

MEETING SUMMARY
OUTREACH & EDUCATION WORKING GROUP
DECEMBER 15, 1999 MEETING

Members Present:

Lindberg Ekola	Jim Larson
Scott Miller	Mark Peterson
Pam Gipe	Jeremy Solin

Staff Present

Sara Eliason
Chad Skally

Information Sharing & Staff Update:

Jim said the video he has been working on is in the final stages of completion and should be out in Jan/Feb.

Scott is working on the forestry curriculum outline and learner outcomes; should come out in January for the committee to review.

Review of the Dec. 8th NE Committee Meeting and Dec. 14th Council Meeting:

Dave handed out the document that was agreed to at the Dec. 8th meeting. This will be going out to all NE committee members this week. This was presented at the Dec. 14th Council meeting. The Council lacked the overall context of how the desired conditions, goals and strategies were developed so most of their comments related to wording or meaning of the individual statements. They encouraged us to move on and especially in the outreach and education area--need to make the message understandable for the selected audiences.

The next steps are outlined in the package to all committee members. We are now ready to develop our strategies for outreach and education that we started at the last meeting.

Review Strategy from Last Meeting:

As we reviewed the material we developed last meeting, we brainstormed additional ideas and ways to accomplish. My additional comments are in **bold**.

Audience we are trying to reach:

- < Landowners
- < People not on NE Committee
- < Civic Groups
- < Small business owners involved with wood industry

We need to be specific and prioritize which groups we want to concentrate on. Decided to bring key contacts and/or groups that they think would be interested in landscape planning.

Vehicle we will use:

- < Web page
- < Radio
- < Newspaper
- < TV “Up North” show/public service announcements
- < Public Meetings
- < Focused group and organizational meetings

Chad explained the workings of the Interagency Information Coop (IIC) web page and how it links to the Council web page. The NE Region has there own space in the web page and Chad can start putting on documents right now. Need to decide how to organize in the long term and what the message will be.

Dave handed out a draft news release for the groups review; can serve as a catalyst for discussion about the message we want to go with. Sara is currently working on a brochure for the Council that will talk about the landscape program in general; that should be out in January.

Several Council members offered suggestions for possible outreach--Greg Dumlo, president-elect of the MN Resort Association, is willing to work with us to get resorts involved; Steven Daily Laursen said to use existing organizations and vehicles to get message out and he can help do that; Shawn Perich thought radio talk shows would be a good vehicle.

Strategy

- < Raise general pubic awareness of landscape program and activities (Jan)
 - < Radio Program (KUMD)
 - < Press Release (Area Papers; Duluth feature w/Sam Cook?)
 - < TV-”Up North” show
- < Allow for more in depth discussion of landscape program and activities
 - < Public Meetings (Feb/March)
 - < Conduct 3 meetings (Iron Range; North Shore; Duluth area)
 - < Announcements out 2 weeks before.
 - < Mailing to groups that may be interested (need to identify)
- < Focused group/organizational meetings
 - < Staff presentations in response to requests
 - < Contact key groups to see if interest
- < Area legislators and local government officials
 - < Go through land commissioners for presentation to County Commissioners
 - < Develop strategy for other local government units
 - < Coordinate with Council for State Legislator contacts

Overall this strategy is still sound; **need to prioritize what we want to do and how we want to implement this strategy**; how do we get others on the committee involved? Time commitments on individual outreach and education members could be excessive.

- < Message
 - < General Background (Brochure)
 - < Sustainable Forest Resources Act
 - < Council
 - < Landscape Program
 - < NE Regional Landscape Committee
 - < Assessment
 - < Landscape Framework
 - < Recommendations
 - < Desired Future Conditions
 - < Goals
 - < Strategies
 - < Discussion

How best to design a public meeting; do we want to have input or are we just giving out information? Group leaning toward getting input and developing an input form to be used at each public meeting. **Need to have a clear message before we do anything.**

Next Steps:

- < Staff will put together an “Information Package” using the bullets under the “message” as guidance; general background brochure should be completed in Jan.
- < Chad will begin putting documents on the web page and will bring up to demonstrate the capabilities of the IIC web page.
- < Lindberg will prepare a draft input form for use at public meetings.
- < Working group members need to identify key groups to contact.
- < Working group members will review the draft news release handed out and bring feedback to next meeting.

Next Meeting: Wednesday, Jan 26, 2000 from 9-12 in Room 301, NRRI