

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

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

Decisions

- The July 12th, 2011 PIO meeting notes were approved with no changes.

Actions

- Julie Maas will create a draft Open House flyer (full 8.5 x 11 page).
- Reclamation will produce the Open House flyers once approved by PIO.
- Ronnie Shelby will email the final Open House flyer to home school contacts.
- Ronnie Shelby will find out if only state agencies can have a booth at the State Fair (i.e., if the Program is limited to the pop-up display and handouts).
- ✓ Julie Maas will check with Anders Lundahl about his availability to volunteer for guiding tours to the RGNC restoration sites during the Open House on Saturday, October 22nd. *Completed; ISC's Anders Lundahl is willing to lead two habitat restoration tours on 10/22. What about 9:30-10:30, 11:00-12:00, and then 1:00-2:00 to schedule the tours? Anders will help create a title for the tour(s) and provide a brief description of what participants will be seeing for inclusion on the flyer.*
- Mary Carlson will confirm whether or no an Open House “save-the-date” email was sent or not
- Mary Carlson will check with the PMT to determine if PIO assistance is needed with public invitations to the Friday workshops and Saturday Open House.
- Julie Maas will work with Ali Saenz on the Friday workshop agenda/schedule
- PIO members will ask whether or not agency mascot could be in attendance for the Program Open House.
- Mary Carlson will check with Beth Dillingham on waiving parking fees for Open House volunteers.
- Mary Carlson will either attend the next PMT meeting or schedule a joint meeting with PIO in order to touch base and determine what support the PMT is expecting/needing from PIO. If a joint meeting is scheduled, Mary will let PIO members know the date/time.
- Ronnie Shelby will find and distribute the staff scheduling spreadsheet that was used at the last
- Mary Carlson will confirm that the RGNC will be providing tables and chairs for the Open House event.

Ongoing and Continued Actions

- Mary Carlson will check with Ross Morgan (NMDGF) about a Program ~~booth~~ *pop-up display and handouts* at the State Fair. *(continued from July 12th)*
- Tom Buckley will find out what topics FWS staff are interested in or have already suggested. *(continued from July 12th)*
- Mary Carlson will ask Joe about having the rolling river trailer available at the Program’s Open House. *(continued from July 12th)*
- Mary Carlson will check with Ross Morgan about having the NMDGF fish prints available at the Program’s Open House. *(continued from July 12th)*

- Julie Maas will create more “nature” or “educational” face painting options. *(continued from July 12th)*
- ~~Lisa Lockyear~~ Ronnie Shelby 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 22nd *(continued from July 12th)*
- Tom Buckley will see about providing “generic” coloring books and other give-aways. *(continued from July 12th)*
- 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. *(continued from July 12th)*
- ~~Lisa Lockyear~~ Ronnie Shelby will look into providing stickers or tattoos or other small items for give-aways with the Passport Station Stamps during the Program Open House. *(continued from July 12th)*
- Julie Maas will check on the “passport” that ISC used at another event. *(continued from July 12th)*
- Tom Buckley will try to schedule several FWS volunteers to staff the Program’s Open House tables on October 22nd. *(continued from July 12th)*

Meeting Summary

- The meeting was brought to order. The agenda was approved with no changes. It was announced that individuals at the Corps of Engineers might be difficult to reach this week because of moving. They are moving into the forestry building next door and others are changing cubbies. Email and phones are likely to be intermittent.
- The July 12th, 2011 meeting notes were approved with no changes.
- Attendees reviewed the July 12th action items. There is no opportunity to get an Open House flyer into the ABCWUA water bill so those associated actions were cancelled. Instead, a full sized (8.5 x 11) flyer will be developed for distribution and advertising. Many of the Open House related actions are ongoing.
- Attendees then discussed details of the Open House.
 - It was suggested that the guided restoration tours be schedule in order to include the information on the flyer.
 - Members discussed organizing a media event for the 10th anniversary; scheduling the media event on Friday would include executives but there is better “footage” during the public piece on Saturday.
 - In an example from a different event, it was shared that beaded bracelets were given away. Each bead represented a different portion of the water cycle. Attendees discussed possibly doing something similar but for the minnow life cycle or ecosystem (from terrestrial to riparian to river channel).
 - Attendees discussed the details of the “passports” or punch cards. It was suggested that a generalized station map could be put on quarter pages or index cards to facilitate attendees visiting each activity. It was also suggested that the back of the passport could be printed with a certification of completion. Completed passports (i.e., visiting all activities and getting the card punched) could be signed by the Program Manager making the individual an “honorary river ranger.” An alternative suggestion was to have pre-made “congratulations” buttons that awarded the individual “honorary river ranger” status for completion.

- Members then discussed possible table/activity locations details and step up considerations (ex. shade, water, and electrical needs that would determine where the fish tanks and water trailers would have to be located).
- The Congressional Tour was very successful! Everything went as planned. There were many interesting presentations and the tour was very educational and informative. The boats trips worked out well. The Corps is planning to do an after-action review of the event.
- PIO members then took an impromptu site visit to the RGNC for members to be familiar with possible activity locations and site layout.

Next PIO Meeting: Monday, September 12th from 9:00am to 11:00am at Reclamation

- Tentative agenda items: (1) Report out on the Santa Ana Environmental Fair; (2) Open House Updates – finalize details; PMT needs?; (3) Any Other Upcoming Events?; (4) EC updates (recent decisions, guidance, updates on Program restructuring, etc.)

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

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

Meeting Notes

Introductions/Agenda Approval

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

Announcements

- It was announced that individuals at the Corps of Engineers might be difficult to reach this week because of moving. They are moving into the forestry building next door and others are changing cubbies. Email and phones are likely to be intermittent.

Approve July 12th Meeting Minutes

- The July 12th, 2011 meeting notes were approved for finalization with no changes.

July 12th 2011 Action Item Review

- ✓ 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. – *complete*;
 - Mary was informed that the ABCWUA's Commission (city and county officials) for approval to include a flyer in the September water bills and it is now too late.
- Julie Maas will find out the specifications (size) for a flyer and will design a draft Open House Announcement flyer. – *ongoing*;
 - A full sized flyer (8.5 x 11 paper) advertising the Program's Open House and Technical Workshops will be developed for distribution at the State Fair and elsewhere (outdoor stores, Starbucks, Satellite Cafe, the Nature Center, libraries, school administration buildings for distribution to school kids, etc.)

Action: Julie Maas will create a draft Open House flyer (full 8.5 x 11 page).

Action: Reclamation will produce the Open House flyers once approved by PIO.

Action: Ronnie Shelby will email the final Open House flyer to home school contacts.

- Mary Carlson will check with Ross Morgan (NMDGF) about a Program ~~booth~~ *pop-up display and handouts* at the State Fair. – *ongoing*;
 - It is assumed that the Program will be able to set up the pop-up display and handouts at the State Fair but confirmation hasn't been received yet.

Action: Ronnie Shelby will find out if only state agencies can have a booth at the State Fair (i.e., if the Program is limited to the pop-up display and handouts).

- Tom Buckley will find out what topics FWS staff are interested in or have already suggested. – *ongoing*;
 - Volunteers and staff are needed for Saturday's public portion of the Open House. PIO needs to schedule as many people as possible to man the Program specific tables and

- activities. People can work in 2-3 hour blocks if it makes it easier for people to commit. PIO would really appreciate 2 to 3 volunteers from each agency.
- The work group's have already identified the topics for the workshop on Friday.
 - ✓ Julie Maas will schedule a site visit for Tuesday, July 26th with Beth Dillingham; the times will be distributed to PIO members once arranged. – *complete*;
 - The class room is magnificent and will work great for the workshop day.
 - ✓ Mary Carlson and Julie Maas (and any others who can attend) will make a site visit to the RGNC on July 26th. – *complete*;
 - ✓ Lisa Lockyear will inform Ronnie Shelby of the RGNC site visit on July 26th. – *complete*;
 - ✓ Tom Buckley will try to get information on and schedule the FWS pull-behind portable display trailer. – *complete*;
 - ✓ Tom Buckley will look into having a silvery minnow tank available at the Program's Open House event. – *complete*;
 - Right now, it appears that the Service can offer 2 10-gallon tanks: one with minnow and the other with other species. Each tank would need a table, shade, and power. A 3rd table containing general information could probably be made available.
 - Tom is working on getting the "living stream" display (which is a big tank that contains a trout species fish and demonstrates stream movement and such. This tank would also have to be parked in an area of shade with power and easy set-up accessibility.
 - There is a back entrance that the trucks and trailers can use to move the tanks to the site. There are also some shade trees but otherwise we have to provide our own.
 - There are a couple of outlets by the outdoor classroom for the trailers and fish tanks. This area is also fairly shaded and is close to the back entrance.
 - Mary Carlson will ask Joe about having the rolling river trailer available at the Program's Open House. – *ongoing*;
 - There is no commitment yet as more information is needed; but it is promising that at least one of the trailers will be available. The rolling river demonstrates water movement with sand and water.
 - Mary Carlson will check with Ross Morgan about having the NMDGF fish prints available at the Program's Open House. – *ongoing*;
 - Julie Maas will create more "nature" or "educational" face painting options. – *ongoing*;
 - Regarding the face painting supplies, online probably has the best selection. However, Hobby Lobby or Michael's might have a decent selection and means buying more local.
 - Option face painting templates haven't been designed yet.
 - 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 22nd – *ongoing*;
 - PIO wants to schedule several tours during the day with set times so the information can be included on the flyer. This also let's people know to be there at a specific time and might facilitate better attendance.

- Members discussed whether to have 2 or 4 tours scheduled (one in both morning and afternoon; or two in the morning and two in the afternoon). This might depend on the availability of volunteers to be tour guides.
- Members then discussed whether or not to do a press release or news advisory for the Friday workshop. PMT is also coordinating on this event and wants PIO support but no specific tasks have been delegated yet.
 - So far, the response has been to have a media advisory for the Friday technical session since that is the day when most EC members will be attending the workshops. Mary sent out emails to congressional staff but no confirmations have been received on their attendance although some interest was expressed.
 - It would be nice for EC members to attend the technical sessions but not everyone will be able to speak at a press conference. Secretary Salazar (Secretary of Interior) might be interesting in coming to NM.
 - Members also discussed inviting one of the outdoor writers for the Albuquerque Journal to get a piece on the 10th anniversary and then to cover the public portion on Saturday. John Fleck from the Journal is very interested in the science and the ground being covered. Saturday has more “footage” (tables/activities and public) to offer the media.
 - It is assumed that an invitation to the technical workshops will be emailed to the entire Collaborative Program mailing list. Attendees were not sure who else would be invited. It is not sure if PIO will be expected to do any recruitment.

Action: Julie Maas will check with Anders Lundahl about his availability to volunteer for guiding tours to the RGNC restoration sites during the Open House on Saturday, October 22nd.

Action: Mary Carlson will confirm whether or no an Open House “save-the-date” email was sent or not.

Action: Mary Carlson will check with the PMT to determine if PIO assistance is needed with public invitations to the Friday workshops and Saturday Open House.

Action: Julie Maas will work with Ali Saenz on the Friday workshop agenda/schedule.

- Tom Buckley will see about providing “generic” coloring books and other give-aways. – *ongoing*;
 - SWCA offered to assist with the Open House again this year. Last time, they helped with set-up and break-down as well as donating the field guides.
- 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. – *ongoing*;
 - Tom mentioned that he might be able to donate some tote bags.
- 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. – *ongoing*; (*Ronnie will take over this action*)
- Julie Maas will check on the “passport” that ISC used at another event. – *complete*;
 - Maureen is searching for the passport they used at another event. It would be great to have a template that could be easily updated or modified but if not, a simple passport could be created from half-pages. Or instead of a passport, a punch card could also be used.

- It was suggested that a simple map of the stations could be printed on 8.5 by 11 paper or even quarter sheets to create a punch card that get's "punched" at the completion of each activity.
- Attendees also discussed making "congratulations" buttons in advance of the event. These buttons could be given away as the prize for completing every station. Or the back of the punch card could have a printed certificate of completion making the individual an "Honorary River Ranger." Maybe the Program Manager (Yvette McKenna) or a minnow puppet could sign.
- In an example from a different event, it was shared that beaded bracelets were given away. Each bead represented a different portion of the water cycle. Attendees discussed possibly doing something similar but for the minnow life cycle or ecosystem (from terrestrial to riparian to river channel).
- Activities from the last Open House included: (1) origami minnow; (2) face painting; (3) water jeopardy; (4) poster displays; (5) rolling river trailer; (6) tank of minnow; (7) calligraphy bookmark and button station; (8) coloring station for the species flyers; (9) photo opportunity board; (10) donation of field guides for RG for give aways; (11) Hawks Aloft; and (12) a poetry station.
 - Last time, the PIO developed a spreadsheet to organize and schedule the volunteers.

Action: PIO members will ask whether or not agency mascot could be in attendance for the Program Open House.

- ✓ Julie Maas will check with Beth Dillingham for rain/weather alternatives for the Program Open House event on October 21st and 22nd. – *complete*;
 - If the weather turns bad, the activities could be moved into the classroom but it is assumed that people won't come out if there is bad weather.
- Tom Buckley will try to schedule several FWS volunteers to staff the Program's Open House tables on October 22nd. ; will have to pay for parking (\$3); – *ongoing*;
 - PIO was not able to get a blanket parking pass for the day last time. The Nature Center did waive the parking fee for the volunteers but attendees still had to pay to park on site.

Action: Mary Carlson will either attend the next PMT meeting or schedule a joint meeting with PIO in order to touch base and determine what support the PMT is expecting/needng from PIO. If a joint meeting is scheduled, Mary will let PIO members know the date/time.

Action: Ronnie Shelby will find and distribute the staff scheduling spreadsheet that was used at the last Open House event.

Action: Mary Carlson will check with Beth Dillingham on waiving parking fees for Open House volunteers.

- ✓ 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. – *complete*;
- ✓ Julie Maas will try to get the Program's Open House (October 22nd) onto Estévan Lopez's schedule for that day. – *complete*;
- ✓ Ali Saenz will forward the PIO request that Yvette McKenna shared the Program's Open House details with the CC members (October 21st and 22nd at the RGNC) and recruit possible volunteers to staff the public portion tables. – *complete*;

- Last time, the tables and chairs were provided by the Nature Center. It is assumed that they will be able to do so this year as well.

Action: Mary Carlson will confirm that the RGNC will be providing tables and chairs for the Open House event.

Reminder: Santa Ana Environmental Fair – Saturday, August 27th from 10:00 am to 2:00 pm

- Ali Saenz, Mary Carlson, and Terina Perez will be attending this event to represent the Program.

Congressional Tour Updates Feedback/Report

- The Congressional Tour was very successful! Everything went as planned. There were many interesting presentations and the tour was very educational and informative. The boats trips worked out well. The Corps is planning to do an after-action review of the event.

Program Open House and Technical Session Updates – finalize details, review of workshops

- *Please refer to the Open House discussion captured in the Action Item Review.*
- The dates and venue has been confirmed: October 21st and 22nd at the RGNC. The next step is to create the Open House flyer with a schedule of events.
- As brainstormed at the July meeting, the tentative Open House booths, tables, and activities are: (1) FWS portable display trailer; (2) Rolling Rivers; (3) NMDGF Fish Prints; (4) FWS Minnow Tank; (5) Origami Minnow; (6) Button Station and maybe calligraphy; (7) Face Painting; (8) DVD Station?; (9) Tours of restoration site(s)/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 prize for completion; and (16) Water Jeopardy?.
 - 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. PIO will attempt to get the parking fee waived for volunteers.

Next PIO Meeting: Monday, September 12th from 9:00am to 11:00am at Reclamation

- Tentative agenda items: (1) Report out on the Santa Ana Environmental Fair; (2) Open House Updates – finalize details; PMT needs?; (3) Any Other Upcoming Events?; (4) EC updates (recent decisions, guidance, updates on Program restructuring, etc.)

Impromptu Site Visit to the RGNC

- During the discussions on the Open House and the specific needs for activities (shade, water, electricity, etc.) members agreed to spend the remainder of the today's meeting at the RGNC in order to walk the premises and begin to arrange activity locations.
 - During their walk of the facilities, members discussed relocating the NMDGF fish print activity. Last year, the fish prints were out near the parking lot due to the need for water. However, there is also water available on the center grounds near where the fish tanks will be.
 - Attendees also discussed moving the posters closer to the park entrance in order to help "entice" people and generate interest in the event. By lining the main walkway, the posters might also help to guide people to the rest of the activities.
 - It was also suggested that the water jeopardy be moved closer to the entrance as well.
 - Members confirmed that the best place for the fish tanks would be by the outdoor classroom for shade, electricity, and the truck entrance loading and unloading.

**Public Information and Outreach Workgroup
August 22nd, 2011 Meeting Attendees**

NAME	POSITION	AFFILIATION	PHONE NUMBER	EMAIL ADDRESS	PRIMARY, ALTERANATE, OTHER
Tom Buckley	PIO Member	FWS	248-6455	tom_buckley@fws.gov	P
Ronnie Shelby	PIO Member	COE	342-3353	ronna.t.schelby@usace.army.mil	P
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