

**Rocky Mountain Restoration Initiative (RMRI)**  
**March 28, from 11am to 1pm**  
**RMRI Social License/Communications Subcommittee**  
**Meeting Summary – FINAL**

RMRI SOCIAL LICENSE/COMMUNICATIONS SUBCOMMITTEE	
<b>ATTENDANCE:</b> Rob Addington, Kristy Burnett, Patt Dorsey, Liz Dowling, Cindy Dozier, Sonja Neimann, Teddy Parker-Renga, Molly Pitts, Gilbert Randolph, Todd Ruffner, David Sitton, Nathan Van Schaik, Lo Williams	
ACTION ITEMS	
<b>Nathan Van Schaik</b>	Share Nick Smith’s contact information with Teddy Parker-Renga.
<b>Liz Dowling and Gilbert Randolph</b>	Discuss the potential for a more detailed media production workshop for the Social License/Communications Subcommittee in the future.
MEETING SUMMARY	
<b>DISCUSSION TOPIC: Partner Video Idea Brainstorm</b>	
<p><b>Discussion Points:</b></p> <ul style="list-style-type: none"> <li>• Gilbert Randolph, Digital Media Specialist for the National Wild Turkey Foundation (NWTF), provided an overview of best practices and strategies for creating and sharing videos that will engage audiences. Below are key themes from the discussion.</li> <li>• In the last five years, video content has become more accessible to all, both as consumers and creators. Because well-produced videos are more common in the outdoor industry, people are starting to value the authenticity, honesty, and thoughtfulness of content more highly. This gives RMRI an opportunity to create video content that will be engaging for stakeholders without the added pressure to create content that is high in technical quality.</li> <li>• RMRI partners could create short videos that detail their backgrounds and perspectives.</li> <li>• Most smartphones now have cameras that are capable of producing quality videos. Videos should be taken in Full HD (FHD), which has an aspect ratio of 1920 by 1080 pixels. FHD is optimally viewed on a phone, and therefore is commonplace on social media platforms.</li> <li>• Videos of 30 seconds to one minute are ideal for modern social media consumption. Multiple takes can be edited together to highlight the best storyline and allow thoughts to develop.</li> <li>• When developing video ideas, it is important to narrow the purpose of the video to a digestible topic. For example, a video about RMRI as a whole will</li> </ul>	<p><b>Action Items/Decisions:</b></p> <ul style="list-style-type: none"> <li>• <b>Liz Dowling and Gilbert Randolph:</b> Discuss potential for a more detailed media production workshop for the Social License/Communications Subcommittee in the future.</li> </ul>

<p>probably not engage users as well as one about concerns about prescribed burns in a specific RMRI focus area.</p> <ul style="list-style-type: none"> <li>• Outdoor shooting locations will better emphasize the themes of potential RMRI videos than indoor ones and will produce higher quality video. Morning and evening are ideal outdoor shooting times. Light source and direction should be considered when filming any video.</li> <li>• There are several free and user-friendly options that can be used to edit videos. Instagram and TikTok have built-in editing processes. iMovie is another option and comes included in most Macs. Adobe Premiere is a professional-level editing software that is recommended if organizations can budget for it.</li> <li>• Some cost-efficient options for video cameras include the Canon R10 or the Canon Rebel. Operating cameras like these will require greater skills than a phone camera, but they will produce higher-quality videos. The spontaneity of phone cameras may make them more suitable for RMRI projects.</li> <li>• Vertically-oriented videos display better on phones.</li> <li>• Investing in a tripod or gimbal for phone videos can be helpful to reduce shakiness of videos or film oneself.</li> <li>• Shorter videos can be effectively sent between iPhones but will diminish in quality if sent to an Android. For sharing longer videos, it is better to use cloud software such as Google Drive, DropBox, or WeTransfer. When using these applications, it is important to ensure that the video is not being compressed to a smaller file size so that it will be usable for the recipients.</li> <li>• Gilbert shared his Instagram (<a href="#">@beconsumptive</a>) with the subcommittee to provide examples of informative and engaging videos. There is interest in a longer media production workshop with the subcommittee in the future.</li> </ul>	
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**DISCUSSION TOPIC: Colorado Wildfire Awareness Month Update, w/ Teddy Parker-Renga**

<p><b>Discussion Points:</b></p> <ul style="list-style-type: none"> <li>• Teddy Parker-Renga, Colorado State Forest Service (CSFS) highlighted the upcoming campaign for a Wildfire Awareness Month in Colorado. Below are key points from the discussion.</li> <li>• <a href="#">State Bill 22-007</a> provided funding for the CSFS’s Wildfire Awareness Month campaign. The CSFS is working with the Colorado Division of Fire Prevention and Control (DFPC), the US Forest</li> </ul>	<p><b>Action Items/Decisions:</b></p> <ul style="list-style-type: none"> <li>• <b>Nathan Van Schaik:</b> Share Nick Smith’s contact information with Teddy Parker-Renga.</li> </ul>
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<p>Service (USFS), and local fire chiefs to incorporate wildfire professionals on local, state, and federal levels to develop messaging.</p> <ul style="list-style-type: none"> <li>• The bill requires the campaign to launch in May, but the CSFS and its partners want to expand beyond this timeline, as the presence of snow on the ground in many areas in May could hinder fuel reduction efforts.</li> <li>• The campaign working group, consisting of seven to eight representatives from the four partner organizations, has been working with a marketing firm to develop recommendations on wildfire awareness strategies for 2023 and 2024.</li> <li>• The primary goal of the campaign is to educate people living in WUI areas about wildfire risks and encourage them to take mitigation actions.</li> <li>• The campaign has several secondary goals as well. The first is to foster collaboration with organizations on local levels. The second is to change cultural understandings of wildfire and build community recognition that it is an essential part of local ecosystems. The third is to build a campaign that can create ongoing change beyond the two-year window.</li> <li>• The campaign will employ outreach strategies including advertising on local radio stations, social media, and billboards. Specific areas of focus are Eagle County, Jefferson County, and Logan County.</li> <li>• Streamlining the information on the CSFS’s 16-page home ignition guide will provide accessible recommendations for residents and property owners in WUI areas.</li> <li>• Below is the campaign’s timeline: <ul style="list-style-type: none"> <li>○ March 30: The working group will reveal the campaign to its partners</li> <li>○ April 12-13: The working group will table at the Colorado Wildland Fire Conference</li> <li>○ April 25: The working group will publicly announce the campaign at the Governor’s Wildfire Briefings.</li> <li>○ May 1: The campaign will be officially launched, including publishing of a webpage and other media promotions.</li> <li>○ July-August: The working group will end its media promotions and wrap up the campaign for 2023.</li> <li>○ September: The working group will present their final report to the Wildfire Matters Review Committee.</li> </ul> </li> </ul>	
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<ul style="list-style-type: none"> <li>• The Social License/Communications Subcommittee is encouraged to assist the working group with engagement and outreach for the campaign when possible through social media, webpage assistance, and local contacts.</li> <li>• Currently, the budget for the campaign is \$80,000, but the working group will have an opportunity to request more funding from the Legislature.</li> <li>• The working group has identified two pathways for public outreach: fire prevention and fire preparation. Once awareness is raised about home ignition zones, the campaign can expand its focus to include other facets of wildfire resiliency like forest and watershed management.</li> <li>• Social License/Communications Subcommittee members recommended reaching out to Nick Smith of Healthy Forests, Healthy Communities as a potential partner. Nathan Van Schaik, USFS/RMRI, has Nick’s contact information.</li> <li>• The Colorado Legislature created the <a href="#">Wildfire Mitigation Resources and Best Practices Grant Program</a>, run by the CSFS, in 2022. The focus of this grant program is outreach to community members about wildfire mitigation practices. In the future, RMRI could utilize a grant from this program to help with outreach efforts.</li> </ul>	
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**DISCUSSION TOPIC:** Industry Challenges and Opportunities for RMRI Partners to Build Social License

<p><b>Discussion Points:</b></p> <ul style="list-style-type: none"> <li>• David Sitton, owner of Aspen Wall Wood and Aspen Wood Products, presented on aspen management and the position of aspen within the lumber industry. Below are key points from the discussion.</li> <li>• Aspen Wood Products has three operations. One is aspen logging. Another is the operation of a traditional lumber mill to create aspen paneling and other products. Finally, the company has a partnership with Montrose to utilize beetle kill pines.</li> <li>• Since aspens are clones, clear cutting of aspen groves yields the most effective regeneration. Most of the company’s operations are on USFS land, with a few on state land.</li> <li>• Logs of at least five inches in thickness can be utilized at the Excelsior Mill in Mancos to create a variety of products.</li> <li>• Aspen has a relatively short lifespan for a tree at 90-120 years. Because aspens are clones, once stands reach maturity the entire stand will die off. Harvesting stands before they die off ensures the</li> </ul>	<p><b>Action Items/Decisions:</b> None.</p>
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highest quality of timber and fastest regeneration. Stands that have been harvested and replanted show noticeable improvements in tree health over those that have died off.

- Aspens play key roles in their ecosystems. They have very low flammability, a property which is often used strategically in wildfire risk mitigation efforts. In most logging areas, they are situated at the top of watersheds. Aspen Wood Products is careful to avoid stream corridors in logging operations.
- The San Juan National Forest (SJNF) has been utilizing aspen harvesting since the 1930s, when the first mill was constructed. Aspen harvesting in this model has garnered interest from other forest agencies, particularly the Utah Department of Resources, which is attempting to create a program for clear-cut aspen harvesting in the La Salle mountains close to the border with Colorado.
- Some Forest managers, including the Grand Mesa-Uncompahgre and Gunnison National Forests (GMUG), approach aspen harvesting similarly to spruce or pine, with selective logging practices which are less ideal than clear-cutting.
- For marginal stands, winter clear-cutting is not optimal because ground disturbance is helpful to regeneration. Healthy stands will usually be able to regenerate regardless of the time of year they are harvested.
- Aspen Wood Products is moving toward utilizing 100% of the timber it harvests, with bark being used for mulch or feed lots, sawdust being turned into wood pellets, and the remaining fibers being used for firewood.
- As a family owned business, Aspen Wood Products has had challenges funding the equipment, including the mill itself and the logging and trucking operations. Transportation costs for moving wood pellets to their buyers has been a particular challenge due to the lack of truckers in the Montrose area and high fuel costs. This year has come with additional challenges as forest access roads have been muddy and have made it difficult to reach stands.
- Aspen management is a contentious subject and many in the conservation field view it as problematic. In particular, a recent Trout Unlimited article portrayed an aspen operation in Olathe in a negative light. Many who are against aspen harvesting will point to unsustainable operations in

<p>the past or cite pictures taken directly after a harvest before stand regeneration has started.</p> <ul style="list-style-type: none"> <li>• The Social License/Communications Subcommittee has the responsibility to educate the public on forest treatment processes. Bringing multiple stakeholders to the table and having civil discussions is a key to adaptive management moving forward.</li> </ul>	
<b>NEXT STEPS</b>	
<ul style="list-style-type: none"> <li>• There is interest in a more intensive media production workshop for the Social License/Communications Subcommittee with Gilbert Randolph in the future.</li> <li>• Peak Facilitation Group will send out a Doodle poll to determine the date of the next Social License/Communications Subcommittee meeting and provide an agenda for this meeting.</li> <li>• The next meeting will contain more opportunities for engagement and discussion of the topics presented at this meeting.</li> </ul>	