

**Middle Rio Grande Endangered Species Collaborative Program
Public Information and Outreach (PIO) Workgroup Meeting
Wednesday March 10th, 2010
10:30am to 12:30pm
Reclamation**

MEETING SUMMARY

Actions

- Amy Louise will draft an example email requesting fact sheets from each Program signatory and explaining the urgency to be included in the congressional trip brochure. The example email will be sent to Jenae Maestas for distribution to signatory representatives as soon as possible.
- Julie Maas will send a copy of the congressional trip brochure to Tom Buckley.
- Julie Maas will coordinate with Mary Carlson on the status of the 2009 accomplishments and updated PIO charter.
- Mary Carlson and Rebecca Onchaga will draft the press release for the Program video; it was suggested that language could be taken directly from the video script. PIO members may be asked to assist as in the drafting of the press release as needed.
- PIO members will coordinate on the development (drafting) of their future activity summaries using the provided/available template.
- PIO members will coordinate on showing the Program video to the other work groups within the next month or so, reminding each work group that PIO is here to support and highlight their work but need to be kept informed.
- Yvette McKenna will include Tom Buckley on the scheduling efforts for the federal “family” meeting.
- PIO members will provide input and suggestions on the graphic designs and layout for the annual report.
- Tetra Tech will make sure Julie Maas and Mary Carlson are added to the other work group email distribution lists to receive agenda and meeting information with the purpose of making sure PIO is aware of the work the other groups are doing.
- Amy Louise will forward Julie Maas the “facts” from the internal UC bulleted status of the species information that was provided this week.
- Julie Maas will distribute the draft communication plan activity paragraph via email to PIO members for review, input, and editing.
- Tetra Tech will send contact information on Rick Billings (ABCWUA), Janet Jarratt (APA), Terina Perez (COA), Brooke Wyman (MRGCD), and Susan Kelly (UNM) to Julie Maas to follow up on the agency questionnaires.
- PIO members will review the Program Video mailing list and will let Julie Maas know of any additional agencies, entities, persons, or groups that is recommended for receiving copies of the video. This information is needed as soon as possible to accommodate the purchasing of mailing envelopes, stamps, and labels.
- Julie Maas will check into having PIO agenda items added to the EC/CC meeting agendas to showcase an example Program business card and to have a sign up sheet for identifying other agency/entities that are recommended to receive a copy of the Program video.

Meeting Summary

- The PIO meeting opened with the joint session with the Program Management Team (PMT). PIO members were briefed on the annual report, the continuing development of the Long-Term Plan

(LTP) future activities table (Table 7), completed habitat restoration (HR) acreage, and the Program videos.

- GenQuest's graphic artist has supplied 4 example layouts for the annual report. The PMT has reviewed the suggested layouts but would like review and recommendations from PIO on the most appropriate style for the report. The actual annual report, covering 2008 and 2009, is not due until September 2010.
- The Coordination Committee (CC) is continuing to review and revise the LTP future activities table. The most recent revisions and update table will be provided to all work groups on next Monday. The work groups will then be able to begin ranking projects and developing the activity summaries. The work groups will have approximately 30 days for this work, but depending on work group meeting dates, several work groups might have to consider scheduling additional meetings or attempt to coordinate the work via email. The current LTP schedule dates and deadlines are still on track.
- There is a very good habitat restored estimate through 2008. Yvette McKenna, Interim Program Manager, is in process of updating that estimate to include project through 2009. Reaching 1,000 acres of restored habitat is a news worthy event that PIO would need to plan and host.
- There is a non-federal congressional visit to Washington, D.C. scheduled for March 22nd through the 24th. Representatives from Interstate Stream Commission (ISC), Middle Rio Grande Conservancy District (MRGCD), and hopefully tribal representation will be going. ISC is internally creating a brochure for the trip that Program representatives can hand out to congressionals. Part of the brochure was to include fact sheets from each organization/signatory and their relationship to the Program. However, only 2 or 3 agencies have actually provided fact sheets for inclusion.
- The Program Video has been produced and 900 copies are at the Reclamation office. Mary Carlson and Rebecca Onchaga will be drafting a press release; PIO members may be asked for assistance as needed. Copies of the video will be taken to Washington for distribution to congressionals. The intent is to have the press release out on or by March 18th which corresponds to the release of the video to executive members at the Executive Committee (EC) meeting.
 - PIO was asked to consider where and how to post the Program video to the website.
 - The EC still needs to approve the PIO revised charter, 2009 accomplishments, and 2010 work plan. Changes to the charter should be made using tracked changes. It was requested PIO submit any of the completed documents to the PMT no later than March 23rd to be included in the read aheads for the March 30th CC meeting.
- In the regular PIO business portion of the meeting (without the PMT), the work group discussed the development of the future activity summaries. It is envisioned that most of the future activities already identified will fit under 1 of 2 main projects: (1) develop the Program communication plan and (2) implement the Program communication plan. Julie has started the draft activity paragraph that will be distributed to all PIO members for review.
- The work group then briefly discussed the congressional brochures being developed by ISC. There will be another attempt to collect the agency questionnaires in enough time to include in the brochure/folder. PIO members may be asked to assist with contacting specific agencies to facilitate the receipt of the questionnaires.
- Attendees then reviewed and discussed suggestions for the annual report design. While it was agreed that all 4 of the potential layouts were very good, suggestions included:
 - Cover Design and Layout: (1) the Serif font was easiest to read; (2) recommend no italicized font on the cover page as the integrity of the font (hard to read, disappears) is compromised; (3) don't have black text on any of the blue/dark blue banners; (4)

recommend staying away from colored fonts – harder to read, more expensive to reproduce, might not copy as evenly in black and white; possibly difficult for color blind audience; and (5) don't have a colored table of contents followed by all black text in the narrative.

- Interior Design and Layout: (1) stay away from colored text or at least make the colors dark as much as possible; (2) Serif font is the choice style; (3) make sure the banners/boards on the top of the pages aren't too big (ex. design #2) as they take up too much space and is "top" heavy; (4) use the footers on the bottom of example #2; (5) the mixture of pictures within the text is nice on design #3 but make sure all photos and graphics are labeled; and (6) make sure the captions aren't hard to read and not too busy; need to be concise.
- The work group then briefly discussed the suggestion to create a Program Business card. The idea is to have a small, business card sized informational card that all Program participants can hand out. It was suggested the folded card contain (1) Program title; (2) logo; (3) website; (4) mission/boilerplate; (5) possible point of contact information; (6) Program goals; and maybe a (7) Program area map but cropped to show just the valley & river.

Next Meeting

- PIO meeting Thursday April 8th from 9:00am to 11:00am at ISC
 - The April 14th (second Wednesday) joint meeting with the PMT conflicts with the all day CC working meeting that same day. So PIO will meet according to the "old" schedule just for the month of April.
 - The May meeting will return to the second Wednesday (05/12/10) with the PMT from 10:30 to 12:30 at Reclamation (to start). PIO can decide if they wish to have a working lunch session from 11:30 on at a restaurant or other location.
- Tentative 4/14 Agenda items: (1) discuss where to put the Program video link on website; (2)

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MEETING NOTES

Introductions and Announcements

- Julie Maas opened the meeting and briefly explained that the first portion of the meeting was a joint session with the Program Management Team (PMT) in order to make sure PIO members were up-to-date on Program activities and any possible upcoming events or controversy.

PMT/PIO Joint Session

- Yvette McKenna, Interim Program Manager, updated PIO members on the current activities within the Program.
 - *Program's Annual Report*
 - The Program's Annual Report which has been tasked to GenQuest. The actual report is not due until September 2010, but the graphic designer has provided 4 template/layout options for the report design. The PMT likes Example #2 for setup, color scheme, and fonts but prefers the background leaves from the 3rd cover page.
 - The PMT would appreciate PIO's review and recommendations for the report design options.

Action: PIO members will provide input and suggestions on the graphic designs and layout for the annual report.

- *Long-Term Plan (LTP) Table 7.0 (future activities table)*
 - The Coordination Committee (CC) will be reviewing the revised LTP Table 7.0 in their next meeting. The PIO sections still need to have several of the columns filled out.
 - There are italicized and bolded categories within the table that have no projects associated. These categories need to be reviewed to determine if it is itself a project. The PMT will be going through and assigning lead work groups. The newest revised Table 7.0 will be completed by noon on Monday and will then be distributed to the CC and to work groups to start working on ranking projects.
 - The intent is to give work groups 30 days to rank projects and develop activity summaries. The current LTP schedule is still on track.
 - Since PIO now meets on the 2nd Wednesday of every month to coordinate with the PMT, PIO may have to consider extra meetings or increased email coordination/communication to get their activity summaries developed in time.
 - There is a future activity summary template available on the website.
 - The most logical approach to the current PIO future activities is to lump those under the actual communication plan project which is divided into 2 steps: (1) develop the communication plan and (2) implementation.
 - For yearly recurring items, there only needs to be on activity summary (not one per year).

- It was also suggested that one generic activity summary be written for ongoing PIO assistance to other work groups as needed.

Action: PIO members will coordinate on the development (drafting) of their future activity summaries using the provided/available template.

- - *Habitat Acreage Restored*
 - The current Biological Opinion (BiOp) has a 1,600 acre habitat restored goal specified. Through 2008, the Program has a good handle on the actual number of acres restored. The PMT will be listing the 2009 HR projects and contacting the projects Contracting Officer Technical Representative (COTR) to get updated numbers for 2009 so as to be as accurate as possible. It is assumed that the total number is around 900 acres to date.
 - Reaching 1,000 acres would be a news worthy event for PIO to plan.
 - *Non-federal Program Partners Trip to Washington, D.C.*
 - Several non-federal partners of the Program are planning a congressional visit to Washington, D.C. for March 22nd to 24th. Agencies sending representatives include ISC, MRGCD, and hopefully some tribal representation.
 - Julie Maas is working internally with ISC on a brochure/packet for representatives to hand out to congressional staff. The intent was to include fact sheets from each organization/signatory. However, several agencies have been non-responsive and Julie is still attempting to collect the fact sheets.

Action: Amy Louise will draft an example email requesting fact sheets from each Program signatory and explaining the urgency to be included in the congressional trip brochure. The example email will be sent to Jenae Maestas for distribution to signatory representatives as soon as possible.

Action: Julie Maas will send a copy of the congressional trip brochure to Tom Buckley.

- *Program Video*
 - Copies of the Program's video are now available (at Reclamation). Mary Carlson has been asked to take the lead on drafting the press release with input and assistance from PIO as needed.
 - Copies are not being widely distributed yet with the exception of the few copies that will be sent to Washington, D.C. for the congressional visit. The intent is for Program wide distribution to be concurrent with the press release.
 - The goal is to have the press release available by the next Executive Committee (EC) meeting on March 18th in order to present the video and allow EC members to take copies after the meeting.
 - The Reclamation videographers suggested hiring a freelance videographer to getting some updated footage from Estevan Lopez and Lisa Croft for sound bytes to correspond with the video news release with local television channels. However, there are no confirmations or commitments at this time.
 - There are electronic file copies of the video with closed captioning available for posting to the Program website. PIO was asked to determine the best location on the website for posting the video and new release; the video should be highly visible and easy to access.
 - Once PIO determines where the video file should be housed, Reclamation's IT staff can do the actual uploading and posting.

Action: Mary Carlson and Rebecca Onchaga will draft the press release for the Program video; it was suggested that language could be taken directly from the video script. PIO members may be asked to assist as in the drafting of the press release as needed.

Action: PIO members will coordinate on showing the Program video to the other work groups within the next month or so, reminding each work group that PIO is here to support and highlight their work but need to be kept informed.

- *EC approval of PIO annual documents*
 - PIO's updated charter, 2009 accomplishments, and 2010 work plan need to be approved by the EC. Everything needs to first be reviewed by the CC before being elevated to the EC.
 - There is uncertainty where in process the development of these documents or updates are.
 - In order to be on the March 30th CC agenda, the documents needs to be submitted no later than March 23rd to be posted as a read ahead.
 - PIO was asked to submit what they have, even if that means that not all documents will be submitted for review at the same time.

Action: Julie Maas will coordinate with Mary Carlson on the status of the 2009 accomplishments and updated PIO charter.

- *Federal Family Meeting*
 - The federal partners used to hold a regular (monthly) "federal family meeting" for coordination and communication. This meeting has not occurred for several months but attempts are being made to schedule the next one as soon as possible.
 - The meeting usually consists of the top managers from Reclamation, the colonel from the Corps', Dr. Tuggle from FWS, and Dave Sabo.

Action: Yvette McKenna will include Tom Buckley on the scheduling efforts for the federal "family" meeting.

- *River Maintenance work shop*
 - Originally, the river restoration workshop (prefunded from last year) was targeted for April 2010. However, since then, completing the revised LTP has become the Program's top priority. The new scheduled date for the workshop is September 21st.
 - The workshop will replace the standing HR work group meeting (3rd Tuesday of each month) but will be open to open to all who wish to participate.
 - This might be an activity/event that PIO can help support.

Action: Tetra Tech will make sure Julie Maas and Mary Carlson are added to the other work group email distribution lists to receive agenda and meeting information with the purpose of making sure PIO is aware of the work the other groups are doing.

Action: Amy Louise will forward Julie Maas the "facts" from the internal UC bulleted status of the species information that was provided this week.

- This concluded the joint session with the PMT. PIO members then continued regular business portion of the meeting.

Paragraphs (activity summaries) needed for LTP Table 7.8

- Julie has started the draft activity paragraph that will be distributed to all PIO members for review.

Program “Business” Card

- PIO members have suggested creating a Program “business” card that contains the mission/boilerplate statement, web address and other key pieces of information that signatories, EC and CC members, and Program participants would be able to hand out to promote knowledge of the Program.
- Attendees briefly discussed suggestions for the development of the Program business card.
 - It should be a double card that folds in half to remain the size of a standard business card;
 - At a minimum, the card should contain:
 - The Program logo;
 - Program’s official title;
 - Web address;
 - Mission/boilerplate statement;
 - Program goals; and
 - A Program area map cropped to show just the valley & river.
 - The work group discussed the possibility of having a draft example card available by the March 18th distribution of the video to hand out to executives for input.

Folders for congressional visit to Washington, D.C. on March 22nd through 24th

- As discussed earlier, ISC is internally developing a packet/brochure for the congressional visit in March.
- Agencies have repeatedly been asked to submit their completed questionnaires but only FWS and the Pueblo of Santa Ana’s have been received.
 - Questionnaires still needed include:
 - ABCWUA, Assessment Payers Association of the MRGCD, City of Albuquerque, MRGCD, Santo Domingo Tribe, UNM, Pueblo of Sandia
 - It was suggested that PIO members could assist in contacting the agency representatives to attempt to get the questionnaires completed and returned.

Action: Tetra Tech will send contact information on Rick Billings (ABCWUA), Janet Jarratt (APA), Terina Perez (COA), Brooke Wyman (MRGCD), and Susan Kelly (UNM) to Julie Maas to follow up on the agency questionnaires.

Distribution of Program videos

- As discussed with the PMT earlier, the Program video is final and has been produced and is ready for distribution to agencies, signatories, Program participants, and the community.
- Once presented to the EC on the targeted March 18th release date, the videos should be widely available for all Program participants to receive copies.
- Members discussed who else (agencies, key individuals, etc.) should receive a copy of the video.
 - PIO will be able to order shipping supplies (padded envelopes, mailing labels, stamps, etc.) once there is a list indicating how much will be needed (based on the distribution list).
 - The Bosque del apache and Sevilleta Refuge were 2 added suggestions.
- PIO members briefly discussed the request to present the video to each individual work group within the next month or so. Members will need to determine who will attend which group.
- Members also discussed presenting the video to the State Parks, the Collaborative Program list, and other places/entities as identified.
 - The Program business card, once developed and produced, could be taped to the inside of each video cover and handed out for contact information.

Action: PIO members will review the Program Video mailing list and will let Julie Maas know of any additional agencies, entities, persons, or groups that is recommended for receiving copies of the video.

This information is needed as soon as possible to accommodate the purchasing of mailing envelopes, stamps, and labels.

Annual report graphic design discussion

- Attendees took a few minutes to review the hard copy hand out of the 4 annual report designs/layouts provided by GenQuest's graphic artist. It was commented that all of the layouts were good. However, suggestions included:
 - Cover Design and Layout:
 - (1) the Serif font was easiest to read;
 - (2) recommend no italicized font on the cover page as the integrity of the font (hard to read, disappears) is compromised;
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Public Information and Outreach Workgroup 10 March 2010 Meeting Attendees

NAME	POSITION	AFFILIATION	PHONE NUMBER	EMAIL ADDRESS	PRIMARY, ALTERANATE, OTHER
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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
Rebecca Onchaga	PIO Member	Reclamation	462-3598	ronchaga@usbr.gov	A
Yvette McKenna	Interim PM	Reclamation	462-3640	yrmckenna@usbr.gov	O
Stacey Kopitsch	PMT Member	FWS	761-4737	stacey_kopitsch@fws.gov	O
Monika Mann	PMT Member	COE	342-3250	monika.mann@usace.army.mil	O
Amy Louise	PMT Member	ISC	383-4057	amy.louise@state.nm.us	O
Marta Wood	Admin support	Tetra Tech, EMI	259-6098	marta.wood@tetrattech.com	O