

Desert Managers Group
Desert Resource & Information Team
Desert Tortoise Education & Outreach Plan Development

Park Headquarters Office, Mojave National Preserve
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**DESERT TORTOISE OUTREACH & EDUCATION GROUP
REVIEW SUBCOMMITTEE**

MEETING NOTES

Wednesday – June 22, 2005
10:00 a.m. – 2:30 p.m.

NEXT MEETING DATE: August 24, 2005

TASKS – SEE PAGE 6

ATTENDEES

Dana Bell	NOHVCC
Jolene Cassono	Defenders of Wildlife
Rose Foster-Beardshear	BLM, Volunteer Program Specialist
John Hamill	DOI, Desert Managers Group
Sandra Marquez	USFW
Bob Raffer,	BLM, Barstow FO (for Harold Johnson)
Doran Sanchez,	BLM, Desert District, Public Affairs Officer
Linda Slater	NPS, MNP Park Headquarters
James Woolsey	NPS, Mojave National Park
Joe Zarki	NPS, Joshua Tree National Park
Jerry Vaske,	CO State University
Mo Donnelly	CO State University
Ed Stafford	CO State University

MEETING NOTES

UPDATE CSU TORTOISE PUBLIC KNOWLEDGE AND ATTITUDES STUDY

Jerry Vaske and John Hamill

- Working on draft survey – 8 topic areas
 - New is “willingness to pay”
- Question: can we go forward with the proposal
 - Two phase study
 - Baseline information – 4 basic objectives on page 2
 - Sampling design – ease of reaching and get responses
 - First mailing in August – July 22 deadline for lists
 - Local – eight counties - residents (purchase list)
 - Need to include all counties from Central CA to the Mexican border
 - OHV community (will use group id)
 - Membership lists
 - Need other
 - Conservation groups
 - There will be 3 mailings for the Survey
 - **Questions:**
 - O&B approval – expect to obtain within 30 days
 - Mailing to Tortoise Owners: Is there sufficient value in mailing to them as a sample group?
 - Pro: Could they serve as a baseline of an “educated” public?
 - Con: Would lower samples from other groups and is there need for a specific “educated group?”
 - Mailing to Conservation Membership lists:
 - May be difficult to obtain membership lists
 - Is there need to have this sampling – generally thought that they will be caught in the General mailing sample.
 - Value only if judging against general public
 - If deleted would allow greater sampling of remaining two categories and avoid problem of trying to obtain conservation mailing lists
 - Mailing to OHV Membership lists: Will limit reach to very specific OHV public
 - Organizations seldom will release member lists
 - Would be better to go to DMV list for more random sample.
 - OHMVR Division might be able to provide

**Request from: Daphne Greene
Deputy Director
916-324-5801**

- Suggestion to go with two samplings of General Public and OHV
- Suggestion to go with just General public
 - Concern expressed that we need specific information on the OHV public as one of our primary target groups. Need information on them to tailor the education messages.

CONSENSUS:

- Consensus of group to go with General Public and OHV public.
- Consensus of group to move forward with the proposal.

DRAFT SURVEY

- Process to review
 - Submit to Jerry w/copy to all but no discussion
 - Draft as ideas - review for word smithing and context
- Deadline for comment by July 1
- Page 8, Questions 5, 6, 7 – trust
 - May be important for education/message approaches
 - May vary from group to group
 - Overall trusting or overall not trusting
- Pages 9-10 Are perceptions of Desert Tortoise or critters in general
- Need terminology that is consistent and makes most sense
 - CA law and programs use OHV
- Recognition of partners – logos
 - Need jpg logo - ASAP
 - Adds credibility to survey

UPDATE ON DEFENDERS ACTIVITIES – BROCHURE PROJECT

Jolene Cassano

- DRAFT
 - Send comments to Jolene with copy to John
 - Comment Deadline: June 30
 - Logo Deadline: Mid-August
 - General meeting suggestions
 - Add map
 - Increase font size
 - Consider colors to make more striking
- FINAL DRAFT REVIEW will include review by the Advisory Group, teachers, biologists and Christine Gibson with the Mojave Max project

STATUS OF DESERT TORTOISE COORDINATOR POSITION - Joe Zarki

- Dependent on funding that is not yet in
- Coordinator Responsibilities: Will work with group members to develop products

EDUCATION PROJECT UPDATE

Linda Slater

- NPS
 - Preparing education trunks
 - Preparing Teacher's Workshop
 - Will attend CA Teachers Association Conference – End of October, Palm Springs
- BLM DISCOVERY CENTER Rose Foster-Beardshear
 - Junior Naturalist Certification Program
 - Pre-K through High School
 - Summer Camp
 - 72-passenger school bus to provide transportation to camp
 - S CA Student Corp intern for summer
 - Have about 3,000 hours of volunteer work annually

GRANT FUNDING STATUS

Joe Zarki/John Hamill

FUNDING SOURCE

MONEY TO BE DIRECTED TO

- | | |
|---|---------------------------------|
| • National F&W Foundation | Directed to NPS, JTNP |
| • CA Dept. F&G <ul style="list-style-type: none">○ Addressing minor concerns○ Waiting for draft agreement | NPS, Joshua Tree National Park |
| • CA OHMVR Program grant <ul style="list-style-type: none">○ Group working with Jim Keeler○ Possibility that some funds will be released in about 3 months | 2005 funding held up with audit |
|
 | |
| • PROJECT STATUS – PHASE I <ul style="list-style-type: none">○ Newsletters – Need by Mid-September<ul style="list-style-type: none">▪ Rose willing to put together a draft▪ What's going on▪ Decision makers/stakeholders▪ 4-page – consider including the following:<ul style="list-style-type: none">• Defenders• Groups work• Mojave Max• BLM JN program• Friends of Mojave | |

FY06 GRANT PROPOSAL

John Hamill

- September 9 – S. CA Commission Review
- Need letters of support from OHV and environmental interests
- Send to: John Hamill (john_hamill@partner.nps.gov)

Nation Fish & Wildlife Foundation

- Nation Fish & Wildlife Foundation
 - Review Draft grant proposal
 - June 27 submit comments to John Hamill
 - Process includes quantitative outcomes
 - Must have 50% match – review Eligibility document
- Should consider RTP grants funds

DOCUMENTING CONTRIBUTIONS OF NON-FEDERAL COOPERATORS

- Must have 50% match – review Eligibility document
 - Group should submit Matching Fund form by September 15
 - Use personal organization's pay scale to workout contribution

OPEN DISCUSSION

All

- Where does Mojave Max fit in
 - Group consensus to use
 - Next meeting need to decide on how to most effectively use
 - Would be helpful to have Christina Gibson from Clark County with the Mojave Max program at our next meeting.

MEETING ADJOURNED AT 2:30 PM

TASK TABLE

TASK	RESPONSIBLE	BY	COMPLETED
Request help with DMV list from Daphne Greene for registered OHV owners	John Stewart Dana Bell	ASAP	06/23/05
Check out Mojave Max website: www.	ALL	ASAP	
Comments on Draft Survey	ALL	JULY 1	
Provide jpg logos to Jerry Vaske for incorporation in survey	ALL	ASAP	
Review Draft Tortoise brochure and send comments to Jolene Cassano with copy to John Hamill Comment Deadline: June 30	ALL	JUNE 30	
Provide jpg logo to Jolene for incorporation in brochure	ALL	MID-AUGUST	
Review 06 CDD grant application and send support letters to John Hamill at john_hamill@partner.nps.gov	ALL	SEPT. 1	
Review Nation Fish & Wildlife Foundation grant and send support letters to John Hamill at john_hamill@partner.nps.gov	ALL	JUNE 27	
Group submit Matching Fund form Use personal organization's pay scale to workout contribution	ALL	SEPT. 15	

