

Pinal Partnership Open Space & Trails Committee (PPOSTC) Meeting Notes
Tuesday, July 7, 2015 - 9:00AM-12:00PM Florence Fire Station

Participants:

Gina D'Abella	Peter Else	Cyndi Ruehl
Celeste Andresen	Becky Goff	Sandie Smith
Jana Baldwin	Charlie Goff	Hannah Stitzer
Jason Barney	Ashlee MacDonald	Elan Vallender
Gordon Brown	Matt Padilla	

The meeting was called to order by Co-Chair Charlie Goff at 9:03 AM. Sandie Smith was connected by conference call.

Photo Contest Report - Gina

PPOSTC's second photo contest, "People Enjoying Pinal County", began July 1 and will run through August 31. All PPOSTC members received Gina's press release. Since it's hot now, photographers are permitted to (re)submit previous photos for this contest. However, there have been few entries. Sandie has offered two \$25 gift certificates as prizes, and some of Elizabeth Butler's State Parks passes will be added. Logos are needed for sponsors for marketing purposes. Dorenda Coleman, contest administrator, plans to develop more quantitative scoring criteria, and to invite winners from the previous contest to be judges.

Request for Hours - Sandie

Sandie would like an estimate of hours contributed by each member of the PPOSTC AND its regional groups over the last 2 years, for Pinal Partnership's 10-year anniversary celebration. This includes individuals whose agencies pay them for their time.

Education Campaign Speaker Training - Co-Chairs

The Speaker Training Seminar for the educational campaign PowerPoint presentation will be Tuesday, September 1, 9:00-1:00, in the normal meeting room at the Florence Fire Station. The presentation will be taped for potential speakers who cannot attend during the daytime. The possibility that trainees who completed the seminar could in turn train others was also discussed. A sign-up sheet was circulated, to be used in conjunction with an original list from last winter.

Agenda Questions for Discussion - Co-Chairs

The Materials Development Subcommittee would like to draw on the resources and expertise of PPOSTC members in deciding which open spaces to highlight and what to say about them. Any digital photographs, stats, graphs, short video clips, etc. that could

be included in materials to be sent to John Lamson of Resource Media for development of the PowerPoint presentation are welcomed, and must be sent to the Co-Chairs by midnight on Friday, July 9. Setting up a DropBox to which PPOSTC members, John and Dee Frankfourth of TPL are linked was suggested. Attention-grabbing “superlatives” for sites to be highlighted would be particularly helpful.

Discussion ensued as to which resources would be most valuable, and who could provide what. This was accomplished in the context of specific questions posed in the Agenda for the meeting. Highlights included:

1) Materials used need to encompass the breadth of the county.

2) Slide content that should be considered for the PowerPoint:

- Open space users

 - Hikers and trail runners

 - Picnickers

 - Mountain bikers

 - Equestrians

 - Hunters

 - Stargazers (“Dark Skies” advocates are vocal)

- Fauna (including 10-second video clips from wildlife cameras?)

- Flora

- Places that breathe refuge and solitude (rather than popular use)

- Data in graphic form for past, present and projected Pinal County population

- Data in graphic form for the economic value of open space

- Maps from the Open Space & Trails Master Plan - overall plan, regional parks, connecting trails

- Aerial photographs of open space and development

3) Specific sites that should be considered for the PowerPoint:

- Those highlighted in the Open Space & Trails Master Plan

- “Treasures of Pinal” from the original PPOSTC brochure

- Most “branded”, iconic places - e.g. Superstition Mountains, San Pedro River

- Peralta

- San Tans

- Western Pinal County

 - Vekol Wash

 - Heavily-used “all access” as alternative to South Mountain

 - Water supply

 - Natural flood control

 - Table Top

 - Sonoran Desert National Monument

 - Proposed Pinal County Regional Park

 - Picacho Peak State Park

 - Tortolita Mountains

- Places that are close to population centers - e.g. Maricopa, San Tan, Tortolitas

Arizona National Scenic Trail
Oracle State Park and Black Mountain
Gila River - water supply

- 4) Since we need buy-in from all, we must do our best to unite listeners in a common purpose rather than splitting them. There was considerable debate as to whether having a bank of alternate or additional photographs aimed at a specific audience would a) raise the level of interest and help to avoid alienating viewers, or b) dilute the core message. Should there be one PowerPoint (with dialogue geared specifically to the crowd), or several versions from which to choose?
- 5) Matt described the current status of OHV use in the county, noting that half the users of open space from October-May are OHV'ers. It's important that the campaign foster recognition of the value of open space and a spirit of advocacy in this group, rather than be seen as a threat.
- 6) It should be emphasized to trainees that this is an educational campaign, and that we are not (at least at this point) asking for money.
- 7) We must acknowledge and respect the fact that there will be some we won't touch.
- 8) The Open Space & Trails Master Plan should be the "grand unfier"; all dialogue and engagement should ultimately lead back to the County's OSTMP and Comprehensive Plan.
- 9) A list of "warm-up" questions speakers can tap into to connect with their audiences should be provided during training.
- 10) Education about open space can be a tricky enterprise, since places like the San Pedro could be overwhelmed by a large increase in use.
- 11) People do not want to see roofs; they want their open space to be open.
- 12) Jessica Fraver's (Arizona Land & Water Trust) "Story Maps" are powerful and easily learned. Where do they best fit?
- 13) Is PowerPoint preferable to Prezi?

Contacting Groups for Presentations

Jana will be sending individualized emails to all PPOSTC liaisons listed in the spreadsheet, urging them to contact groups and get on their calendars ASAP. If possible, they should secure a preferred and a backup date for a half-hour presentation (20 minutes for the PowerPoint, and 10 for questions). Included will be a for-instance introductory paragraph liaisons might use when talking with unfamiliar groups and their contacts. We will need to know whether projection equipment is available at each

venue. Celeste will look into borrowing a projector from The Nature Conservancy for the duration of the campaign, and Gina is planning on purchasing one. It was suggested that speakers start off with “easier” groups first.

Other Discussion and Announcements

Questions were raised as to the cost and availability of billboards that could be used to advertise open space and trails countywide.

Hannah announced that the Pima County bond campaign for the 2015 General Election ballot is well underway. For information on all 7 bond measures, go to yesonpimacountybonds.com.

Gina reported that the Open Space & Trails Commission meeting set for Tuesday, July 14 at 6:00 at the Administrative Complex in Florence will be preceded by an Open House for the proposed Peralta Regional Park at 5:00. The previous Open House on June 23 at Central Arizona College in Apache Junction was “standing room only.” The agenda for the meeting includes a PPOSTC educational campaign update by Jana, a work session on Peralta Park, lease of Randolph Park for a community garden, and Tortolita trails.

The meeting was adjourned at 11:55 AM by Charlie Goff, Co-Chair.