

Rocky Mountain Restoration Initiative (RMRI)
July 6, 2021, 2:00 pm to 4:00 pm
RMRI Social License Subcommittee
Meeting Summary – FINAL

RMRI SOCIAL LICENSE SUBCOMMITTEE	
ATTENDANCE: Dan Beveridge, Tim Kylo, Jason Lawhon, Becca Samulski, Nathan Van Schaik, Kirk Will, and Crystal Young	
ACTION ITEMS	
Samuel Wallace, Patt Dorsey, Dan Beveridge	Invite someone from the Wildfire Awareness Month planning committee to present at the Social License Subcommittee meeting in September.
Samuel Wallace	<ul style="list-style-type: none"> • Create a link to a Google Drive for partners to place their photos for the infographics. • Add a “call to action” section to the infographic. • Make a customizable version of the infographic. • Share the feedback on the NWTf RMRI video with Patt Dorsey.
MEETING SUMMARY	
DISCUSSION TOPIC: Partner Updates	
<p>Discussion Points:</p> <ul style="list-style-type: none"> • The Social License Subcommittee has officially finalized its key messages. Nathan Van Schaik, US Forest Service, posted the key messages to the RMRI Social License Subcommittee webpage (link). • Dan Beveridge, Colorado State Forest Service (CSFS), is the new CSFS fire, fuels, and watershed manager. • The Colorado Wildland Fire Conference will be from September 21 to 23 in Grand Junction. Patt Dorsey, National Wild Turkey Federation (NWTf), will be giving a micro-talk on RMRI at the conference. • The RMRI Communications Subcommittee is nearing the end of the RMRI branding and logo process. The branding and marketing consultant The Truth will be finishing the branding guide soon. • There have been several small starts in Southwest Colorado, but so far, they have been contained. 	<p>Decisions/Action Items:</p> <p>None.</p>
DISCUSSION TOPIC: Social License Infographic	
<p>Discussion Points:</p> <ul style="list-style-type: none"> • The Subcommittee should define the audience for these infographics more clearly. The intended audience for these infographics was private landowners to encourage them to treat their 	<p>Decisions/Action Items:</p> <ul style="list-style-type: none"> • Samuel Wallace: Create a link to a Google Drive for partners to place their photos for the infographics.

property, but the audience could also be broader. It could also be for community members that attend meetings to learn more about wildfire and wildfire risk reduction.

- Images should be added to the infographic to make it more impactful.
- For each audience, there may be a different call to action. For example, the call to action for private landowners is to treat their properties. The call to action for policy-makers may be to pass legislation to increase funding for forestry treatments. The call to action for community members may be to support large landscape projects.
- The Social License Subcommittee should consider large-scale press initiatives/public media campaigns to generate support for forestry treatments.
- The idea for the infographic was to highlight the available choices between treating and not treating the forests.
- The Dolores Watershed Resilient Forest (DWRF) Collaborative has an infographic that highlights the roles of different stakeholders in the watershed (e.g., timber industry).
- It is important to recognize the work local collaboratives are doing to obtain social license. Local collaboratives are in a better position to develop and distribute infographics and handouts to their communities. Groups like DWRF are conducting tours on the ground. These infographics and handouts can be distributed during the tours. These infographics should be considered one tool in the toolbox.
- Eventually, these infographics can be posted on the website for all partners to access and use when appropriate.
- The infographics should be customizable, so local collaboratives can adjust the messages, images, and call to action accordingly.
- The infographics could be made into a version that has clickable content for online use.
- The terms “uncharacteristic” and “characteristic” wildfire may be too confusing for a general audience. The terms should be “natural wildfire” and “unnatural wildfire.”

- **Samuel Wallace:** Add a “call to action” section to the infographic.
- **Samuel Wallace:** Make a customizable version of the infographic.

DISCUSSION TOPIC: NWTF RMRI Video

Discussion Points:

- The NWTF produced a series of videos on their new Big 6 Initiative. One of the videos focused on RMRI.
- The video does not acknowledge local partners and collaboratives in a specific or meaningful way. The outcomes on the ground occur because of local stakeholders and collaboratives, which is left out from the video. It is important that RMRI engages in actions that support local collaboratives and not claim outcomes that local collaboratives have been coordinating for years.
- The audience for the NWTF RMRI video is national, which is why the message may have been broader and focused on outcomes. The video could have done a better job at mentioning local partnerships, but it is important to consider the audience and purpose of the video too.

Decisions/Action Items:

- **Samuel Wallace:** Share the feedback on the NWTF RMRI video with Patt Dorsey.

NEXT STEPS

- At the next Social License Subcommittee, it would be helpful to have someone from a local collaborative talk to the Subcommittee about what efforts would be most helpful. Patt Dorsey is inviting Danny Margoles, DWRF, to join the next Social License Subcommittee meeting.
- At the September Social License Subcommittee meeting, it would be helpful to invite someone who works on Wildfire Awareness Month for Colorado. Samuel Wallace and Patt Dorsey will work with Dan Beveridge to invite someone from the Wildfire Awareness Month planning committee to present at the Social License Subcommittee meeting in September.