



STATE OF WASHINGTON

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TO: SRFB Members and Designees
FROM: Laura Johnson, Director *LJ*
PREPARED BY: Susan Zemek, Communications Manager
SUBJECT: Communications Management Report
NOTEBOOK ITEM #2D

Sponsor's Conference

The SRFB provided \$30,000 to host a lessons-learned conference for grant recipients. The conference has been set for April 26, 2007 in Tacoma. It will create a forum for project sponsors to exchange information about successful habitat protection and restoration projects, to meet with their peers, and to share information about how to make projects faster, easier, and more efficient. Planning for this conference is well underway with a location secured and an event planning consultant hired. In August, the consultant began interviews of project sponsors to ensure the conference is designed to meet sponsors' needs.

Outreach

Work has been underway on several fronts to discuss the accomplishments of the Salmon Recovery Funding Board (SRFB) with the public.

Publications

The Communications Office is preparing an accomplishments report for 2005. The full-color, 21-page report highlights the work of the SRFB around the goal of protecting and restoring habitats that benefit wildlife. We will provide copies as soon as it is available.

The Communications Office also helped edit and plan the distribution of the 2005 annual report for the Family Forest Fish Passage Program. This is the second annual report.



Internet

The grant application web pages for the SRFB were updated to reflect the new policies and processes for the 2006 grant round.

Congressional Tours

Working with SRFB staff, the Communications Office provided Governor Christine Gregoire's staff with possible tour locations for congressional delegates during their October break. At the time of this memo, we haven't heard if any of the delegates will take us up on our offer.

Name Change

The SRFB's sister agency, the Interagency Committee for Outdoor Recreation, has launched its public outreach efforts to change its name to the Recreation and Conservation Funding Board, with staff going by the name Recreation and Conservation Funding Office. Public outreach efforts began with contacts of key partners and updating staff on the communications plan. The outreach will culminate in request legislation for the 2007 session.