

LTNFCP Meeting Notes

7/27/17

9:30 am – 12:30 pm

University of Tennessee Johnson Animal Research & Teaching Unit (JARTU)

Attendees: Axel Ringe, Mike LaVoie, Shannon O'Quinn, Powell Wheeler, Andrew Henderson, Larry Everett, Fred Harris, Erin McCombs, Mandi Carringer, Bart Carter, Patrick Rakes, JR Shute, Crystal Ruble, Gary Peeples, Andy Brown, Joyce Coombs, Kat Diersen, Warren Stiles, Jason Meador, Jim Herrig, Andrea Leslie

- **Welcome/Introductions**
- **Web mapper update/ overview** - Erin McCombs (working with Emily)
 - Funded by Duke Water Resources grant
 - Status
 - Have been gathering data layers
 - Simple first draft of map is ready
 - Still missing some data
 - Jason C is working on modifying draft to populate last pieces of data
 - Needs: missing survey data from- TDEC, TVA, EBCI, TWRA
 - Emily will be requesting TN data
 - Be on lookout for data requests from Erin/Emily
 - Challenges: working through sensitive data agreements
 - Sensitive species data shouldn't be fully open to public
 - Thursday Aug. 3 @ 10 am- web mapper meeting
 - Working through agreements
 - Should it be broad, public or have limited access without "fuzzing out data"
 - Must weigh out pros & cons
 - Can this be 2 versions? Resources are limited so we may not be able to have both at this time.
 - Potential solution: We are also developing story maps to compliment the web map
 - Will be interactive to incorporate videos, images, various media to tell the story
 - This may be a way to get best of both worlds- use web mapper password protected, story map for outreach
 - Story map working group: meet 4 times before the end of October to give input
 - Story Map Team members: Anita G, Mike L
 - Needs to be contacted: Susan Sachs, Tonya Poole, Matt S LCC (is leaving his job), Jessica?
 - This tool gives us a dedicated platform to make decisions about what projects the partnership pursues
 - "Map services" will allow data to auto update and keep the mapper up to date and relevant
 - Web mapper Demo by Erin
 - Web map discussion
 - 8/3 call will be about answering our current questions

- Is there a chance that the map could be open to public but password protects sensitive layers?
 - Do we want to follow up with another Duke Application?
 - Fall app deadline: October
 - Fred- how does Duke feel about follow up applications from the partnership?
 - Speculation that on the ground conservation projects would probably be favored by Duke
- **CWMTF-**
 - CWMTF representative Justin came to WNC for a site visit with American Rivers
 - LTNFCP applied for a planning grant, were ranked #2 at time of site visit
 - Since then we have committed additional match \$\$ to strengthen the proposal
 - This web mapper tool would be used by CWMTF grant funded staffer to id projects
 - Hire a dedicated project manager to use web mapper to prioritize projects
 - Would only be for NC
 - We have talked about applying for Tallassee Fund to hire a person to serve TN
- **Discussion of TVA Funding**
 - Little T River is a priority watershed for TVA
 - Partnership sent in applications to Shannon- see handout for the 4 proposals . Proposed \$83,000 to TVA (Shannon asked for \$90k, got approved for \$75k). CFI's Citico/Tellico project did not lose forest service funding so the \$8k can come out of that project
 - Also received \$75k for Shade Your Stream
 - FY19 Call for proposals will happen in December 2017
 - Agreed to do the same as last year- send a call out to the partnership to submit individual proposals for ~\$25k, total of \$75k
 - Shannon has to submit by December
 - **Call for ideas, ideas in by October 15th , Andrea will hash it out and work with Shannon to submit**
 - Call for projects in October may be a good time to gather potential projects for other funding sources (such as Duke Water Resources)
 - Funding is a special stewardship funding created 3 years ago
 - TVA wants to be able to show the benefits of doing the stewardship work in the valley
 - New reporting requirements and outreach opportunities to be able to communicate internally & to the public
 - Ecotourism proposal from American Rivers
 - 2 similar projects were submitted, TVA didn't want to choose so we want to discuss how to partner
 - Discuss a joint proposal before December
- **Planning for future**
 - History of LTNFCP (Andrea, see slides)
 - Est. 2014 – est. steering committee & teams
 - 2015- Conservation team work, strategic planning, designation event, website development, review of existing plans, & funding
 - 2016- Conservation team work (assessment & implementation teams joined forces) & funding
 - 2017- Conservation team work & funding

- **Brainstorming:** where do we go from here? Need to provide guidance for next executive committee (Gary lead)

BRAINSTORM SUMMARY:

Things we're doing well and want to continue

- Interagency communication
- Small-project funding
- Action item – would like more benefactors; possibly identify key businesses for financial support; offer some type of premium for financial support
- Developing tool that help all organizations achieve their missions

Worth doing, but could do better

Engage key groups:

- More TNC engagement – Julie Demeester and Rob Bullard/Sally
-Action item - Ensure they are in-the-loop on communications (Andrea)
- Invite local organizations to outreach events
- Bring in the agriculture community – NRCS (state and local level) and SWCD
- Engage broader community
- Engage media
- Engage community leadership
- Engage breweries - Kat volunteered

Potential action items

- Incorporate an outreach component in all projects
- Empower partnership members in outreach, i.e. rethink how the outreach conservation team functions, and consider using it to empower the broader L TN NFCP community to do outreach
- Call on the TN biodiversity network to help
- Look at river clean-ups with partners
- Organize a beer festival
- Develop t-shirts, refrigerator magnets, or other handouts
- Develop a canned slide show

Have a dedicated staffer

- Possibly funded by Z. Smith Reynolds
- Look into Americorps or VISTA
- **Action item: Andrea, Erin, Jason will look into further. Shannon will provide work plans TVA has used for similar positions.**

Discussion during brainstorm:

- Kat- Defenders prioritizing headwaters of Little T for hellbender conservation on private lands- bring in the ag community
- Shannon, Bart, & Jason- met with soil conservation district and folks from NRCS for Shade Your Stream in TN- they agreed to participate in implementing Shade

Your Stream. Also a project in Elk R Watershed- enhance CRP program for buffers- they were also interested in doing something like that in TN

- Feel like they would come to meeting if we invited them
- Engage with watershed groups ? Tellico River group.
- Engage with local media
- Outreach component for every project
- Engage local leadership
 - Leaders in the Creek
 - Cherokee Preservation Grant- tribal leaders on a rafting trip. Etc.
- Restructure outreach group to provide us with tools/how to
 - BMPS for outreach- develop a white paper?
 - TN Biodiversity Network may be able to help
- How do we get to the point where we have brand recognition
 - Marketing!
 - Tee shirts
 - Events
 - Festivals
 - **Brewery partnerships. Kat will reach out to breweries**
 - magnets
- We like beer ☺.... A lot....
- Need a full time, permanent staffer
 - 2 years funded and becomes self-sustaining
 - AmeriCorps members – vista, project conserve....
 - Terms start/end in August
 - Would have to apply soon for August 2018 start
 - TVA has some docs to share related to AmeriCorps
 - Subgroup to plan for AmeriCorps person- Andrea, Erin, Jason
- **Succession Planning**
 - Group approved Andy Brown of TU to join Steering Committee
 - Group approved incoming leadership committee

Position	2017	2018
Chair	Andrea Leslie	Jason Meador
Vice-Chair, NC	Erin McCombs	Mike LaVoie
Vice-Chair, TN	Brian Alford	Brian Alford
On the Ground/Assessment Team Co-lead	Andrew Henderson	Andrew Henderson
Outreach Team Lead	Jason Meador	Christian Hunt
On the Ground/Assessment Team Co-lead	Shannon O'Quinn	Warren Stiles
Communications Team Lead	Gary Peeples	Mandi Carringer
Fundraising Team Lead	Fred Harris	Fred Harris
Immediate past chair	Damon Hearne	Andrea Leslie