



Advisory Board Meeting

West River Ag Center
 1905 Plaza Boulevard, Rapid City
 1 – 5 p.m. – February 15, 2006

Time	Item	Presenter
1:00	WELCOME & Roll Call	Chairman Blair
	Comments to the Chair	CMO Carroll
	Approve Minutes	Chairman Blair
	Approve the Agenda	Chairman Blair
	Housekeeping	CMO Carroll
	Meeting Protocols – Issues	Chairman Blair
	Hot Topics <ul style="list-style-type: none"> • 10th Mountain Division Donkey Training – An example of integrated media distribution and marketing – application to key issues • Bugtown Gulch – Analysis of HFRA Process 	Chairman Blair Carroll Lloyd
	Regular Agenda <ul style="list-style-type: none"> • Phase II – Update / Implementation • Travel Management – Subcommittee Report • Biomass – Subcommittee Report – News Coverage - Tours • Invasive Species – Subcommittee Update NFAB Strategic Plan for 2006 <ul style="list-style-type: none"> • Key questions • Expected outcomes See white paper attached...	Chairman Blair Dave Thom Bob Thompson Bob Kloss / Pam Brown Linda Tokarczyk Bobzien/Carroll

	Public Comments	Chairman Blair
NTE 5:00	Adjourn	Chairman Blair

Strategic Agenda - 2006

Issues and Opportunities

Subcommittees

Travel Management – Finishing informal scoping for issues and comment. Over 300 responses to the User Assessment and hundreds of comments from public meetings. Ready to begin analysis and recommendation phase.

Biomass – Just launching in an environment of high public approval for finding some meaningful and profitable use for biomass. Great editorial support.

Invasive Species – Lost forward motion when Teupel stepped down but the will is alive to carry on, probably when the ground thaws. We could pick this up again with a field trip and some hands on weed control to bring attention to the problem.

Opportunities

Phase II Implementation – Form subcommittees or task groups as appropriate to continue to build and maintain public confidence in our objectives.

Norbeck – Take the lead with appropriate state agencies to build public support for and recommendations for action to reclaim and restore this critical public resource, including restoring the views and habitat for which the area was set aside.

Fuels/Insects Exceptions – Take the lead – before the fact – in helping the public understand that radical change is coming to key areas like Black Elk where management options are limited and natural forces take precedent, including immediate threats to places like Sylvan Lake and Mt. Rushmore facilities.

Communications

Travel management communications are in high gear, very high profile, lots of media and wide distribution.

Need more immediate and responsive information on the web and more NFAB deliberations in the news.

Continue to work media angles into monthly meetings. Build TV coverage through interview opportunities and B-roll cover for stories.