRIMARY, ALTERANATE, OTHER
Lance Cherry	PIO Member	NMDGF	476-8003	lance.cherry@state.nm.us	P
Ross Morgan	PIO Member	NMDGF	222-4707	ross.morgan@state.nm.us	A
Tom Buckley	PIO Member	FWS	248-6455	tom_buckley@fws.gov	P
Julie Maas	Co-chair	OSE/ISC	O: 765-2011 C: 294-2767	julie.maas@state.nm.us	P
Marta Wood	Admin support	Tetra Tech, EMI	259-6098	marta.wood@tetrattech.com	O