

**Middle Rio Grande Endangered Species Collaborative Program  
Public Information and Outreach (PIO) Workgroup Meeting  
08 April 2010, Wednesday  
9:00 – 11:00 am at ISC**

**Recommendations**

- The work group recommended that the May 12, 2010 meeting take place from 9:00 am to 10:30am; then will sit in on the PMT meeting from 10:30 am to 12:00pm.

**Actions**

- Julie Maas will send the LTP Future Activity Summaries to Yvette McKenna.
- Mary Carlson will ask Yvette McKenna to clarify how PIO should complete the LTP Future Activity Summaries.
- Mary Carlson will revise the PIO Charter and send it to the workgroup for review.
- Julie Maas will email the Annual Work Plan and FTP Future Activity summaries to Mary Carlson.
- Mary Carlson will contact Jenae Maestas about putting a Program video link on the first page of the website.
- Mary Carlson will contact Jenae Maestas to ask who the contact at GenQuest is regarding the design of a Program business card.
- Julie Maas will revise the Letter of Introduction for the Program Video and send it to the workgroup members.
- Julie Maas will combine the current mailing lists for video distribution and email to Ronnie Anderson and Mary Carlson to include additional recipients.
- Mary Carlson will email the verbiage from the Program video to Julie Maas.
- Mary Carlson will order video distribution supplies once the mailing list has been assembled.
- Julie Maas will email Yvette McKenna to let the PMT know that the PIO workgroup would like PMT liaisons to schedule a viewing of the Program video into workgroup meeting agendas.
- Ronnie Anderson will verify that the Rt. 66 Ribbon Cutting ceremony is not related to the Program.

**Meeting Summary**

- Julie Maas called the meeting to order.
- The workgroup reviewed the LTP Future Activity summaries.
  - The workgroup filled in fiscal years that activities were completed. The workgroup expressed confusion about instructions for completing the Future Activity summaries, not all of the instructions apply to PIO activities. The workgroup would like further clarification regarding the completion of the Future Activity summaries.
- The workgroup reviewed the PIO Charter.

- The workgroup went over each section of the Charter and discussed changes that should be made.
- Mary Carlson will revise the PIO Charter and send it to the workgroup for review.
- The workgroup discussed the Program video.
  - Copies of the Program video were brought to the meeting.
  - The workgroup thinks the Program video link should be placed on the front page of the Program website.
  - There will not be a press release for the Program video. The workgroup would like to release the video with an introduction letter.
  - The workgroup reviewed a draft of the introduction letter that will be distributed with the Program video. Changes will be incorporated into a revised introduction letter.
  - The workgroup discussed who should be included on a mailing list for distribution of the Program video and began the creation of a mailing list.
  - PMT liaisons will be asked to schedule a viewing of the Program video into agendas for upcoming workgroup meetings. The viewing will be for informational purposes only.
- There was a suggestion to develop a business card that communicates brief information about the program.
  - The Program title, web address, logo, objectives, and a map of Program boundaries are things that should be present on the card.
  - Mary Carlson will ask Jenae Maestas who at Genquest should be contacted regarding the design of a Program business card.
- The PIO was briefed about their assistance for the Rt. 66 Ribbon Cutting.
  - Ronnie Anderson will verify that the Rt. 66 Ribbon Cutting is not related to the Program.
- The workgroup was shown the congressional visit packet.

### **Next Meeting**

- The May 12, 2010 meeting will take place from 9:00 am to 10:30 am at Reclamation; then will sit in on the PMT meeting from 10:30 am to 12:00pm.
- PIO members are asked to bring examples of the communication plans for their respective agencies.

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Public Information and Outreach (PIO) Workgroup Meeting  
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**MEETING NOTES**

**Introductions and Announcements**

- Julie Maas called the meeting to order.

**Review of Long Term Plan (LTP) Future Activity Summaries**

- The Public Information and Outreach (PIO) workgroup discussed LTP Attachment 4: Instructions For Documenting Past MRGCP Activities (Attachment 4)
  - The workgroup filled in years that activities were worked on into Attachment 4.
    - Banners - 2008
    - Posters - 2009
    - Handouts – 2008, 2009. The PIO has been in existence since 2007 and have been developing handouts the entire time.
    - Origami - 2009
    - Videos were developed in 2006, 2007, 2008, and 2010.
    - The Expo was 2009
  - The LTP Future Activities table and LTP Attachment 5: Format for Identifying Future MRGCP Activities (Attachment 5), were reviewed.
    - The number one goal is to develop an education plan and the next goal is to implement the education plan.
    - All of the PIO's LTP Future Activities fall into the Priority 3 category.
    - Drafts of Attachment 5's were emailed out to the workgroup before today's meeting
      - Only 1 comment was received
      - An Attachment 5 needs to be filled out for each LTP Future Activity.
      - Page 3 of the Charter was used to create the LTP Future Activities summarizations and to fill in the LTP Future Activities table.
    - The workgroup expressed confusion about completing summaries for LTP Future Activities.
      - PIO does not have names for LTP Future Projects, only summaries.
      - All of the PIO LTP Future Projects benefit both the Rio Grande Silvery Minnow (RGSM) and the Southwestern Flycatcher (SWFL). This makes categorization confusing.

**Action:** Julie Maas will send the LTP Future Activity Summaries to Yvette McKenna.

**Action:** Mary Carlson will ask Yvette McKenna to clarify how PIO should complete the LTP Future Activity Summaries.

**Changes to PIO Charter**

- The workgroup reviewed each section of the PIO Charter and suggested changes.
  - The Annual Work Plan should be referred to in the PIO Charter.
  - The PIO Objectives and Form of Work should be combined.

- Completed activities should be removed from the PIO Charter and there should be additions to Future Activities.
- It is written in the PIO Charter that the PIO should attend Program Management Team (PMT) meetings. The workgroup discussed ideas for making this convenient for PIO members.

**Recommendation:** The work group recommended that the May 12, 2010 meeting take place from 9:00 am to 10:30am; then will sit in on the PMT meeting from 10:30 am to 12:00pm.

- The workgroup briefly discussed Kathy Dickinson leaving the Program.

**Action:** Mary Carlson will revise the PIO Charter and send it to the workgroup for review.

**Action:** Julie Maas will email the Annual Work Plan and FTP Future Activity summaries to Mary Carlson.

### **Program video link on the website**

- The workgroup discussed where the link for the new Program video should be on the Program website
  - Previous program videos are located on the PIO projects page.
  - It was suggested that a link for the new Program video be placed on the front page of the Program website.

**Action:** Mary Carlson will contact Jenae Maestas about putting a Program video link on the first page of the website.

- The workgroup was also told that there may be an article about the Program appearing in the United States Army Corps of Engineers' (USACE) next newsletter.

### **Development of Program Business Card**

- The workgroup discussed the possibility of creating an informational card that Program members could distribute.
  - The Program title, web address, logo, objectives, and a map of Program boundaries are things that should be present on the card.

**Action:** Mary Carlson will contact Jenae Maestas to ask who the contact at Genquest is regarding the design of a Program business card.

### **Update on Program Video Distribution**

- The workgroup discussed the possibility of a press release for the new Program video.
  - The workgroup thought that there should not be a press release. The Program video should just be released with a Letter of Introduction that summarizes verbiage from the video.
  - The formation of the new Biological Opinion (BiOp) was briefly discussed.
    - There may be 2 BiOp's
  - A draft of the Letter of Introduction was reviewed.

**Action:** Julie Maas will revise the Letter of Introduction for the Program Video and send it to the workgroup members.

**Action:** Mary Carlson will email the verbiage from the Program video to Julie Maas.

- Possible mailing lists were suggested for addition to the Distribution List for the Program video. The workgroup would like for the mailing list to be completed by the May 12, 2010 PIO meeting.

**Action:** Julie Maas will combine the current mailing lists for video distribution and email to Ronnie Anderson and Mary Carlson to include additional recipients.

- The workgroup was informed that Sharon Sivinski from Albuquerque Bernalillo County Water Utility Authority (ABCWUA) would like copies of the Program video to be shown to classes at APS, UNM, and CNM. Sharon would also like to create a Reader's Guide for teachers using verbiage from the Program Video.
- The PIO budget will be used to buy supplies to mail the Program videos.

**Action:** Mary Carlson will order video distribution supplies once the mailing list has been assembled.

- The workgroup thought that it would be appropriate for the other workgroups to see the Program video. This viewing should be for informational purposes only.

**Action:** Julie Maas will email Yvette McKenna to let the PMT know that the PIO workgroup would like PMT liaisons to schedule a viewing of the Program video into workgroup meeting agendas.

### **Significant Documents**

- The workgroup has gotten back almost all of the questionnaires that were sent out to workgroups. The workgroup would like to get significant documents to supplement the questionnaires.

### **PIO assistance for Rt. 66 Ribbon Cutting**

- There was a brief discussion on the Rt. 66 Ribbon Cutting (Ribbon Cutting).
  - The workgroup is unsure if the Program is involved in the RT 66 Ribbon Cutting. If the Ribbon Cutting is a part of the Program it should be included in the LTP Future Activities.

**Action:** Ronnie Anderson will verify that the Rt. 66 Ribbon Cutting ceremony is not related to the Program.

### **Packet for Congressional Visit**

- The workgroup was shown the packet that was distributed to members of congress.

**Public Information and Outreach Workgroup  
8 April 2010 Meeting Attendees**

<b>NAME</b>	<b>POSITION</b>	<b>AFFILIATION</b>	<b>PHONE NUMBER</b>	<b>EMAIL ADDRESS</b>	<b>PRIMARY, ALTERANATE, OTHER</b>
Julie Maas	Co-chair	OSE/ISC	383-4095	julie.maas@state.nm.us	P
Mary Carlson	PIO member	Reclamation	462-3576	mcarlson@usbr.gov	P
Ronnie Anderson	PIO member	USACE	342-3353	ronna.t.anderson@usace.army.mil	P
Christine Sanchez	Admin support	Tetra Tech	881-3188 x139	christine.sanchez@tetrattech.com	O
Cassie Brown	Admin support	Tetra Tech	881-3188 x106	cassandre.brown@tetrattech.com	O