

Information and Education Committee Summary**March 18, 2022, 9 am – 10 am**

Attendance: Justyn Liff, Roya Mogadam, Melissa Trammell, Michael Gross, Melissa Mata, Raphaela Ware, Leslie James, Julie Stahli, Paul Badame, Zane Olsen, Lisa Meiman, Tom Pitts, Tonya Kieffer-Selby,

CONVENE: 9:00 a.m., Friday, March 18th

1. **Introductions** – Julie introduced the new employees in the PDO, including Mike Gross who is serving as the I&E Coordinator and Paul Badame as the Deputy Director.
2. **2022 RIPRAP review** – Julie reviewed the RIPRAP purpose and reiterated the ability for all committee members to comment on the entire document. Icons and format were reviewed. Tonya said UDWR expects to resume 4th grade classroom educational sessions starting school year 2022-23. Tonya requested a way to access the interpretive exhibit layouts and Julie noted that we will provide that to everyone soon. Noted during this discussion that the transfer of the Program website to a new platform and completely revamped layout. Tom Pitts asked about the CWCB Laserfiche library and how it is currently accessed and searched. There is a link under the “Science” tab dropdown which links to the Laserfiche library. It is still difficult to search in a meaningful way. The committee discussed the desire to convert the library to a searchable system, how much time that might take, and who could tackle that. CSU Heritage program was suggested by Melissa. Melissa asked what was transferred to the new site and noted that she thought some finalized documents were missing. Mike asked that anyone who knows of missing documents or finds bad links to let him know.
3. **What are the appropriate levels and types of I&E coming out of COVID?** – Mike said the Program will attend the Ute Water Children’s Water Day this year. Mike asked how people felt about any continued COVID protocols. Justyn said many parents may not want multiple people to kiss fish and would recommend backing off that concept. Could shaking a fin have the same effect? Tonya asked what the purpose is of letting people kiss the fish to begin with. She asked if we were giving mixed messages by allowing fish kissing at all. Mike said the goal is really to get them excited about the fish. Melissa Trammell supported coordinated releases, which creates a lasting memory for the kids. Melissa said that maybe having a fish kiss their hands rather than their mouths. Melissa Mata said we might be able to figure out how to do that to stock fish during the Farmington Water Festival. Tom asked if the biologist there could assist in that effort and prioritized this effort coupled with a press release. This is over Memorial Day weekend. Paul mentioned that a fish release could be a good opportunity to use our excellent

tracking data (STReaMS) to update those kid groups through time to help retain them as interested/invested. Melissa Mata liked that idea and likened it to an “adopt a fish” program.

4. **Which I & E tools would hold the most value and should be prioritized in upcoming years?** – Tom Pitts encouraged continued presence at the Water User groups – CRWUA, Utah Water Users, and Colorado Water Congress (summer and winter meetings). Tom Pitts will check on whether there is a New Mexico meeting. Melissa asked about the CLA conference but thought it might be focused on Water Law - Leslie did not recommend adding that to the list. Tom recommended continuing to do “table events” in critical habitat. Leslie James suggested the National Water Resources Association – should be attended when it is held within our target area – August meeting (This year it’s in Montana). Tonya said that we need to figure out Recruitment, Retention and Reactivation. Fish kissing is an example of recruitment. Mike recommended targeting high school students because they go right into the workforce. Melissa Trammell asked about the Caesar Chavez Festival (which is on March 26th this year) and said it should be prioritized for 2023. Tonya recommended examining our I&E efforts from a cost-benefit perspective to really look at what we are doing and create a plan. Tonya provided a link to Utah’s Migration Initiative story map for Colorado Pikeminnow and asked if it could be linked on the new website.

<https://storymaps.arcgis.com/stories/332e610f99714c87b6f98f4391592f61>

5. **Website Tour** – of the newly upgraded Upper Colorado River Endangered Fish Recovery Program website is at <https://coloradoriverrecovery.org/> Mike reviewed the website, looking at the public facing site and the Colorado River side. Melissa Mata reviewed the story map that was created, they are working to develop the San Juan website and it should be ready to go soon.

6. **Actions:**

- a. Paul and Mike will work linking UDWR’s pikeminnow story map to the website.
- b. All committee members are asked to report website issues, broken links, or missing documents to Mike, Julie, or Paul.
- c. Tonya Kiefer requests .pdf copies of the Las Colonias signs.
- d. Mike will poll the committee to find a time for the next meeting to be held sometime in April-May.

ADJOURN: 10:00 a.m.