

Flagstaff Trails Initiative
Education and Outreach Sub-Committee Meeting
March 23, 2020 12:00-1:30PM
Virtual Meeting
Join Zoom Meeting via computer: <https://zoom.us/j/4192371457>
Dial-in: 1 (253) 215-8782 Meeting ID: 419 237 1457

Meeting Agenda

Meeting Objectives:

- Discuss COVID-19 impacts on outreach
 - Facebook Boosts
- Review general outreach content and process
- Review and edit etiquette campaign mock-up
 - SEE grant being applied for (10,000), will have a professional designer create the mock-up
 - Discussion: How can we make it Flagstaff???
- Discuss next steps

Welcome, Introductions and Agenda Review

Updates

- Equestrian Estates contact
 - Todd: attempt reach out to MCS stables
- Event spreadsheet
 - No one has worked on it, can we make it a goal for each of us to add 5 events by next meeting?
- Mountain bike patrol
 - Update: there will be a meeting (unknown date). Marty / Forest Service
 - Who wants to be a part of the meeting? FLYRS?
- Others?

COVID-19 Update and Outreach Impacts

- Earth Day
 - Postponed
- Outreach strategy moving forward

General Outreach

- Review social media content
 - Facebook Boosts
 - Pictures with happy messaging
 - Review on positive comments from draft strategy
 - Other ideas?

- Review monthly newsletter outline
 -

Etiquette Campaign

- Review and edit tri-fold mock-up
 - How to make it Flagstaff:
 - Pictures relevant to Flagstaff
 - Stories / anecdotes of interests in the area
 - Archeological sites?
 - Use of trails depending on weather / time of year
- Highlight information from tri-fold to use on posters
- Other platforms and materials (e.g., social media, flyers, newsletter)

Future E&O Meetings

- Accessibility (e.g., evening or weekend?)
 - Discussion: Folks have asked if we have evening / weekend meetings.
Should we have a separate subcommittee or can we accommodate this?

Next steps and wrap-up