

Pinal Partnership Open Space & Trails Committee (OS&TC) Meeting Notes

Tuesday, April 7, 2015 - 9:00AM-12:00PM Florence Fire Station

Participants:

Gina D'Abella	Celeste Andresen	Jana Baldwin	Jason Barney
Gordon Brown	Elizabeth Butler	Dorenda Coleman	Edward Farrell
Jessica Fraver	Becky Goff	Charlie Goff	Ashley MacDonald
Matt Padilla	Cyndi Ruehl	Sandie Smith	Hannah Stitzer
Kent Taylor			

Guest Participant: Dee Frankfourth, Trust for Public Land (TPL)

Meeting called to order by Charlie Goff at 9:03AM

Introductions - around the table

Review of conference call - Dee Frankfourth, Cyndi Ruehl, Becky Goff, Charlie Goff

Educational Campaign - Background, Current Status, Future Opportunities/Needs -

Dee Frankfourth led a lively and informative 90 minute discussion of how we started, where we've come from, where we are, AND where we need to go to convince Pinal County residents that enhanced public financial support of open space and trails is in their best interests. Dee stressed the importance of all of us being on the same page during our educational campaign. A detailed analysis of the TPL poll indicates that we should particularly target lower income households (under \$30,000), Latinos and voters of color, Democrats, park users, and Republican women. See Dee Frankfourth's summary of the educational campaign (Appendix I) and Becky Goff's meeting notes for more detail on the entire meeting (Appendix II) at the end of this document.

Confirmation of Jana Baldwin as OS&TC Co-Chair along with the Goff's -

The group voted their approval that Jana Baldwin serve as OS&TC Co-Chair along with the Goffs. Sandie noted that the Pinal Partnership Board must ratify this, which she will pursue.

OS&TC Photo Contest, Gina D'Abella and Dorenda Coleman -

They have 58 entries so far, the majority of which are landscapes. Dee emphasized the desirability of having people in the photos used for the education campaign, and suggested that we have repeated photo contests - monthly or every other month. The goal is to reach at least 10,000 "likes" on our committee's photo contest FaceBook page. Boyce Thompson has donated more than sufficient prizes for this first photo contest. San Tan Mountain Park has offered 'as many passes as we want', and other prospective donors should be contacted for additional prizes. Bridgette Crosby has offered to help with the photo contest, and Gina will pursue this with Bridgette.

Natural Watercourse Subcommittee White Paper on Riparian Areas - Cyndi Ruehl -

This subcommittee has been developing a conceptual 'white paper' concerning riparian protection within flood control portions of Pinal County. The working draft has been submitted to a number of stakeholders. While they have received some helpful comments, they need responses from all stakeholders in order to finalize a balanced, effective report. Their goal is to have all responses by May and a final report by September, 2015.

Other Updates -

Cyndi Ruehl reported the **North OS&TC** participated in a Superstition Sleepover for youth in a park as well as a desert cleanup, both in Apache Junction.

Ginal D'Abella reported the **Western OS&TC** canceled their last meeting due to the Pinal Partnership Appreciation Dinner, which was well attended and much appreciated.

Dorenda Coleman reported work has begun on the **Florence Military Facility** buffer zone (ACUB). This essentially creates conservation easements around military facilities to prevent encroachments that impact training activities.

Sandie Smith reminded attendees of the April 17 **Pinal Partnership Monthly Breakfast** in Gold Canyon, and of the May 8 breakfast in Apache Junction. The latter will include updates on open space and trails.

Gina D'Abella reported the **Pinal County OS&T Advisory Commission** will meet April 14th at 6:00 in Florence at the Emergency Operations Center, with Lewis Anderson (Director of Public Works) presenting.

Next Meeting will be at 9:00 May 5th at this same location.

APPENDIX I -

Pinal County Open Spaces & Trails Public Education Campaign

Goal: Celebrate and protect the open space and trails of Pinal County. In order to implement the County's Open Space & Trails Master Plan of 2007, we seek to raise public awareness of the splendor and challenges facing our natural areas that provide abundant recreation opportunities and economic benefits. Over the next 12 months, we will build our constituency of support around the natural assets of Pinal County – one user at a time – for 10,000 “likes” on Facebook!

I. Building our foundation ♦ January – Labor Day 2015

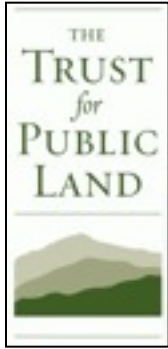
- Recruit & install new OST leadership
- Develop photo contest & social media opportunities
- Engage Resource Media for public education campaign (TPL)
- Develop collateral materials for fall (Resource Media & TPL)
- Identify target constituencies & opportunities for fall presentations
- Build of volunteer corps

II. Boots on the Ground ♦ Labor Day 2015 – March 2016

- Message/presentation practice workshop
- Schedule presentations to target constituencies
- Develop & place earned media
- Continue to develop & expand our social media presence

III. Determine if we have Moved the Needle of Support ♦ March 2016

- Field public opinion survey
- Present results to Pinal County Board of Supervisors



APPENDIX II –

4/7/15 PP OS&T Committee - Becky Goff notes

Meeting called to order at 9:03 AM

Introductions

Dee Frankfourth from the Trust for Public Lands

Thanks to PP for hosting very important effort, and to co-chairs Goffs and Jana

Have important work to do

This is why you're here

Appreciate all of you in helping protect OS&T and wildlife habitat

Before start on specific next steps, want to zoom forward to where we're headed

Goal is conservation funding for Pinal Co.

For Kent Taylor, supervisors, Advisory Board, residents

To protect geography

Funding to be referred by BOS to future ballot measure in 2016 (or beyond)

TPL will do another citizen poll in one year to gauge support for conservation funding

Reviewed history of TPL involvement with Pinal Co.

County asked TPL for input (date/year?)

TPL produced report: Economic Benefits of Pinal Co. Open Space and Trails

Citizens polled, but didn't have enough support among voters to go forward - under 50% (49%)

Want 50% + 10% cushion or more

One of toughest tasks for coalition is making sure everyone is on same page

Outreach will be pretty much the same for all groups

Need to build constituency for OS&T one voter at a time

For next 6 months, will target *users* of open space in Pinal Co. rather than voters

Already invested time-wise in OS&T

Next year, could get them to invest financially in OS&T

In other words, want to get more engagement

Reach people where they are

Not there yet for ballot measure

Will bring in John Lamson from Resource Media (Denver) to help with campaign materials development and training

3 parts of campaign calendar:

- 1) Now thru Labor Day
 - a) Pursue photo contest and social media outlets
 - b) Develop materials over summer
 - c) ID constituencies
 - d) Build volunteer corps
- 2) Labor Day-March 2016
 - a) Workshop for message skills in September
 - Led by John Lamson
 - Held during regular meeting time or in evening
 - 3-4 hour
 - b) "Boots on the Ground" campaign
 - Give pitch, not for ballot measure *per se* but to engage people one-on-one
 - Use our volunteers to address target constituencies, e.g. Rotary, Kiwanis, Audubon
 - c) Make heavy use of media
 - Newspaper/magazine columns
 - Goal is 10,00 Likes on Facebook!
- 3) March or April 2016
 - a) Do redo of poll to see if campaign has moved the needle
 - b) May use same team as before, but may not use both Democratic and Republican pollsters because cheaper

Photo contest and social media

So far mainly landscape photos

Branch out to include *people* in active use of OS&T

Each month could do something different - Best hikes, best place to see birds, best places with water features, best places for kids, best cultural sites, etc.

Plot out in advance for each month and have people anticipating

Could use main website, not necessarily photo contest website

Jana - could embed maps of best places

Jessica - presented way to do this

Can ask online which categories/ideas they would like to see

Photographers must agree to rules, and rules specify we can use photos for publicity

- Can't use existing photos from agencies

- Need to build digital archives - months down the road

- Can be integrated into promotional video

Could do video contest down the line

- Dorenda - originally thought would combine photos and videos, but too daunting

- Limited to 60 seconds/video? Decisions haven't been made

- John from Resource Media could offer really solid advice

Doing outreach by using photos - based on enjoying OS&T in Pinal Co.

Gordon - art contest in schools

- Kids and families involved

- Displayed and judged in school

- Make bigger "we"

Social media has advantages:

- Free

- Can do from one seat

Sandie - all PP committees must now be action committees

- PP Economic Development Committee will be building economic advantages of OS

Jackob Andersen could give future presentation
Jim Dinkle from Casa Grande
Digital newsletter goes out to all PP participants (thousands of contacts)

Materials Development

Would be *PowerPoint* and *one-pager*, not much more
Really “killer” digital content
Must be on message - based on blue *Message Triangle*
Organizations targeted not necessarily “converted”, but use OS&T
 Need to nurture and engage to bring those interests along
 Last slide in presentation might refer to measure to support OS&T fund?
By time have training workshop, will have something to work with
Rule of thumb no more than 6 words on PowerPoint - can't be “death by PowerPoint”

Demographic Targets

“Swing” constituencies are voters most likely to switch from thinking possible yes or undecided to yes
Not talking about voting yet, but over fall and winter just engaging
Goffs/Jana will contact potential groups and ask if they're willing to host speaker
Need someplace to start with groups - what groups, who are the contacts, who needs to contact them, etc.

From poll, these are most likely to bear fruit:

- 1) Lower income - households under \$30,000
- 2) Latino and voters of color
- 3) Democrats
- 4) Park users
- 5) Republican women

Elizabeth - Also saw great differences in different districts within county (i.e. under certain supervisors); should we integrate that in as well?

 Let's discuss and see where that takes us - may sort out
 At some stage will go door-to-door county wide

Republican Women

League of Women Voters

 May not all be Republican but very good group to include

 Contact: Gina

Gold Canyon Soroptomists

 Contact: Jana

Other Soroptomists

Daughters of the American Revolution (DAR)

Historical Societies

 San Tan, Maricopa

 Primarily women?

Pinal Co. Republican Women

Friends of the _____ Library Committees - very active and concerned, but don't know if conservative

 San Manuel

 Also lower income

 Contact: Celeste

 Apache Junction

Friends of Apache Junction

Have one-on-one contacts in advance, and invite to meeting

Lower Income

Friends of the _____ Library Committees

Tribal communities

Ak-Chin tribe is member of PP

Didn't sign up for workshop

Contact: Gina

Gila tribe also member of PP

Have worked with them before

Contact: Gordon

Do residents of tribe vote in county elections and pay taxes?

Do vote in elections

Many live off of tribal lands

Kent - Will get answer as to whether they pay taxes

Chicanos por la Casa

Edward - huge Hispanic nonprofit that helps people buy housing

Statewide, but have Pinal chapter

Contact: Gina?

Students at Central AZ College

Contact: Celeste

Latino/Voters of Color

Pan de Vida Foundation

Contact: Gordon (on Board)

Pinal Hispanic Council

Contact: Sandie

Hispanic Leadership Institute - Valle del Sol

United Way - here and lower income

Must be registered to vote!

One Arizona - Latino voter registration

Elizabeth - Must get to actual people these organizations serve!!

These groups can help us with suggestions as to whom to contact

Democratic

Pinal County Democratic Club

Young Democrats

Note - Have more Independents in Pinal Co. than either Democrats or Republicans

Northern Pinal Co. Democrats

6 local groups, including this

Know from polling that support will be high

Good place to start to "cut our teeth"

October groups should be Democrats!

Park Users

Can't take friends for granted!

Talk to allies as well as others

Don't assume all land trusts will support conservation initiative effort

The Nature Conservancy

Cyndi - Must be with us!

Contact: Celeste

AZ Trails Association

Audubon Society

Tucson and Arizona

Sierra Club
Mountain Bike Association of AZ
Sonoran Desert Mountain Bicyclists
Subsidiary of International Mountain Bicycling Association (IMBA)

OHV Groups
Contact: Matt from Fish & Game
Ride Now

Local hiking clubs
Tread Lightly
Friends of San Tan Mountain Park
Friends of Lost Dutchman State Park
Other "Friends of" in Pinal County (Google these)

Equestrians
Back Country Horsemen
Contact: Elizabeth

Recreational shooter groups
Hunter rod & gun clubs
Sue Schaffer will know these
Matt can provide list of these
Use light touch - not about \$\$ or ballot measure, but celebrating OS&T
May have followup presentation later during campaign to discuss initiative

Volunteer Base

Only 20 here, but have all summer to work on this
Ask friends and feed names for us to build database along with Gina and Dorenda
May have to move out of Fire Station for training and practice
Cyndi - What are we asking them to do?

Working with PP OS&T
Engaging in public education process to invite residents of Pinal Co. to *share, understand, enjoy, and celebrate* OS&T
Trying to grow support for natural areas
Will be doing presentations in fall, and if this matters to you and you would like to be involved, we would welcome your participation
Offer them smorgasbord of possibilities as far as what they can do, from photo contest to presenting to doing door-to-door
Not getting into "protection" yet (i.e. initiative)

"What do I have to do?"

- 1) Start by posting photo(s) for each month's contest
- 2) Like, Share and Comment on us!
- 3) Help to "Build the Tribe" of like-minded people
- 4) Will narrow message down at training workshop

Dorenda and Gina are on a roll!

Election of Jana Baldwin as Co-Chair

Sandie - Must get ratification from the PP Board
Note - Jana and Jason must be added to email list!
Gina has master list

300 some people who have come to meeting, workshops, etc.
On Excel spreadsheet

Vote unanimous

Jason didn't vote because hadn't received bio

Photo Contest

Have 58 entries so far

Majority are landscape

Dee's idea of having a different contest every month should be *every other* month instead

Allows time to organize each contest

Must get prizes for each contest and don't want to hit same donors multiple times

Boyce Thompson Arboretum has provided enough prizes for this contest

Dorenda will send Charlie a list of those prizes

Need thank you letter

Need to get permission to use logo so can advertise as sponsor

Will create generic letter for bimonthly photo contests

Potentials: Ride Now, REI

Send form letters to possible donors

Stagger so don't burn them out

Would be good to know what prizes are ahead of time because asked

San Tan Mountain Park has offered "as many passes as we want"

Contact: Elizabeth will request 2 passes/month

Prizes should be related to topic of "contest of the month"

E.g. bird guide or binoculars for birding; REI for hiking

Could geo-cache prizes

Gina and Dorenda will work on categories and prizes

Best place for family outing could trigger more photos from kids

May even have categories for current contest, depending on what we get

Landscape

Critters

Groups

Should open up to non-Americans

Must take people on their honor about whether photos are in Pinal Co.

OS&T, PP members can submit (but not win?)

Judging based on:

1) Most Shares +/- Likes on Facebook page

2) Voting by judges

Could have 2 different awards - e.g. People's Choice for 1)

Ashlee - Put winners on Like page

Also extend invitation to next contest

Posts can be scheduled in advance

Currently 49 members in group, 88 likes on OS&T Facebook page

NextDoor.com - Facebook page for neighborhoods by zip code

Gina has contacted Bridgette Crosby

She will help with social media campaign

Cyndi - Bridgette knows who we are and has been involved over time

Gordon - Bridgette writer and journalist

Anyone interested in being involved should contact (email) Gina or Dorenda

Natural Watercourse Subcommittee White Paper on Riparian Areas - Cyndi

Began talking to county about riparian protection

Have had conversations with Kent Taylor and (mostly) Public Works

Riparian protection occurs within flood control portion of county
Asked that subcommittee write paper outlining research/direction
Subcommittee consists of Cyndi, Jessica, others?
Draft sent out to key reviewers on February 13:
 Lou Anderson
 Jason Barney
 Kent Taylor
 Sandie Smith
 Kelly Bradley
Comments requested by end of February, but only Kent replied
 Jason has commented, but still trying to get developers' group input
Trying to get back on track and have solid deadlines
Need to add Transportation Committee representative
Currently incorporating comments and revising draft white paper
Would like to have in final form within 1-2 months
Asking for stakeholders' process for guidelines for riparian protection
 White paper is conceptual!
 Questions: What are the issues? What parts do you like? Not like?
 Serves as basis for discussion with groups like developers
 Jason - developers completely overwhelmed by regulation, but would like to be
 supportive
 Process is exhaustive
 Must be balanced
 Afraid of it because of potential for bureaucratic misuse
 Cyndi - developers can help to balance!
 Gordon - need as partners, not subjects!
 Jason - how do I apply standards for one project to a wide area?
Subcommittee received grant \$\$ from Cate Bradley's group, so there is a deadline
 Only for development of white paper
 Have already extended once, so September 30 is new deadline
 Don't necessarily have to have white paper by then, but may lose Cate Bradley's
 support/technical assistance
 If haven't heard back, will have to assume that nonparticipants are in favor
 Would like to have done by May and totally completed by September, but process is also
 important! - Cyndi

Other Updates

Cyndi - reported on North OS&T region activities
 Superstition Sleepover
 Desert cleanup
Cyndi - Need to distribute PP OS&T pamphlets!
Dorenda - Starting to work on Florence military facility buffer zone
 Army Compatible Use Buffer (ACUB)
 Done at Camp Navajo - took 6 years
 Essentially create conservation easements around military facilities
 Buffer will be protected forever
 Encroachment has impacted training
 Involves BLM, State Land, private land
 Have desert tortoises, archeological sites at Florence

Matt - also using these around reservation lands
Jessica - has worked on Fort Huachuca buffer
Sandie - Does governor still have military commission?
Dorenda can give tours of the area
Gina - Western OS&T region canceled last meeting because of appreciation dinner
Thanks to PP for that event
Sandie - Pinal Partnership Monthly Breakfasts
April 17 (Friday) in Gold Canyon
Update on Phoenix/Mesa Gateway
May 8 (Friday) in Apache Junction at Dolce Vita
SALT will give updates on OS&T
AJ will give update on Portales (State Land)
Todd House will emphasize OS
Status of proposed regional park
Gina - OS&T Advisory Commission quarterly meeting on April 14 (Tues) at 6:00 in Florence
at Emergency Operations Center
Features Lewis Anderson, Director of Public Works
FOR NEXT AGENDA, do update on Advisory Commission
Becky - Those interested in being on subcommittee to develop materials please let the
co-chairs know!
Kent has PowerPoint
Dee may have PowerPoint