

## Pinal Partnership Open Space & Trails Committee Meeting Florence Fire Station, May 5, 2015

The meeting began with announcement of absences and the replacement of John Dietrich as Larsen Engineering representative by Corinna Gilbert, an engineer and Certified Floodplain Manager.

Gina D'Abella reported for Dorenda Coleman on the #Treasures of Pinal photo contest, which ended May 1st. There were 194 entries. During a conference call involving Dorenda, Gina, Dee Frankfourth of TPL and John Lamson of Resource Media, it was decided that winners will be announced in August and at the September PP breakfast. Consensus among the participants as well as Facebook entrants was to have quarterly contests. There will be different themes appealing to diverse groups of recreationists and dictating which sponsors will be solicited. Our goal is 10,000 "Likes" on the Facebook page. OS&T Committee members have already been asked to vote, but will make final determinations at the June meeting. Discussion of the advisability of having people in campaign photos, offering a "treasure hunt" where entrants accumulate points for photos of specific activities or places, creating a "finalist group" to stimulate more voting, and/or allowing past winners to vote in future contests closed the report.

Attention then turned to materials development for the educational campaign. Two submissions by Dee Frankfourth were reviewed: 1) the 2004 Pima County "Friends of the Sonoran Desert" PowerPoint developed after their conservation initiative was placed on the ballot, and 2) a list of potential slide topics for our own, more abstract presentation. Links to several impressive programs from the 2007 Outdoor Summit and recommended by Kent Taylor can be found at <http://www.pinalcountyz.gov/OpenSpaceTrails/Pages/KeyDocuments.aspx>. (Pinal County's also includes an overview of the OS&T Master Plan development process.)

After reviewing our objective of raising the bar for support of a county-wide ballot initiative from 52% in the last TPL poll to 62% or greater, it was agreed that promoting awareness is the first step. The narrative would begin with phraseology like, "Did you know that Pinal County has an OS&T Master Plan, and a new OS&T Department and Director? Our goal is to educate and inform residents about open space and trails, and the many special places in Pinal County that the Plan aspires to acquire and protect for public use and enjoyment. Did you know that open spaces contribute significantly to economic development? Recent studies have shown that the county's parks, trails, open space and trust lands provide enjoyment, recreation and cost savings, as well as local revenues from the tourism and farming industries."

This and the remainder of the story will be fleshed out by the Materials Development Subcommittee, consisting of Gina, Cyndi Ruehl, Jessica Fraver and the three Committee Co-Chairs, Charlie and Becky Goff and Jana Baldwin. Elizabeth Butler agreed to serve as editor, and Dorenda and Bridgette Crosby will coordinate crucial social media efforts. Committee members will be expected to contribute, and monthly meetings will serve to provide deadlines to keep the process moving and opportunity for regular input by all. Sandie Smith and Edward Farrell will act as liaisons to PP to ensure that the campaign optimally reflects its mission. Cyndi noted that it is critical that today's voters embrace the campaign; the makeup of the county electorate has changed since TPL's 2014 poll, and it cannot be assumed that support for OS&T is as strong. Campaign materials must stress the benefit of OS&T for new businesses and their employees, and include quotations from established CEO's touting their economic value. A campaign website will be created as the boots-on-the-ground phase begins, with social media used in the meantime. The subcommittee should also examine the relative strengths of PowerPoint and Prezi for visual components.

Jana Baldwin then led the Committee in an extensive update of her Target Constituents spreadsheet. There are over 60 groups so far, in one of 5 categories: Low Income, Latino, Democrats, Park Users and Republican Women. Committee members will be working throughout the summer to identify group contacts, PPOS&T liaisons, potential speakers and dates, etc. The goal is to have the spreadsheet

completed by the time educational materials are ready. Presentations won't begin until mid-late September, after the Message Training Workshop presented by John Lamson.

As Chair of the Natural Watercourse Subcommittee, Cyndi reported that last month's discussion was successful in stimulating feedback from the development community and Public Works. Reviews and vision statements are in, and the subcommittee will be developing a final draft to go to the County at a future date.

County Supervisor Todd House noted that the 2016 ballot will be crowded, with the conservation initiative up against several others (e.g. transportation, marijuana legalization, school bonds). While state officials proclaim they haven't raised taxes, they in reality have simply passed obligations down to the counties.

Gina provided an update from the last OS&T Advisory Commission, which included presentations by Community Development and Public Works. Commissioners were impressed with the degree of integration between departments related to OS&T.