

**Oregon Dunes Restoration Collaborative
Communications & Outreach Working Group – Meeting Minutes 12/4/18**

Update on Dunes Strategy Book

- USFS is under agency directory to cut back on printing costs
 - Siuslaw NF had previously submitted a request to print 500 more copies
 - They have already budgeted for it, but it could still be denied if the print office wants to strictly cut down on amount printed
- 1st run was 500 copies at \$3,500
- Other printing options
 - Need to get printing specs from USFS
 - Can get in printed in other format / other bindings to make cheaper if needed

Collateral Materials

- What new materials / new messages / new images do we need?
- Do we need an OHV-specific flyer?
- Current inventory:
 - 1 box of brochures
 - 1 ½ boxes rack cards
 - 1 box books
 - ½ box table tents
 - ½ box posters
- Will need to consider re-printing in 2019 if we run out
- Initial run of brochures was \$300 for 5,000 brochures

Events / Tabling Schedule

- Nat Geo Live! Speaker series in Eugene
 - Bill & Amelia covering 12/12
 - Jeff & Andy covering January and February dates
- Florence Home & Garden Show – March 1,2,3
 - Bill following up with CPRCD about paying for entry fee
- Potential events:
- Dina presented at Reedsport Rotary Club and is trying to connect to Coos Bay Rotary
- Jim can connect us to Siuslaw Watershed Council Earth Day event
 - Planning meeting is 12/7
 - Event will include tabling opportunity in Old Town Florence
- Jeff submitted application to table at UO Student Sustainability Fair in January

Business Cards

- Do we need a “generic” business card?
- Without names, but with contact information. Volunteers can give them out at tabling events
- Andy will work with Travel Lane County graphic designer to produce one

Funding

- Lisa has two wheeled crates she is willing to donate to haul around our tabling supplies
- Website maintenance is \$600/year for basic services
 - Turell Group wrote of \$4K of work as an in-kind donation last year
 - We'll need to pay them for web hosting and some maintenance requests in the future
- Remainder of Old Smokey's grant can cover most of 2019 web hosting fee
 - We need to use that funding by the end of December
- 2nd round of Old Smokey's grant
 - Application due at end of December
 - \$2,000 or less available this year
 - Could be used to cover website, e-newsletter, tabling fees, misc. printing
 - Bill will start on grant application and work with funding group

Distribution of Collateral Materials

- Jeff has delivered brochures to many new locations
 - See spreadsheet – especially in Coos Bay / North Bend area
 - For spring we will need to restock & reach more locations
 - So far, have done outreach at only 2 ATV businesses
- What is required with OHV users register their vehicle?
 - Can we get information to people when they get a permit?

Proposed website edits

- Please take a critical look at the website and give any feedback to Jeff
- "About Us" section – if we add more content here, does that make it too similar to the Learn section?
- We can pull more content from the strategy book
- Connect with USFS biologists and other experts
- Jeff will collect any website suggestions and have this group review

Oregon Field Guide

- Ran an episode about the dunes in 2012
- Lisa did some outreach to them to ask about filming a follow-up
- They are interested, but want "something big" to film
 - Maybe next USFS restoration projects?

Advocacy Work

- Andy met with Dave Funk (PR professional in Eugene) to get his advice on outreach and advocacy
- We need to continue our push to reach elected officials
 - State level and higher
- Dave suggested a 1-page flyer that highlights ODRC and makes an ask of elected officials