

DIRT Meeting Notes
February 9-10, 2000

Team Members Present: Kay Rohde, NPS; Elayn Briggs, BLM; Corky Hays, NPS; Doran Sanchez, BLM; Gary Hatch, Edwards; Peggy Shoaf, China Lake; Tom Tanner, CA State Parks-Mojave Sector, Brian Cahill, CA State Parks Colorado Desert Sector; Joe Zarki, NPS, Val Prehoda, DLRTF; Ernie Quintana, DMG; Kathleen Franklin, DMG; John Hamill, DOI coordinator; Clarence Everly, DOD coordinator.

DMG Brochure:

Reviewed the draft brochure, recommended changes

Outlined the process, next steps –

- Dirt members get photos to Kay

- State parks get a clear sharp image of state seal to Kay

- Clarence will do the map and email to Kay

- Les revises brochure

- Review by DIRT, John handles DMG review

- Hope to have next draft out for review by 2/18

- Ready to print by 2/25

- Funds to print held by Joshua Tree Cooperating Association

Notes: Like the cover photo, iguana, moon photos – use them

Action Item: Photos needed from

- Val – Tortoise and Tank, any restoration photos

- Peggy – Aircraft

- Gary – Aircraft, restoration, tortoise

- Joe – restoration

- Doran – burros, restoration, dumps

- Tom – Tamarisk removal

- Clarence – map

Briefing Packet:

Lake Mead will “design” to be less bureaucratic – easy to read, with photos. Will use same photo and “Together for the Desert” as is on brochure to begin to gain some consistency. Will use photos from selections being sent for brochure

Action Item: John Hamill will provide revised order and text to Lake Mead, Order will be

- Overview

- Budget

- Map (same map as brochure)

- Accomplishments

- Detailed project statements

LOGO: Joe explained that the Calif. School of Design in Pasadena will take on the design of a logo for the DMG as a quarter project —“Pro bono”. Joe gathered photos and information about the DMG and desert and briefed the class. Each student will prepare a binder of his or her design.

A mid quarter review by Joe and as many members of DIRT as can attend at the school will provide feedback to the students.

At the end of the term, DIRT will receive the binders from the students. We will meet to evaluate the designs, pick 3-5, identifying a "preferred alternative". DIRT will take these to the DMG.

Logo will be designed for *recognition* (not necessarily something that includes all our individual identities.)

The school is well known for its work. Many major corporations have used them to develop their logos – nokia, LA Philharmonic, etc. etc. DIRT discussed the great opportunity being given us and the media attention and public awareness that this partnership can provide for the DMG.

Website:

Joe presented the draft protocol for adding updating information. This will be finalized and presented to the DMG. It includes development of a magazine like component that will provide a place for current events and project updates – necessary to keep people coming back to the site.

We discussed the rough draft of the marketing plan. Several items can be done immediately and others will require funding. Those that we can do now will be recommended to the DMG at the next meeting. Those requiring funding will be added to the 2001 workplan.

To do now:

- Links – review links. Do they go to the right places? Let Sandra know
- All parks, areas, installations Link from their website to the desert website.
- Write an article introducing the site to be placed in DOI paper "People, Land and Water"
- Design inked stamps with address for distribution and use at all sites.
- Get report of "hits" and use to DIRT

Newsletter:

The DMG approved setting the Newspaper format aside for a time and developing a newsletter to stakeholders. It was felt that many of the parks/installations had their own newspapers for visitors and that perhaps we could stop duplication. A newsletter will be done 2 times a year, in spring and fall.

Doran Sanchez and Elayn Briggs will design and produce the newsletter.

Masthead will echo the brochure and briefing packet design

First issue to include

Card to return, indicating interest in receiving the newsletter

Overview of DMG (**Kay**)

Purpose of Publication

Overflight agreement **Joshua Tree – Mary Rissor**

Burros **Dave**

Tortoise – monitoring protocols? **Jeff Lovich**

Lancaster Visitor Center **Tom Tanner**

Web page **Joe Zarki** (use article he handed out)

Action Item: Articles due to Doran by 3/1

Newsletter published by 4/1

Action Item: **Kay** will do not to all DMG explaining newsletter format, why changing

Mailing List: As a part of the newsletter project and in preparation for better public information in the form of press releases about desert managers activities, a mailing list data base will be developed by Clarence Everly.

Action Item: Kay do note to all DMG and teams explaining need for a mailing list. Request that they develop their lists and send them electronically to Clarence who will compile and sort them.

Newspaper Page:

Recognizing that some areas do not have a newspaper and not wanting to completely ignore the need for basic information about recreation opportunities in the desert for the general public it, AND to insure that DMG recognition would become a part of partner agencies publications it was decided to produce basic information in a format such that it could be included in agency papers, or produced separately as a hand out.

It will be recommended to the DMG that every newspaper produced by partner agencies include as a minimum the following:

- The DMG LOGO

- Website address

- A brief paragraph describing the DMG and its work/purpose

In a format that could be drawn into an existing paper, or used to create a hand out:

- Map of the desert

- The site/activity matrices (adding Cal Fish and Game needs, and a fee areas matrix)

- Visitor Information phone numbers

It was suggested that DIRT develop a tear off hand out for distribution = will be included in next year's budget request

Budget:

Kay and Elayn will pull together a draft budget that reflects the thematic issues. Will include; DIRT coordinator position, Lancaster operations, Website manager position per agreement with Joshua Tree, Tear off Map, Marketing for website. In addition the "projects" will be evaluated for projects that will support the education effort for the other groups.

Lancaster Exhibits:

The shop drawings are nearly complete. They will be reviewed by Lynn Nakata (NPS-San Francisco), Tom Tanner and maybe Gary Hatch.

Tom Tanner will be the main contact with Lynn and the contractor.

The exhibit producer says that once the shop drawings are approved, fabrication should take a month.

Discussion on actual dates for a grand opening was deferred until later we have a firm calendar

Action Item: Tom will work with Lynn and contractor to get current and accurate time line.

Action Item: DIRT members and John and Clarence will begin to compile lists of folks to be invited.