

**Oregon Dunes Restoration Collaborative
Meeting Minutes - Communications & Outreach Working Group
December 14th, 2017**

Outreach Materials

Printed collateral pieces have begun arriving

Currently are being stored at the Turell Group's office and will be transferred to one or more locations on the coast once everything has arrived

Potential storage locations:

- City of Florence public works or city hall
- Florence Library
- Reedsport Forest Service Warehouse

Dina to follow-up on Florence locations and Lisa on Reedsport location

Old Smokey's Grant

From Pacific Northwest Forest Service Association (PNWFSA)

Bill did a nice job putting together the grant request

Group discussed the specific categories and amounts we will be requesting
\$2,000 requested, for the following:

- Fees for Florence Home and Garden Show (March 2018)
- Media placement
- Reprinting collateral materials
- Postage expenses

Funds must be spent within 12 months

No cash match required

Awards announced in early 2018

Strategy Book

The book is nearly ready to print – maybe a need for better photos but otherwise is ready

300 copies are planned to be printed through the Forest Service

Travel Oregon grant has additional funds for printing

Lisa checking on cost-savings if we were to print a higher quantity now

Discussion: do we give the books away, or charge a small amount to fund reprinting?

- We will start by giving them away free and determine if selling them is necessary based on the number being consumed
- Another fundraising option is having donation boxes in locations distributing the books

Public Outreach

Dina produced a spreadsheet that delineates the various communities/audiences we want to approach with our messaging

- She will give committee members access to that document

We brainstormed a list of high-traffic businesses that may be good spots to place the pull-up banners that have been developed

Andy will add that list to the spreadsheet and committee members are encouraged to add locations

The plan calls for moving these banners to other locations

However if we find a good location where the owner is willing to keep the banner up longer, we can buy additional banners to rotate

Andy will also add lists of businesses for other types of collateral distribution to the spreadsheet

We need to decide how best to approach the businesses we hope will carry out materials.

Andy will connect with Cindi to discuss Coos Bay locations

Video Production

There might be a couple of folks associated with the aquarium that might have something we can utilize

Travel Lane County has a lot of drone footage of the coast, and a videographer who may be able to film

Will discuss this project more in the future