

**Rocky Mountain Restoration Initiative (RMRI)**  
**Communications Subcommittee Meeting Summary**  
**27 August 2020**  
**Meeting Summary**

**Attended by:** Catherine Schloegel, Jodi Stemler, Teddy Parker-Renga, Lisa Perez, Tim Kyлло, Nathan Van Schaik, Matt Lindler, Jason Lawhon, Kim Marquis

Nathan Van Schaik opened the meeting with a Thank You to Peak Facilitations for all of their past help with the subcommittee and for positioning us to self-facilitate.

Continued with participant introductions, with the request that each participant provide one news-worthy topic relative to their landscape. Several topics were shared, including:

1. Tim Kyлло invited the subcommittee and others to witness a private timber sale of ponderosa pine near Delores to better understand that part of the timbering process.
2. Catherine Schloegel explained she will work to tie in efforts occurring in the Upper South Platte landscape to RMRI.
3. Kim Marquis with Envision Chaffee County said RMRI has helped them expand their fire mitigation on the Methodist Front Project by several thousand acres.
4. Teddy Parker-Renga explained that RMRI is important to the Colorado State Forest Service but no news right now.
5. Jason Lawhon said the SW Project team is starting to roll up accomplishments along with the NRCS, the state and other partners. So far, they have accomplished 30,000 acres of prescribed fire, timber work and fuels management work in the SW Project area.
6. Lisa Perez is working as a detail liaison for the Forest Service Rocky Mountain Region offices through November.

Nathan continued with the agenda as listed below.

**Long-range goals:** The team needs to develop a sustainable strategy or process that will take us through the next 10 years.

- **Key Priorities** based on previous RMRI partner meetings. Are these the right priorities?
  - The committee decided to prioritize in this order:
    - a. **Tell the RMRI story.** Start with the low-hanging fruit and publish stories highlighting RMRI successes that we've seen so far. Produce the next The Source newsletter soon. Clean up the Communications Subcommittee Google Drive for better tracking of resources within.
    - b. **Strategy.** Even though The Truth is not currently working with us due to a lack of funding, the committee should build out a long-range communications strategy. Included should be topline messaging we can use across all three landscapes.
    - c. **Brand/logo.** Communications Subcommittee agrees we need a brand and we should continue work with The Truth when funding becomes available. Tim said a brand/logo is the most important thing we need to work on. Others like Tom

Spezze have expressed a similar sentiment. If funding doesn't become available, we will need to move forward to develop a logo without help from The Truth.

- d. **Communications channel.** Matt and Nathan will continue to update the distribution list for The Source and press releases. Also, instead of trying to build a communications channel that enables us to reach specific partner(s), we should contact one representative for each landscape who can put us in touch with those partners as needed. Jason Lawhon, for example, would be the landscape lead in the Southwest. Suggested landscape leads for the other areas were: Catherine Schloegel for the Upper South Platte and Kim Marquis for the Upper Arkansas. This would be helpful for addressing high-level issues, media queries or getting updates on projects or accomplishments. We will distribute all other communications to partners through Constant Contact. Landscape leads should be notified if any content to be sent mentions local landscapes. The project area lead would also funnel accomplishments and story ideas up to the communications points of contact.

**RMRI Website:** Nathan worked to reformat the existing website content to make it simpler to navigate. Please review and send any recommendations or concerns to Nathan or Matt. Needs immediately identified: Landscape descriptions; accomplishments; project tracker for each landscape. Discussed adding job listings per a Workforce subcommittee request but decided it was outside of our mission and too difficult to manage based on current bandwidth.

**Action Items:**

1. Make website additions based on recommendations identified here and to be emailed over the next week – Nathan
2. Work to fill out the Constant Contact distribution list – Matt and Nathan
3. Write stories for The Source – Nathan, Matt and others
4. Clean up Communications Subcommittee Google Drive to make it more navigable – Matt and Nathan
5. Fill out master communications roster – all subcommittee members