

**Rocky Mountain Restoration Initiative (RMRI)  
 September 13, 2022, from 2:00 PM to 4:00 PM  
 RMRI Social License Subcommittee  
 Meeting Summary – FINAL**

<b>RMRI SOCIAL LICENSE SUBCOMMITTEE</b>	
<b>ATTENDANCE:</b> Rob Addington, Patt Dorsey, Elizabeth Dowling, Cindy Dozier, Christy Garrou, Tim Kylo, Audrey Miles-Cherney, Teddy Parker-Renga, Molly Pitts, Kelle Reynolds, Nathan Van Schaik, Kirk Will	
<b>ACTION ITEMS</b>	
<b>Patt Dorsey, Nathan Van Schaik, and Samuel Wallace</b>	Create a workplan for the Social License Subcommittee based on the prioritized strategies.
<b>MEETING SUMMARY</b>	
<b>DISCUSSION TOPIC:</b> Communications Subcommittee Update	
<p><b>Discussion Points:</b></p> <ul style="list-style-type: none"> <li>• Kate McIntire has taken another job and left RMRI. She was the co-chair of the Communications Subcommittee, so the Subcommittee's capacity is limited.</li> <li>• The RMRI monthly update will be available the week of September 19.</li> <li>• Nathan Van Schaik, US Forest Service (USFS), is working on the next issue of The Source, which should be distributed in October. The Source will focus on landscape accomplishments, cross-boundary projects, and subcommittee work.</li> <li>• The Communications Subcommittee is working with the Workforce Capacity Subcommittee to develop a forest industry trifold. The trifold aims to inform recent graduates about career opportunities in the forest industry. Once finalized, the intention is for the trifold to be a public document.</li> <li>• Nathan Van Schaik and Christy Garrou, USFS, will attend the RMRI meeting in Southwest Colorado. They plan on capturing photos and stories from the meeting to develop outreach material, such as a joint press release.</li> </ul>	<p><b>Action Items/Decisions:</b></p> <p>None.</p>
<b>DISCUSSION TOPIC:</b> Wildfire Awareness Month Update	
<p><b>Discussion Points:</b></p> <ul style="list-style-type: none"> <li>• The Wildfire Awareness Month campaign is going to change dramatically. Last year, the Colorado State Legislature passed a bill to enhance outreach efforts and coordination through Wildfire Awareness Month.</li> <li>• The Wildfire Awareness Month partners (USFS, Colorado State Forest Service (CSFS), and Division of</li> </ul>	<p><b>Action Items/Decisions:</b></p> <p>None.</p>

<p>Fire Prevention and Control (DFPC)) make up the Steering Committee. They will form a working group of wildfire mitigation partners to promote the Wildfire Awareness Month campaign.</p> <ul style="list-style-type: none"> <li>• The Wildfire Awareness Month Campaign Steering Committee is hiring a facilitator for the working group. They are also hiring a marketing firm to develop a toolkit for public service announcements and social media graphics. The marketing firm will also identify potential audiences and research what types of messages will resonate with those audiences.</li> <li>• Members of the RMRI Social License Subcommittee should join the Wildfire Awareness Month working group. Subcommittee members should email Teddy Parker-Renga individually if they are interested.</li> <li>• Molly Pitts, Colorado Timber Industry Association (CTIA), would like to join the Wildfire Awareness Month working group.</li> <li>• The plan is for the first working group meeting to occur in early 2023. They will meet throughout the year. In fall 2023, the working group will meet to discuss lessons learned from implementing the Wildfire Awareness Month Campaign to inform the implementation of the 2024 campaign.</li> <li>• The bill provides funding to the Wildfire Awareness Month Campaign for the next two years, but the goal is to extend funding beyond the two years. Other states have implemented their Wildfire Awareness Month Campaigns for decades.</li> <li>• The Wildfire Awareness Month Steering Committee invited Colorado Association of Realtors staff to participate. One suggestion is to have someone on the Wildfire Awareness Month working group that can represent Colorado tourism.</li> </ul>	
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**DISCUSSION TOPIC:** Social License Subcommittee 2022 Strategies

<p><b>Discussion Points:</b></p> <ul style="list-style-type: none"> <li>• The Social License Subcommittee should develop messaging focused on the industry's role in promoting forest health. These messages are better coming from a diverse group of partners, like RMRI, than directly from agencies.</li> <li>• The Social License Subcommittee should focus its efforts on partnering with the Wildfire Awareness Month Campaign.</li> <li>• The Social License Subcommittee worked on messaging on prescribed fire. They should work on broadcasting those messages to an external</li> </ul>	<p><b>Action Items/Decisions:</b></p> <ul style="list-style-type: none"> <li>• <b>Patt Dorsey, Nathan Van Schaik, and Samuel Wallace:</b> Create a workplan for the Social License Subcommittee based on the prioritized strategies.</li> </ul>
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<p>audience. The Upper Arkansas has requested prescribed fire messages for their landscape.</p> <ul style="list-style-type: none"> <li>• Social License Subcommittee messages should be paired with success stories. For example, the messaging could highlight how Southwest Colorado's forestry businesses support biomass utilization. The Wood for Life Program in Southwest Colorado is another example of a success story to promote.</li> <li>• The Social License Subcommittee should share lessons learned across landscapes. The Subcommittee could share information on projects not occurring in an RMRI landscape. For example, potential projects outside the three focal landscapes include the Spruce Beetle Epidemic and Aspen Decline Management Response (SBEADMR) and the Taylor Park adaptive management team.</li> <li>• The Rocky Mountain Research Station (RMRS) is hiring a new science communicator. The Social License Subcommittee could work with the new staff member to provide technical expertise on messaging.</li> <li>• The Social License Subcommittee should focus on developing maps and visual aids to communicate success stories.</li> <li>• The Social License Subcommittee will focus its efforts on the five following strategies: <ul style="list-style-type: none"> <li>○ Promote success stories from the landscapes to create positive messaging around forest treatments and management.</li> <li>○ Provide technical expertise on broader topics, like prescribed fire and smoke, to support local landscape messaging.</li> <li>○ Share lessons learned using adaptive forest management to increase transparency and connect RMRI landscapes and partners.</li> <li>○ Develop messaging regarding the role industry can play in promoting forest health.</li> <li>○ Work with CSFS, USFS, DFPC, and other RMRI partners to support and promote messages during Wildfire Awareness Month (in May), refining messages to put them in the context of RMRI's goals, values, and mission.</li> </ul> </li> <li>• Patt Dorsey will give an update on the Social License Subcommittee's activities at the October RMRI meeting in Southwest Colorado.</li> </ul>	
<p><b>DISCUSSION TOPIC:</b> Social License Subcommittee/Communications Subcommittee Process</p>	
<p><b>Discussion Points:</b></p> <ul style="list-style-type: none"> <li>• At the beginning of RMRI, the Communications Subcommittee had discrete and separate tasks, such</li> </ul>	<p><b>Action Items/Decisions:</b></p> <ul style="list-style-type: none"> <li>• <b>Decision:</b> Meeting participants agreed that the Social License</li> </ul>

<p>as building the RMRI brand and updating the website. Now that the brand and website are built, the Communications Subcommittee and Social License Subcommittees have similar functions. The Social License Subcommittee and Communications Subcommittee should merge to reduce redundancies.</p> <ul style="list-style-type: none"> <li>• The merged Subcommittee could form subgroups to tackle discrete tasks as needed.</li> </ul>	<p>Subcommittee and Communications Subcommittee should merge.</p>
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**NEXT STEPS**

- At the next meeting, subcommittee members will discuss how the Subcommittee can engage with Wildfire Awareness Month.