

Flagstaff Trails Initiative
Education and Outreach Sub-Committee Meeting

April 18, 2020 * 9:00-10:30AM

Virtual Meeting

Join Zoom Meeting via computer: <https://zoom.us/j/4192371457>

Dial-in: 1 (253) 215-8782 Meeting ID: 419 237 1457

Participants: Bryan Burton, Artec Durham, Nate Peters, Chris Eaves, Nat White, Heidi, Justin, Lisa

Action Items

- Follow up with Nate on potential work for AZCC training crews (**Justin**)
- Social Media
 - Start an Instagram account (**Justin, Chris, Artec**)
 - Reach out directly to user groups for input on best day trails before April 30th (**Justin**)
 - Find contact for National Geographic photographer to judge May 18 photo contest (**Bryan**)
- Newsletter
 - Reach out to partners for update options for subcommittee to choose from (**Justin**)
 - Send draft newsletter to subcommittee before sending out to the full mailing list (**Justin**)
- **Next meeting: Tuesday, May 19th, 5:30-7pm**

Updates

Equestrian contact

- No word back from Bryan's contact (owner of equestrian center in Equestrian Estates)
 - Have permission to put up posters/educational materials at least

On hold

- [Event spreadsheet](#)
- Trail Ambassadors

E&O work to date

- COVID-19 closures of all campgrounds around Flagstaff area
 - Preparing for potential closures of popular trails
- Received official letters of support from 5 organizations for the Regional Trail Strategy

- E-bike survey now out
- Potential work
 - Later this year: Lamar-Haines Wildlife Area (managed by AZ Game and Fish, so don't need NEPA)
 - AZCC needs trail training sites in July (don't charge for them); could potentially do some free work on Flagstaff trails
 - Follow up with Nate
- Applied for \$42,000 in grant funding (including the Spark, SEE, REI grants) for etiquette campaign and trail ambassadors (partnership with ACE)
 - Should hear back by May 15th

Other updates

- Should start up an Instagram in addition to Facebook
 - Chris and Artec can help if needed
 - Can attach an Instagram to the Facebook account, so won't need to post twice
 - Boosted Facebook posts showed up on Instagram, just didn't allow for interaction

General Outreach ([document link](#))

Facebook

- Post twice a week
- Trail conditions, May 4
 - Artec already posts updates on trail conditions; can have the Trail Ambassadors give updates and keep this as accurate as possible
 - Lots of interest in this kind of information; if FTI partners to have one of these update resources curated, would be appealing to the community
- Reach out directly to user groups for input (April 30th)
- Could fit in Museum Fire closures lifting, when that happens
 - Openings/closures will be posted immediately
- Nat Geo photographer to judge May 18 photo contest - Bryan will get this rolling
- Will decide on May 25th through June at the next meeting

Newsletter

- Have not sent out the first newsletter yet
- Once a month, fill in the gaps with Facebook; make sure the content is still engaging
 - Not everyone uses social media; could expand on the website in between (needs to get updated anyway)
 - Start with May 5th

- May 5th: don't focus on Covid-19 impacts, but can include links
 - Timeline for draft strategy: have the draft strategy revised now so it is finalized and being reviewed by Core Team, will then submit to City Council (if they approve, will be the guiding document for 5 years); voting on Board of Directors in May
 - Justin will reach out to partners for update options; then send to subcommittee to decide
 - Justin will send draft newsletter before sending out to the full mailing list
 - Pull from future content if needed

Etiquette Campaign

Review content

- Reviewed a [list of content](#) compiled from other groups; so just decided whether to keep or get rid of specific topics
 - This group decided to keep everything from that list
- Yield: consider motorized bikes
 - Explain that the slower mover needs to yield (across user groups)
 - Use common sense
 - Need to decide on what to say as passing: "on your left", but still be polite (hello, thank you); focus on respect even if saying "on your left"
- Leave No Trace principles: include some sort of reference to these in everything (link, QR code, etc.)
- Will talk about organization of these points in the next meeting

Next meeting

- Try an evening rather than weekend - 5:30ish
- Tuesday, May 19th, 5:30-7pm