

San Juan Headwaters Forest Health Partnership

Notes - February 22, 2013

In Attendance: Steve Hartvigsen, JR Ford, Jimbo Buickerood, Marcie Bidwell, Aaron Kimple, Melissa Steadwell (Pagosa Sun), Mike Ward, Kent Grant, Renee Rondeau, Bill Trimarco, Bev Warburton, Mary Jo Coulehan

Action Items:

What	Who	When
Update the 1-Pager. 11X17	Jimbo (initial draft), Steve	
Research the cost of printing	Bill	
Materials for the Web site. Communicate with Bill Ball.	Aaron	
Approach potential sponsors about contributing	JR, Steve	
Earth day. Check into the availability of tables.	Steve check with Kevin	[Done: Kevin interested.]
Check with the forest service to see what interest there is in a self-guided tour.	Steve check with Kevin	[Done: Kevin is very interested. Suggests map & guide rather than site signage.]
Check on the cost of a mobile app.	Aaron	
Secure facilities for the Beetle Workshop	Bill	
Find speaker to open the Beetle/Watershed Wkshp	Steve	[Done: Kevin will]

I. Welcomes

Marcie presented Aaron Kimple. He will be serving as MSI's Coordinator for the San Juan Headwaters Forest Health Partnership.

II. Sign the Agreement

Marcie presented the Final Agreement between MSI and the SJHFHP. It was passed around to those present to sign. Those not able to attend will have the opportunity to sign at a later date.

III. Education and Outreach

Cloman Park offers opportunities for tours and outreach. JR's crew is done cutting. They should be done chipping in April. A tour of the property could happen in May. The parks group is working on the trail system.

This group is funded through three grants

- 1.
2. Cloman Park
3. Southwest Conservation District

The funding goals are to:

1. Formalize the group
2. Conduct education and outreach
3. Project work

A question was posed about the Boundaries of the group – Upper San Juan Headwaters. The organization has been Pagosa-centric and tied to the long-term contract. Do we need to map out the area of concern?

The SWWCD is hoping that the successes with this group can be carried elsewhere. The keys to success seem to be that this is a diverse group with goals of gearing towards positive outcomes.

IV. Building the Tribe

In order to formalize the SJHFHP we need to establish sources of income and outreach to the community. The group needs to determine its target audience and effective avenues for outreach.

Marcie walked through the worksheet that the group had put together in previous meetings. Added to the target audience were:

- Insurance agents
- Realtors
- San Juan Mountains Association - SJMA
- Audubon
- Landscapers
- Southwest Land Alliance
- San Juan Citizens Alliance - SJCA
- Natural Resources Conservation Service - NRCS – works with southwest conservation
- Rocky Mountain Bird Observatory - RMBO
- Schools
- Pagosa Area Water and Sanitation District (PAWSD)

The outlets identified included

- Community radio – KWUF, KSUT, KSJD
- Pagosa Sun

The overarching goal of the group are healthy forests and watersheds through communication and outreach and on the ground work. Outreach will help build public support for the group’s efforts.

Fire often drives the funding because it creates a reaction.

To be the most effective at reaching the group’s target audience it is important to prioritize communication pieces. Which tools offer the most leverage.

The Number 1 target are the landowners.

Priorities	Pieces	Opportunities
Homeowners HOAs Owners PAWDS Fire Depts (Pagosa/Archuleta County; other counties] LPEA	<ul style="list-style-type: none"> • Website • 1 pager • Demonstration Project • Tours • Citizen Monitoring 	<ul style="list-style-type: none"> • Cloman Park • Little Sand • Monitoring Day – followed by BBQ • Self Guided Tour – Piedra Rd w app or map/guide • Web Video – ACES – engage school • Radio – Positive about Pagosa – Co Public Radio

The one pager needs an update. Jimbo volunteered. Bill will research the cost of printing. This should serve as a template. It should include:

- Who, What, Why
- Project case studies

The one pager could be used at events such as Earth Day

There is an existing post card. This could be included in a bill form LPEA.
Approx.. 10K 1 pagers for \$1K

It might work to create a Bookmark to be handed out at events.

Website. This is currently on the Fort Lewis site and is updated by Bill Ball. It would cost \$20 for the organization to get its own URL.

Radio Interviews. These could be tied to the tours

Earthday. March 20 and 21 – Audubon will have a table at the event. Steve check with Kevin about having a table. Steve has a poster that could be used at the event.

Other opportunities:

- a. Video
- b. Member of Chamber - \$80
- c. Road Tour – Steve ask Kevin how much interest in building. Aaron will check and see what an app costs.

CO-RAP(?)

Do we pursue members? The members for this group would come from a select segment with interest in the work that we are doing.

There was a discussion around the need for a logo for the group. It was determined that this was not a priority. We should use the text that Marcie put together. A logo should be a long-term goal. Before we figure out the logo we should firm up what the group is and what it does. Then we can better identify the brand.

Website. This needs to be updated with Photos and a story.

Should we set up a Facebook page?

Citizen Monitoring. This should:

- a. Be Fun
- b. Generate support
- c. Include a monitoring plan
- d. Identify What works and what doesn't
- e. Support Adaptive management

Tony Cheng is presenting an event on June 18 and 19. Marcie would like to have the SJHFHP participate as part of the steering committee. The next Steering call will be held in the next 2 weeks.

Beetle workshop. There will be a Pagosa Open House on April 9. Bill is securing the venue. He has the Community Center secured. Firewise will donate snacks. MSI will help with food and snacks. The hope is that the event will bring 40 to 60 people. MSI will adapt a poster for the event. We should get an article in Sun the week before. Who will help get flyers out and spread the word? Bill and Steve volunteered. MSI will post it on Facebook and send out an e-blast.

Cloman Tour. We should get an event list to the insurance companies and have them send it out

Jimbo help develop 11X17 "1 pager". Bill research printing costs

What does membership look like in Pagosa? Everybody should be a member. Membership should be cheap. Everyone can be a friend and stay in touch with our work.

What do Sponsorship/ donations look like in Pagosa? Summer may be the best time to pursue sponsorships because of land owner presence. JR will help approach these residents and so will Steve. Donations seem to work better than memberships. This is not a business plan – this is a community plan.

Maybe we can have a "Launch Party" in the summer.

Communication/ Outreach Ideas:

1. Thin our property = attracting beetles?
2. Region released results of aerial assessment 2012
3. John Stednick for talk – CSU
4. Bob Fry – May tour