

## Montelores Coalition – Advisory Board Session #3

### *Balancing Sustainable Outdoor Recreation and Conservation of Natural Resources to Serve the Unique Needs of Colorado's Southwest Corner.*

Tres Rios Field Office and [ZOOM](#)

**February 6 , 2024      1 Hour**

#### **Minutes**

1. **Welcome and Any New Introductions - none**
2. **Branding/Logo/Website Discussion- Michelle has contracted Sara Olsen and Associates in Durango to develop a logo, website and brand profile. Work on the logo will begin right away and several mock-ups will be shared with the advisory committee when available. The website work will begin in mid-February and take approximately 12 weeks to complete.**
  - a. **Brand Profile Committee – Sara would like to sit down with a “committee” to learn more about the goals and mission of the organization to create a brand profile that fits us. It will include color scheme, business card mock-up, and marketing/media package. Volunteers – Tom Rice, Joe Manning, Paul Ruud, Jamin Grigg, ...Jason Armstrong and Brian Bartlett were not present but hoping they might have some input. 😊**
3. **Stakeholder Intro Session Planning Update**
  - a. **Location and Time- Pueblo Community College Mancos Campus/February 28<sup>th</sup>/12PM-2PM**
  - b. **Lunches- Mona Makes grab and go lunches**
  - c. **Additional Speaker- Michelle has had difficulty reaching Cindy Williams of Chaffee County’s Envision RPI. Back-up may be Steve Coffin of NOCO Places RPI. Jamin will reach out to Cindy as well.**
4. **CPW Spring Grant Cycle for Facilitator- Michelle met with CPW to discuss the need for a facilitator for listening sessions. Grant cycle doesn’t open until Spring, but Michelle will be applying for additional funding as soon as it becomes available. Tom suggested that maybe SJMA staff could be utilized to assist with listening session moderators, as USFS and BLM are funders of their programs.**

- a. **Listening Sessions Format-** similar to SCCORR, alternating communities, categorized tables with a moderator where stakeholders can choose a category that resonates with them, questions and feedback recorded by moderators. Scheduling TBD due to funding and capacity.
  
5. **Possible PCC Discussion re: Workforce Pipeline-** Michelle met with PCC Executive Dean, Lisa Snyder, and Natural Resources Program Manager, Heather Houk, to discuss building upon their workforce program which currently includes: wildland firefighting, agriculture, drone operator. PCC is getting a wildland fire simulator for the Mancos campus. They would like to partner with the Montelores Coalition to apply for the Workforce Resiliency Grant from CCCS <https://cccs.edu/industry/workforce-resilience-program/>. They will be invited to the next advisory board meeting to learn the workforce needs of land managers and agencies to help guide their program development.

**Next Steps:**

1. **Invitations for the first stakeholder meeting will go out tomorrow at 8 AM to stakeholder list**
2. **Weekly reminders will follow up to meeting date**
3. **Michelle will present an intro to Dolores BOCC at their Feb. 20<sup>th</sup> meeting**
4. **Invite PCC to next advisory meeting**
5. **Invite James Dietrich to present results of Montezuma County OREC at advisory meeting**
6. **Follow up with Hutton Broadcasting on messaging/ads for their upcoming digital kiosk marketing campaign. \*USFS will be doing a regular radio show at KSJD and may be able to provide content.**

**Next Meeting: February 20<sup>th</sup> 2-3PM at Dolores Public Lands office**