

**Rocky Mountain Restoration Initiative (RMRI)
August 12, 2021, 9-10 a.m.
Communications Subcommittee Meeting Summary - FINAL**

ATTENDANCE: Cindy Dozier, Tim Kylo, Teddy Parker-Renga, Kelle Reynolds, Rebecca Robbins, Nathan Van Schaik, Crystal Young

8/12 ACTION ITEMS:

Nathan Van Schaik	Send the following to the Communications Subcommittee no later than Aug. 13: RMRI website metrics report, RMRI social media metrics report, Tom Spezze testimony.
Nathan Van Schaik	Stage logos, branding materials, fact sheets and talking points to RMRI website.
Nathan Van Schaik	Coordinate date/time for The Truth to deliver final presentation on the RMRI branding/logos and how to use.
Comms Subcommittee members	Send examples to Nathan of joint press releases or statements.

RMRI COMMUNICATIONS UPDATE

- In-person joint leadership team and partnership meeting scheduled in Durango Aug. 31-Sept. 1 has been canceled due to covid concerns. A shortened meeting with an updated agenda will be released soon to all RMRI partners. Expect to hold a 2-4 hour virtual meeting Aug. 31 or Sept. 1 hosted by Peak Facilitation.
- Together for the past year we have worked with The Truth to develop RMRI branding. The Truth interviewed leadership. RMRI leaders and partners were given an opportunity to provide feedback on the RMRI logo. RMRI leaders and partners agreed to keep the RMRI name.
- The Truth provided a branding guide. We are waiting for the final version based on feedback. We are also awaiting final deliverables such as a PowerPoint template, letterhead, and social media cover photos.
- Nathan expressed intent to have branding materials and fact sheets/talking points available for RMRI leaders and partners by next RMRI meeting at the end of the month.

WHERE TO STAGE BRANDING GUIDE AND LOGOS

- There are two primary methods to stage RMRI branding guide and logos. On one hand, we package everything in a password-protected PDF. On the other, we stage the materials on the RMRI website for anyone to access.
- The primary users of the RMRI website include RMRI partners and the general public.
- The main reason to stage branding and logos behind a password-protected document or site is to retain a close hold on branding and logos. This prevents non-partners from misusing the branding materials. The main reason to stage on the RMRI website is to increase the frequency and ease of use for our RMRI partners.

- Group consensus is to stage branding and logo materials on the website to increase transparency, empower RMRI partners to use the branding, and ensure RMRI partners speak with one unified voice.

WHERE TO STAGE FACT SHEETS AND TALKING POINTS

- The main reason to stage fact sheets and talking points behind a password-protected document or site is to retain a close hold of our strategy and way of speaking about RMRI. The main reason fact sheets and talking points on the RMRI website is to increase the frequency and ease of use for our RMRI partners.
- Group consensus is to stage fact sheets and talking points on the website to increase transparency, empower RMRI partners to use the branding, and ensure RMRI partners speak with one unified voice.
- The subcommittee agreed to review all fact sheets and talking points prior to release on the RMRI website. Nathan Van Schaik will draft and release to the subcommittee for review.

RMRI LOGO: WHEN TO USE

- Subcommittee agreed that partners need more guidance on when to use the logo. Guidance could be inserted in an RMRI communications work plan or strategy.
- To determine when to use the RMRI logo in a press release, on social media or any other platform, partners can use the logo and speak about RMRI in this fashion:
 - “This project is partially funded by RMRI...” or
 - “This project benefits the [Southwest/Upper Arkansas/Upper South Platte] RMRI landscape...”

THE TRUTH FINAL PRESENTATION

- The Truth will give a final presentation on the brand. The intent is to explain to all RMRI Partners how to use the brand and logo. We'll record it for partners to view at their convenience. When should we hold this presentation?
- Subcommittee agreed it's okay for Nathan to coordinate a date/time with The Truth. We will publicize the date/time presentation in the August RMRI monthly update and at the RMRI conference at the end of the month.