

DRAFT Meeting Notes
RMCG Information and Education Committee Conference Call
July 27, 2011

Present: Lynn Barclay, David Eaker, Jason Hartman, Larry Helmerick, Laura McConnell, Sheryl Page, GayLene Rossiter, Katherine Timm, Bob Vogltance, Traci Weaver

Sheryl requested feedback on the Fire Prevention Education Team (FPET) documents. Larry requested a week or two to review the documents. Lynn will send out a note regarding a deadline for comments. Sheryl got enough people for two teams and will send an email letting everyone on the committee know who is on the teams.

Website:

- GayLene sent links to draft revised web pages on July 26. The URL and mission statement have been finalized.
- The heading and banner area need further discussion. Committee members on the call agreed that we should use “Center for Wildland Fire Prevention Information and Education,” as reflected on the draft page.
- Katherine described ideas for the graphics on the home page. Sheryl likes photo collage idea and the map on the home page. Bob likes the collage for the masthead. Sheryl suggested that when we roll our cursor over the map, it should link to many different sites of interest to visitors. Another option is to link the map to a page that lists relevant links for each state.
- “Wildland fire information and education” should be displayed at the top of the page in the masthead. “Serving Colorado, Kansas, Nebraska, South Dakota and Wyoming” will be displayed under the map
- The logo will be revised to reflect the changes to the site; “Rocky Mountain” will be replaced with “Wildland Fire,” followed underneath by “Information and Education.” Katherine will talk to graphic designer about timelines for revising the logo and completing the photo collage.
- Mission statement will be placed under the photo collage header.
- Move “Working side by side...” to the bottom of the page or put it up under the states. Move RMCG “Working together as the RMCG Information and Education Committee” to the bottom of the page. The banner has wildland fire information and education at the top; mission statement underneath; then serving Colorado, Kansas, Nebraska, South Dakota and Wyoming, then working side by side, then map, then RMCG Info/Ed Committee.
- Need to state that the RMCG Info/Ed Committee is leading this effort and is responsible for the website.
- When visitors click on RMCG, it will take them to the “about us” page.

- Need to combine media tools and wildland fire management resources into one toolbox (fire information and education toolbox?), segmented by mitigation, fire prevention and fire science. Maybe call it something other than a toolbox. What about “wildland fire information/education tools” or “products?” Distinguish between public and professionals? Need to specify in the navigation bar so visitors quickly get to the information they need. Perhaps list “Fire information and education products,” in the navigation bar and then provide options for where visitors go next (mitigation, prevention, fire science). The committee thinks it would be better to separate the information into two pages to avoid one long page that requires endless scrolling, even if both pages contain some of the same information.
- GayLene made changes to the “Partners” page. A suggestion was made to remove the National Prevention Team logo, as they no longer have an active website. **All committee members need to look at their respective web address links and logos to make sure they’re accurate; if not, send revisions to GayLene by August 8.**
- GayLene also made changes to the “About us” page. Committee members need to review and provide feedback.
- A suggestion was made to have the website information on disks so we can promote it when working with other groups.
- All committee members need to take responsibility for submitting one piece of information that’s seasonal or germane to the site so we can keep the site looking fresh and relevant. Perhaps rotate responsibility? For now, it was suggested that we make a personal commitment to send something to GayLene for different sections of the website. If it’s for the homepage, provide a brief lead in to go with the link.

FPET Documents:

- A prevention team went to an assignment in New Mexico and had a great time. Our area is on call July 26-August 8.
- Lynn submitted a proposal to the RMCG regarding our process for assignments. Jason Hartman, David Peters and Sheryl developed a white paper on a succession plan. The goal is to establish a protocol for teams established during RMA rotation periods so Sheryl isn’t scrambling to assemble a team when called. **Deadline for comments on draft documents due to Sheryl (with cc to Jason and David) on August 12.** Lynn will present final documents to Rich Homann, RMCG liaison, who will then present it to the RMCG.

Cohesive Strategy:

- Sheryl provided an overview of the Cohesive Strategy, which includes three main areas of focus; one is fire-adapted communities. People are wondering if this is something we’ll be required to do. Sheryl wants to make sure that our agencies are involved and that we know it’s not a new program, nor is it mandatory. It’s currently only a concept. It encompasses a lot of things our committee already does. It means doing fire prevention year-round, doing mitigation work in communities. Encompasses a huge range of things. Many publications are out there. The

University of Nevada did the Living with Fire newspaper insert and created a fire-adapted communities brochure, which explains the traits of these communities. They're stating it in terms of how they would like these communities to look. Communities are relying heavily on fuels mitigation. We want to make sure the information and education side of the equation is considered. As a committee, it's important that those aspects are not lost.

Updates and Other Business

- A researcher is doing an analysis of the cost/benefits of prevention. Researcher is looking for data for a minimum of a couple of years. Researcher is looking for a list of prevention/mitigation activities from different agencies. If you have any of that data, send to Sheryl and she will forward to the researcher.
- At next year's wildland fire academy in Nebraska, a P310 class will be offered. Another 12-hour prevention class will be offered at fire school in May 2012.
- Casey is in the process of completing a "Living with Fire" publication, which is nearly complete.
- The Nebraska fire prevention information newsletter will be getting a new look later this year.
- Nebraska has a new fire poster that they'll send to us to post on the website.

Meeting adjourned at 12:20 p.m.

Next meeting is November 2-3 in South Dakota. We may convene a conference call at the end of September to assess the status of the website.