

**Middle Rio Grande Endangered Species Collaborative Program
Public Information and Outreach (PIO) Workgroup Meeting
12 September 2011
9:00 – 11:00 am at Bureau of Reclamation**

Decisions

- The August 22nd, 2011 PIO meeting notes were approved with no changes.

September 12th Actions

- Mary Carlson will determine the correct “titles” for the Rolling River trailer and Living Stream trailer.
- ✓ Ali Saenz will re-send the draft workshop brochure to PIO members. – *completed 09/12/11*
- Julie Maas will re-draft the Open House flier to be more similar to the color scheme and/or layout of the workshop brochure.
- ✓ Lisa Lockyear, Julie Maas, and Marta Wood will all look through their records to find a copy of the 2009 Open House volunteer scheduling spreadsheet. - *complete; a copy of the 2009 spreadsheet was emailed to work group members on 09/12/11*
- Mary Carlson will invite the Wildlife Rescue group to voluntarily attend the Open House with the clear stipulation that the Program will not be paying for their participation.
- Lisa Lockyear will inform Ronnie Shelby of the next PIO meeting scheduled for October 4th and that the November meeting will be replaced with the work group appreciation brunch on Tuesday, November 15th.
- Mary Carlson will talk to Yvette McKenna about how important a press release would be to the Program and if PIO should proceed.

Ongoing and Continued Actions

- 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*);
- 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*)
- Tom Buckley will try to schedule several FWS volunteers to staff the Program’s Open House tables on October 22nd. (*continued from July 12th*);
- Reclamation will produce the Open House flyers once approved by PIO (*continued from August 22nd*).
- Ronnie Shelby will email the final Open House flyer to home school contacts. (*continued from August 22nd*).

- PIO members will ask whether or not agency mascot could be in attendance for the Program Open House. (*continued from August 22nd*)
- Mary Carlson will check with Beth Dillingham on waiving parking fees for Open House volunteers. (*continued from August 22nd*)

Meeting Summary

- Mary Carlson brought the meeting to order. The agenda was approved with no changes. The August 22nd, 2011 meeting notes were approved with no changes.
- Attendees reviewed the August 22nd action items. There were several actions that were completed and several that remain ongoing in preparation for the Open House.
- The Santa Ana Environmental Fair event went really well. It was an especially nice event for staff as it was located in an air conditioned tent and it was fully catered.
- Attendees then discussed whether or not to do a press release/media event on Friday. There has been no positive congressional response at this time. If a media event is to be done, it could be scheduled for 2:00 to 2:30 (to coincide with the presentation breaks) or to accommodate Estèvan's availability.
- Attendees then discussed upcoming events. The State Fair is going on now and the Program's pop-up displays and handouts are in the Natural Resources Building. The Balloon Festival is usually the first week of October but the Program has never participated in this event before so the work and coordination level is unknown. The Festival of the Cranes is November 15th – 20th. If there are volunteers to staff the event, the Program could have a booth for several days.
 - It was then shared that the PMT is hosting a Work Group Appreciation brunch and award ceremony on November 15th from 9:30am to 11:30am at the Albuquerque Open Space. The brunch will replace the regular meetings for Science, Habitat Restoration and PIO.
- The EC has cancelled their regular October meeting in order to allow the executives to attend the workshop presentations. They will then have an all day meeting on Thursday, November 3rd at the Corps. Most of the meeting will be closed session. The agenda for the November meeting is still being developed.
 - The CC is scheduled to have an all day meeting on October 26th; the main focus will be on the LTP.

Next PIO Meeting: Tuesday, October 4th, from 9:00am to 11:00am at Reclamation

- Tentative agenda items: (1) Final Open House Preparations/Needs – need to confirm with NMDGF on their events;

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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

- It was announced that this is Karen Stangl's last week with OSE/ISC. She has taken a new job with the Land Office.
- The PMT will be hosting an award ceremony and work group appreciation brunch on November 15th from 9:30am to 11:30am at the Open Space. Food will be purchased from Jason's Deli.

Approve August 22nd Meeting Minutes

- The August 22nd, 2011 meeting notes were approved for finalization with no changes.

August 22nd 2011 Action Item Review

- ✓ Julie Maas will create a draft Open House flyer (full 8.5 x 11 page). – *complete*;
 - Attendees liked the draft flyer. There are several details that need to be confirmed before the flyer can be finalized (ex. calligraphy, rolling river, contact information, etc.). Julie volunteered to staff a calligraphy station in the event that the calligraphy club members were not able to attend.

Action: Mary Carlson will determine the correct "titles" for the Rolling River trailer and Living Stream trailer.

- Once final, the fliers could be included in the handouts at the State Fair.
- Reclamation will produce the Open House flyers once approved by PIO. – *ongoing*;
- Ronnie Shelby will email the final Open House flyer to home school contacts. – *unknown status; ongoing*;
- ~~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).~~ – *deleted as the Program display is already set up at the Natural Resources building at the State Fair*;
- ✓ 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. – *complete*;
 - Anders Lundahl is willing to lead two habitat restoration tours on 10/22. Suggested tour times were 9:30-10:30 am, 11:00-12:00 pm, and then 1:00-2:00 pm. Anders was asked to help create a title for the tour(s) and provide a brief description of what participants will be seeing.
- ✓ Mary Carlson will confirm whether or no an Open House "save-the-date" email was sent or not – *complete*;
 - A save-the-date reminder was sent.

- ✓ 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. – *completed at the meeting*;
 - Ali Saenz shared that workshops are covered. She provided a schedule for the day and explained that all presentations have been confirmed but the timing of the presentations is still being confirmed.
- ✓ Julie Maas will work with Ali Saenz on the Friday workshop agenda/schedule – *complete*;
- PIO members will ask whether or not agency mascot could be in attendance for the Program Open House. – *ongoing*;
 - It is assumed that Ed would not mind being Reclamation's Otto the Otter for the day. The Corps has Bobber the water safety dog, but it is unknown if Bobber will be able to make an appearance.
- Mary Carlson will check with Beth Dillingham on waiving parking fees for Open House volunteers. – *ongoing*;
 - It is assumed that the RGNC will be ok with waiving the volunteer parking since they were agreeable in 2009.
 - Julie Maas found a copy of the old parking-pass used for volunteers last time. These will need to be printed and provided to all volunteers to display in their car windshield.
- ✓ 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/need from PIO. If a joint meeting is scheduled, Mary will let PIO members know the date/time. – *complete*;
 - PIO discussed PMT needs with Ali Saenz during today's meeting.
 - Attendees discussed how to make the workshop flyer and the open house flier "match" better. It was suggested that the Open House flyer could incorporate more greens and yellow-greens.

Action: Ali Saenz will re-send the draft workshop brochure to PIO members.

Action: Julie Maas will re-draft the Open House flier to be more similar to the color scheme and/or layout of the workshop brochure.

- Ronnie Shelby will find and distribute the staff scheduling spreadsheet that was used at the last – *unknown status*;
 - The spreadsheet is needed to help organize volunteers for the event and determine any staffing needs. It would be nice to use the previous spreadsheet instead of having to recreate it.
 - Attendees briefly discussed the poetry activity from the last Open House. The Poem Lady had the kids select pictures from magazines and put together collages while discussing why they picked what they did. The Poem Lady then helped the kids to put their thoughts down in poem form. Unfortunately, it costs money to have the Poem Lady attend.

Action: Lisa Lockyear, Julie Maas, and Marta Wood will all look through their records to find a copy of the 2009 Open House volunteer scheduling spreadsheet.

Action: Mary Carlson will invite the Wildlife Rescue group to voluntarily attend the Open House with the clear stipulation that the Program will not be paying for their participation.

- It was suggested that the face painting event could be the reward for kids who completed all the other activities.
- ✓ Mary Carlson will confirm that the RGNC will be providing tables and chairs for the Open House event. – *complete*;

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*) – *complete*;
- Tom Buckley will find out what topics FWS staff are interested in or have already suggested. (*continued from July 12th*) – *incomplete; ongoing*;
- Mary Carlson will ask Joe about having the rolling river trailer available at the Program’s Open House. (*continued from July 12th*) – *incomplete; ongoing*;
- Mary Carlson will check with Ross Morgan about having the NMDGF fish prints available at the Program’s Open House. (*continued from July 12th*) – *incomplete; ongoing*;
- Julie Maas will create more “nature” or “educational” face painting options. (*continued from July 12th*) – *incomplete; ongoing*;
 - Nature and species related face paint templates are still needed.
- ✓ ~~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*) – *complete*;
 - Both Mick and Ondrea have the Open House on their calendars and will be available for tours.
- Tom Buckley will see about providing “generic” coloring books and other give-aways. (*continued from July 12th*) – *incomplete; ongoing*;
- 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*) – *incomplete; ongoing*;
- ✓ ~~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*) – *complete*;
 - The Corps does have stickers and tattoos but they would like to know the desired amount. Based on the 2009 attendance, it is estimated that between 200 and 300 should be sufficient.
- ✓ Julie Maas will check on the “passport” that ISC used at another event. (*continued from July 12th*) – *complete*;
 - Instead of the passport, PIO agreed to make punch cards.
- Tom Buckley will try to schedule several FWS volunteers to staff the Program’s Open House tables on October 22nd. (*continued from July 12th*) – *ongoing*;

Santa Ana Environmental Fair Report Out

- The Santa Ana Environmental Fair event went really well. It was an especially nice event for staff as it was located in an air conditioned tent and it was fully catered (drinks, fruit, muffins, and cookies in the morning and a full lasagna lunch). Sandia is also known for providing big catered lunches to participants.

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

- The workshop sessions have all been scheduled; the timing of some of the presentations is still being confirmed. There is a lunch session scheduled. Session attendees will be asked to provide \$10 for a sandwich lunch from Jason's Deli.
- Attendees then discussed whether or not to do a press or media event. So far, there has been no positive congressional response. If a media event is to be done, it has to be fit into the presentation schedule somewhere.
 - Some members expressed the opinion that even if the larger Albuquerque Papers aren't reached, the high school and UNM papers would probably be very interested.
 - There is a break between 2:00 and 2:30 that might be appropriate; also, the press event could be scheduled to coincide with Estèvan's availability.
 - A news release could always be sent after the event.

Action: Mary Carlson will talk to Yvette McKenna about how important a press release would be to the Program and if PIO should proceed.

Upcoming Events

- *State Fair* – is going on now. The Program's pop-up displays and handouts are there now in the Natural Resources Building managed by NMDGF. Once printed, the Open House flyers can be added to the handouts.
- *Balloon Festival* – the first week of October. The Program has never participated in the Balloon Fiesta before so the work and coordination level is unknown. It is usually difficult to participate in week-long events due to the challenges of getting volunteers.
- *Festival of the Cranes* – November 15th – 20th.
 - The PMT is very supportive of attending the Festival of the Cranes. PIO is onboard as long as there are enough people to staff the event. Last year, the Program had a table for the last 2 days (instead of the all-days option). The Program hasn't registered yet.
- *Work Group Appreciation Brunch* – Tuesday, November 15th.
 - The PMT is hosting a Collaborative Program Work Group Member Appreciative brunch and award ceremony from 9:30am to 11:30am at the Albuquerque Open Space. The purpose is to recognize and celebrate all the work and effort that everyone is contributing.
 - Feedback on the workshops and Open House will also be discussed. Although it was suggested that a printed survey is really the best way to solicit feedback.
 - Each PMT liaison will be creating the awards for their work groups (ex. best attendance, most contributions, etc.)
 - PIO members also suggested providing buttons with quips and sayings.
 - The brunch will be catered by Jason's deli.
 - PIO members agreed to replace the regular November meeting with the brunch. The brunch will replace the regular Science and Habitat Restoration work group meetings that month as well.

Action: Lisa Lockyear will inform Ronnie Shelby of the next PIO meeting scheduled for October 4th and that the November meeting will be replaced with the work group appreciation brunch on Tuesday, November 15th.

EC Updates

- The EC has cancelled their regular October meeting in order to allow the executives to attend the workshop presentations. They will then have an all day meeting on Thursday, November 3rd at the Corps. Most of the meeting will be closed session. The agenda for the November meeting is still being developed.
- The CC is scheduled to have an all day meeting on October 26th; the main focus will be on the LTP.

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**Public Information and Outreach Workgroup
September 12th, 2011 Meeting Attendees**

NAME	POSITION	AFFILIATION	PHONE NUMBER	EMAIL ADDRESS	PRIMARY, ALTERANATE, OTHER
Ali Saenz	Admin Assistant	Reclamation	462-3600	asaenz@usbr.gov	O
Lisa Lockyear	PIO Member	COE	342-3106	elizabeth.m.lockyear@usace.army.mil	A
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