

# NRCG - Fire Prevention & Interface Committee Spring Meeting

Tuesday and Wednesday, March 10<sup>th</sup> & 11<sup>th</sup> - Missoula, MT

## In Attendance

Sandy Groth, Crystal Hagerman, Terina Mullen, Allison Kolbe, Cindy Super, Marianne Baumberger, Karly Krausz, Janette Turk, Mike Dannenberg, Jeremy Olson, Tracy Weaver, Dave Peters, Heather O'Hanlon, Cathy Scofield (Wed.), Jim Blankenship (Wed.)

## Introductions/Zone Reports

- **Southwest Montana (Allison Kolbe)** – presented Firewise landscaping projects being done in her area. These include a Firewise plant display, seed packets and informational products
- **Eastern Montana Zone (Karly Krausz)** – working on a Firewise landscaping booklet with MSU; not much else is going on right now.
- **North Dakota (Jeremy Olson)** – had a booth at an Agriculture Fair recently. Passed out pizza cutters, gloves & Carhartt coats. Also told us about that the Monopoly game could possibly be made into a Firewise Monopoly game.
- **Northwest Montana Zone (Janette Turk)** – quiet, lots of snow, not much info. Reported that DNRC has two prevention tech positions open.
- **South Central Montana Zone (Marianne Baumberger)** – worked with local 6<sup>th</sup> graders during Fire Fridays to create children's books about fire. Prevention tech positions opening.
- **DNRC (Cindy Super)** – helping with Allison's plant display, will be attending P-378 – Determining fire prevention programs worth. Also working with 'Connecting Girls to the Land'. Keep MT green posters are due March 30.
- **BLM (Mike Dannenberg)** – Stimulus money is coming available..slowly! Reno Conference planning, P-101, Community Assistance Request for Applications is open, Fire Ecology on the Range program possibility with Clayton Marlow (MSU Professor). There is a Fireworks Trunk in the works for Rangelands
- **BLM (Heather O'Hanlon)** – working on a three part news release for eastern Montana on Ag Burning. Attended the Yellowstone County Homeshow with a booth.
- **FireSafe Montana (Crystal Hagerman)** – printing new revised 'Living with Fire' in March; DVD will be out in May on "Making a FireSafe Council". Annual Meeting – May 15 – Helena – 1 pm.
- **BIA (David Peters)** – Firewise class for Homeowners being offered in East Glacier – May 15-17. [Please send announcement to Janette/Lisa](#). Great Plains Area is ordering fire education trailers.
- **NPS (Tracy Weaver)** – Fire Ecology Grants, attending Federal Fire Policy Meeting

## Review Minutes

Meeting notes were approved as read

## Measuring Fire Prevention Efforts (Mike, David, Jeremy)

- David: faxed materials to Janette. We could use surveys or RAMS to track. Maybe put together a task team to determine investments and what we have gotten out of our efforts
- Mike: Problems stem from "bad" fire reporting. Montana is the only low priority state in the west because of this. Dispatch centers in eastern Montana need to report fires up. 25% of these reports did not have fire cause. The question is how do we clean up past data and ensure future reports are accurate.
- Jeremy: 1/3 of fire departments in ND kept track of fires in 2008. To help with this, Jeremy will start tracking daily fire warnings, burning index & red flag warnings this year.

- Summary & Suggestions: We need to present the problem to the NRCG board so maybe they could help us out. We need to do a better job of reporting prevention efforts – possibly make up an annual report for the group.
- **Jeremy will put together a common list/spreadsheet to track our efforts – he will sent to group**
- Also, we need to recognize departments who report fires/activities – we could send incentives.
- We will come back in the fall to figure out a plan of action for this topic.

### 2009 Prevention Campaign

Thanks to Allison, Heather, Janette and Cindy (and Marianne?...sorry if I am wrong) for their hard work on this!!! ☺

The focus this year was on debris burning, campfires and WUI

After much deliberation, the final slogan is... **“Think before you light it”** (with graphic of flame/embers – and tools – shovel, bucket, rake)

Promotional Products: Grocery Bags (plastic or cloth), Portal Signs, Coffee Sleeves, PSA’s

#### **Promotional Product Information:**

- **Portal Signs** – Congrats to Allison for her hard work in getting 5 different signs (in three sizes) in the Unicorn Catalog! Thanks also go to Mike Dannenberg & BLM for paying for the \$750 set up fee.
- **PSA’s** – researched by Cindy Super
  - **Cindy and Jeremy will work together on getting these put together**
  - By one, get one free deal for radio/TV – there is no FREE with the media
  - \$8 for 30 second ad – mid week
  - \$32 for 30 second ad – morning news
  - We need to check with cable providers for their prices
  - Internet – new stations ads - \$300/month
- **Coffee Sleeves** – researched by Janette Turk and Heather O’Hanlon
  - **We will also design a poster to hang up at the coffee shops to let everyone know who sponsored the sleeves.** We will also send out a letter similar to Karly’s when we distribute.
  - We will use the “Think before you light it” slogan with tools (shovel, rake, bucket & flame)
  - **Marianne will design graphic by March 30**
  - Montana Broom & Brush
    - 50 case minimum = \$4000.00 for one slogan – includes set up fee?
  - Eagle – Brock Burton
    - 54 case minimum (1200 sleeves/case) = \$5700 plus \$290 (could be just \$29!) set up fee
- **Grocery Bags** – Researched by Heather & Janette
  - We will use the slogan with a Smokey Bear graphic
  - Most of the group would like to do the canvas/reusable type bags
  - Plastic – Eagle
    - 50,000 bags for \$2700; \$67 set up fee
    - These bags will come with a coupon attached for a partnering business. (Ex: Tractor supply)
    - We could partner with other possible vendors
  - Canvas
    - Janette found reusable canvas bags for ~\$1.50/bag
    - **Heather is getting a price on canvas**
  - Chino Bags
    - \$3.50/bag

## **Funding of Promotional Productions**

It was decided that each agency representative would ask their decision makers for money to buy these products so it is more of an interagency funded effort. **Amounts need to be reported to Lisa by March 30.** Any questions on this can be referred to Janette or Lisa! **Janette will summarize cost needs and send to agency administrators.**

- NPS - ?
- BLM - \$3000
- BIA - ?
- FS - ?
- DNRC - ?
- North Dakota - ?

## **Priority of Ordering Promotional Products**

1) Coffee Sleeves      2) Bags

## **Wildland Urban Interface Conference – Reno, NV (Mike D.)**

- Speakers are confirmed
- Conference starts on Tuesday morning – FireSafe Council Presentation at 0830 Tuesday
- 200 people registered – expecting 300
- Marianne is working on a prevention display
- Tuesday is also the information and product sharing day
  - o Please send promotional ideas to Terina

## **Upcoming Trainings**

- **Janette will send out newest training list.**
- Home Assessments Training – May 15-17 – East Glacier
- P-101 – April 27 – May 1 - Billings
  - o Update: Marianne/Mike
    - Larry Elder (BLM – Billings) is helping with setup. Will be in the BLM Conference Room in Billings
    - Ordered all materials
    - 3-4 people are registered – we need a 15 person minimum. If we don't get that number by March 30, we will cancel class
- Communications Training in Sacramento, CA
- FI-210 – Helena – June
- FI-110 – no information available

## **Restrictions**

- Website – worked well but didn't have much use
- Haven't heard anything since AAR last fall
- Lee is updating the website with our changes from last fall's AAR
- Media contacts – need to be updated – some areas have no contact – we need to show at least one
- North Dakota needs to check site to make sure restrictions are correct
- Press release for ID/MT/ND from last year – we need to think about changing the release and updating
- On .pdf application of website – the first 3 sentences are erased
- Betty Blocker is still the website liaison.

### **Prevention Team Update**

- Sandy handed out a spreadsheet of possible folks to fill a team
- On rotation for April 8 – April 21
- Need to be qualified as PETM (T) or PIO (T)
- New 2009 Prevention Team program plan was passed out.

### **Chairperson Position**

- Janette starts new job Monday, March 15
- Options
  - o NW Zone will designate a replacement – Lisa Osborn
  - o East Zone will move up
- Marianne moved to have Lisa be chairperson. It was seconded unanimously.
  - o If Lisa can't, then Karly will move up.

**LISA ACCEPTED POSITION AND IS THE NEW CHAIR!**

### **Other reports**

- Smokey Bear is on facebook and MySpace – Ad Council is managing
- Smokey also has a WHOP account – [www.smokeybearmobile.com](http://www.smokeybearmobile.com)
- Forest Service is working with Albuquerque, NM to look at prevention positions. Subject matter expert groups have been put together to assess GS 3-7 positions and to provide standard position descriptions and outline areas for career movement. The group is still trying to decide if they need to review the higher level positions.
- Smokey's 65<sup>th</sup> Birthday – direction will be coming out soon. The logo is out.
- Lewis & Clark County, MT – have implemented an electronic system to issue burn permits.

### **To Do's at our Fall Meeting**

- Design a restrictions sign
- Organize our fire reporting requirements, make standards
- Write up/compile a one page success story template to report to NRCG board
- Bring write-ups and photos of events to share at fall meeting
- Possibly publish "Success Stories" on website

*Meeting adjourned*