

**Middle Rio Grande Endangered Species Collaborative Program  
Public Information and Outreach (PIO) Workgroup Meeting  
12 July 2011**

**9:00 – 11:00 am at Bureau of Reclamation**

**Actions**

- Julie Maas will find out the specifications (size) for a flyer and will design a draft Open House Announcement flyer.
- Mary Carlson will check with David Morris at the Water Authority about the availability of getting an Open House Announcement Flyer into the September water bills.
- Mary Carlson will check with Ross Morgan (NMDGF) about a Program booth at the State Fair.
- Tom Buckley will find out what topics FWS staff are interested in or have already suggested.
- Julie Maas will schedule a site visit for Tuesday, July 26<sup>th</sup> with Beth Dillingham; the times will be distributed to PIO members once arranged.
- Mary Carlson and Julie Maas (and any others who can attend) will make a site visit to the RGNC on July 26<sup>th</sup>.
- Lisa Lockyear will inform Ronnie Shelby of the RGNC site visit on July 26<sup>th</sup>.
- Tom Buckley will try to get information on and schedule the FWS pull-behind portable display trailer.
- Tom Buckley will look into having a silvery minnow tank available at the Program's Open House event.
- Mary Carlson will ask Joe about having the rolling river trailer available at the Program's Open House.
- Mary Carlson will check with Ross Morgan about having the NMDGF fish prints available at the Program's Open House.
- Julie Maas will create more "nature" or "educational" face painting options.
- Lisa Lockyear will check with Mick Porter and/or Ondrea Hummel to determine interest or availability in guiding tours to the RGNC restoration site during the Open House on Saturday, October 22<sup>nd</sup>
- Tom Buckley will see about providing "generic" coloring books and other give-aways.
- Tom Buckley offered to get small prizes (water bottles, floating key chains) for give-aways with the Passport Station Stamps during the Program Open House.
- Lisa Lockyear will look into providing stickers or tattoos or other small items for give-aways with the Passport Station Stamps during the Program Open House.
- Julie Maas will check on the "passport" that ISC used at another event.
- Julie Maas will check with Beth Dillingham for rain/weather alternatives for the Program Open House event on October 21<sup>st</sup> and 22<sup>nd</sup>.
- Tom Buckley will try to schedule several FWS volunteers to staff the Program's Open House tables on October 22<sup>nd</sup>. ; will have to pay for parking (\$3);

- Julie Maas and Mary Carlson will attempt to arrange payment for the RGNC parking lot for the full day (i.e., one blanket fee for the day) to avoid individual parking fees.
- Julie Maas will try to get the Program's Open House (October 22<sup>nd</sup>) onto Estévan Lopez's schedule for that day.
- Ali Saenz will forward the PIO request that Yvette McKenna shared the Program's Open House details with the CC members (October 21<sup>st</sup> and 22<sup>nd</sup> at the RGNC) and recruit possible volunteers to staff the public portion tables.

### Decisions

- The June 29<sup>th</sup>, 2011 PIO meeting notes were approved with no changes.

### Meeting Summary

- The meeting was brought to order and introductions were made. The agenda was approved with no changes. There were no announcements. The June 29<sup>th</sup>, 2011 meeting notes were approved with no changes.
- Attendees reviewed the June 29<sup>th</sup> action items. All actions were completed as assigned.
- Attendees were updated on the Congressional Tour scheduled for August 9<sup>th</sup> through 12<sup>th</sup>. Liz Zeiler and Julie Maas are working on the handouts. A planning conference call has been scheduled for tomorrow. The Program's 2008-2009 Annual Report is being printed and will be included in the materials packet.
- Members then discussed details of the Program Open House scheduled for October 21<sup>st</sup> and 22<sup>nd</sup> at the RGNC. Flyers will be created and distributed through the Water Authorities September water statement bills and at the State Fair. The potential booths/tables/stations/activities for the Open House include: (1) FWS portable display trailer; (2) Rolling Rivers; (3) NMDGF Fish Prints; (4) FWS Minnow Tank; (5) Origami Minnow; (6) Calligraphers & Button Station; (7) Face Painting; (8) DVD Station?; (9) Restoration site tours/guided hikes?; (10) Photo opportunity station; (11) Coloring Sheets and Handout Station; (12) Posters; (13) Wildlife group?; (14) Door Prizes?; (15) Passport Station Stamps; and (16) Water Jeopardy?.
  - Setup will begin at 8:00am in order to have all tables and activities ready for viewing and interaction by 9:00am. The day will conclude at 3:00pm allowing 1 hour for break down.

### Next PIO Meeting: Monday, August 22<sup>nd</sup> from 9:00am to 11:00am at Reclamation

- Please note the switch from the usual 2<sup>nd</sup> Thursday of each month to a Monday at the end of the month.
- Tentative agenda items: (1) Reminder: Santa Ana Environmental Fair - Saturday, August 27<sup>th</sup> from 10:00am to 2:00pm; M. Carlson, A. Saenz, and T. Perez volunteered to staff; (2) Congressional Tour Feedback/Report; (3) Open House Updates – finalize details;

**Middle Rio Grande Endangered Species Collaborative Program  
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**Meeting Notes**

**Introductions/Agenda Approval**

- The meeting was brought to order and introductions were made. The agenda was approved with no changes.

**Announcements**

- There were no announcements.

**Approve June 29<sup>th</sup> Meeting Minutes**

- The June 29<sup>th</sup>, 2011 meeting notes were approved with no changes.

**June 29<sup>th</sup> 2011 Action Item Review**

- ✓ Yvette McKenna will talk to Brent Rhees and Estévan Lopez to determine who from Program would be available/appropriate to give a 1 hour presentation on the Program to the Congressional Tour. – *in process*;
  - The EC co-chairs have not provided an answer yet. Yvette is waiting for direction and possibly permission to do it herself. The next EC meeting is scheduled for July 21<sup>st</sup> from 9:00am to 1:00pm at Reclamation.
- ✓ Yvette McKenna will ask Jericho Lewis how long it will take to use the GPO printers to make hard copies of the 2008-2009 Program Annual Report. – *complete*;
  - Hard copies of the 2008-2009 Program Annual Report are being printed; 100 copies will be made available for the congressional tour.
- ✓ Ronnie Shelby will add Mary Carlson to the Congressional Tour planning meetings contact list and will send her the information on the conference call scheduled for Thursday, June 30<sup>th</sup>. – *complete*;
  - A planning conference call is scheduled for tomorrow. There has been talk about air boats but that is dependent on the amount of water in the river.
- ✓ Julie Maas will send a copy of the Congressional Tour tentative schedule and invitation list to Tom Buckley. – *complete*;
- ~~Tom Buckley will contact the BioPark to help facilitate the potential availability and details of using the BioPark to host the Program's Open House on October 21<sup>st</sup> and 22<sup>nd</sup>, 2011. – *deleted because PIO agreed to use the Rio Grande Nature Center (RGNC) facilities*;~~
- ✓ Julie Maas and/or Mary Carlson will send the Program's Open House information specifics to Tom Buckley (in order for him to contact the BioPark). – *complete*;
- ✓ Mary Carlson will contact congressional folks to determine potential interest and availability/attendance in the Program's Open House for October 21<sup>st</sup> and 22<sup>nd</sup>. – *completed*;
  - Congressional will be off during these dates and Heinrich and Udahl have expressed interest but Mary has no confirmations of attendance at this time.

- ✓ Julie Maas will contact Beth at the Rio Grande Nature Center to determine the availability of the facilities for the Program's Open House on October 21<sup>st</sup> and 22<sup>nd</sup>. – *complete*;
  - The RGNC has been reserved for the Program's open house on October 21<sup>st</sup> and 22<sup>nd</sup>. Beth Dillingham was excited about the event and offered the new education building.
- ~~Yvette McKenna will explore the availability of COA's Open Space for the Program's Open House on October 21<sup>st</sup> and 22<sup>nd</sup>. – *deleted because PIO agreed to use RGNC facilities*;~~
- ✓ Ali Saenz will determine the location of the Santa Ana Pueblo Environmental Fair when she registers and will distribute directions at that time. – *complete*;
- ✓ Julie Maas and/or Ronnie Shelby will send a "save the date email" to potential Congressional Tour invitees if the official invite is not ready for distribution next week. – *complete*;
  - Rolf Schmidt-Petersen sent out an informational and "save the date" email.

### **Congressional Tour Update**

- Liz Zeiler and Julie Maas are coordinating the congressional tour. They have an internal meeting today. A planning conference call has been scheduled for tomorrow.
  - At their meeting today, Julie and Liz will be going over tour handouts.
  - PIO members assumed that the Program's annual report would be sufficient material to cover the Program. The report is approximately 43 pages in length and includes a Program summary, work group overviews, priorities, and projects.
  - The attendance list for the tour is not yet known/finalized.
- In response to questions regarding agency participation and staff roles, it was shared that there could be opportunities for presentations (ex. FWS presentation on the silvery minnow). There is a detailed draft itinerary but there are still a lot of "unfilled time slots." Regarding invitees, it was shared that each agency is limited to 2 seats on the bus. Reclamation will probably be sending a manager and a high-ranking technical individual.

### **Collaborative Program 10<sup>th</sup> Anniversary/Open House**

- The dates and venue has been confirmed: October 21<sup>st</sup> and 22<sup>nd</sup> at the RGNC.
- The next step in planning is to create an informational flyer on the open house to include in the Water Authorities September monthly bill statements. Julie Maas volunteered to create a first draft flyer.
  - It was suggested that the flyers advertising the Open House be made available at the Program's booth at the State Fair.
- The Program Management Team (PMT) is taking the lead on the technical session/workshop day. PMT liaisons will be submitting work group preferences on technical discussion topics by July 27<sup>th</sup>. There should be 6 topics for the first day sessions.
  - The "topics" are basically presentations on interested topics. Most of the suggested presentations are already posted and available on the Program's website.
  - PIO members discussed whether or not to promote the technical session/workshops outside of the Program. One limiting factor would be the seating room available. It was agreed that since this is a public Program, the technical sessions should be advertised outside of the Program mailing list.

- The Executive Committee (EC) originally scheduled for Thursday, October 20<sup>th</sup> is being moved to Friday, October 21<sup>st</sup> in order for executives to be able to attend the technical sessions on the first day of the Open House.
- Open House Booths, Tables, and Activities:
  - 1. FWS portable display trailer – electricity needed;
  - 2. Rolling Rivers – electricity needed;
  - 3. NMDGF Fish Prints – water needed;
  - 4. FWS Minnow Tank;
  - 5. Origami Minnow;
  - 6. Calligraphers & Button Station;
  - 7. Face Painting – paints needed;
  - 8. DVD Station? – laptop/computer needed;
  - 9. Tours of restoration site(s)/guided hikes? – it is a fairly long hike;
  - 10. Photo opportunity station – need the stand (Ross Morgan has?);
  - 11. Coloring Sheets and Handout Station – separate table;
  - 12. Posters – need easels;
  - 13. Wildlife group? – problems might arise if PIO has to pay for the services;
  - 14. Door Prizes? – members discussed the possible use of PIO funds to purchase a few give-aways for drawings;
  - 15. Passport Station Stamps;
  - 16. Water Jeopardy? – setup issues;
- Attendees discussed the need for volunteers to help man all the stations and booths during the Open House. Usually, the work groups are asked to supply volunteers.
  - Setup will begin at 8:00am to have the tables/stations available to view starting at 9:00am. The event will finish at 3:00pm with breakdown occurring until 4:00pm.
  - Volunteers are reminded to bring their lunch and snacks. There is also a \$3 or \$4 parking fee per vehicle that attendees will have to pay. Last time, staff and volunteers were able to get parking waivers.
  - It was suggested that PIO collect name and contact information (of Open House attendees) in order to develop a mailing list for future years.
- Attendees discussed making the Program Open House a media/press event celebrating or highlighting the Program's 10<sup>th</sup> anniversary. It would be ideal to get congressional staffers available for the event.
  - A media event should be held earlier in the morning due to higher public attendance and allowing for local news and newspapers to get the information in that day's paper.
  - A media event will be scheduled for 11:00 am in the outdoor classroom of the RGNC.
    - It was suggested that Yvette McKenna, as Program Manager, could emcee the media portion and Brent Rhees and/or Estévan Lopez, as the EC co-chairs, could speak.

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**Action:** Mary Carlson will check with David Morris at the Water Authority about the availability of getting an Open House Announcement Flyer into the September water bills.

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### **Program update**

- The Coordination Committee (CC) is meeting today to discuss a revised funding plan. This is an "open mic" meeting.

**Action:** Ali Saenz will forward the PIO request that Yvette McKenna shared the Program's Open House details with the CC members (October 21<sup>st</sup> and 22<sup>nd</sup> at the RGNC) and recruit possible volunteers to staff the public portion tables.

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**Public Information and Outreach Workgroup  
July 12<sup>th</sup>, 2011 Meeting Attendees**

| <b>NAME</b>   | <b>POSITION</b>            | <b>AFFILIATION</b> | <b>PHONE NUMBER</b> | <b>EMAIL ADDRESS</b>                | <b>PRIMARY, ALTERANATE, OTHER</b> |
|---------------|----------------------------|--------------------|---------------------|-------------------------------------|-----------------------------------|
| Tom Buckley   | PIO Member                 | FWS                | 248-6455            | tom_buckley@fws.gov                 | P                                 |
| Lisa Lockyear | PIO Member                 | COE                | 342-3106            | elizabeth.m.lockyear@usace.army.mil | A                                 |
| Ali Saenz     | Admin Assistant/PMT Member | Reclamation        | 462-3600            | asaenz@usbr.gov                     | O                                 |
| Mary Carlson  | PIO Member Co-Chair        | Reclamation        | 462-3576            | mcarlson@usbr.gov                   | P                                 |
| Julie Maas    | PIO Member Co-Chair        | ISC                | 383-4095            | julie.maas@state.nm.us              | P                                 |
| Marta Wood    | Admin support              | Tetra Tech, EMI    | 259-6098            | marta.wood@tetrattech.com           | O                                 |