San Gabriel Mountains National Monument (SGMNM) Community Collaborative

Communications & Engagement Committee

Membership:

Communications & Engagement Committee		
Estrada, William	Natural History Museum of LA County	westrada@nhm.org
Hamlow, Cliff	San Gabriel Valley Leg. Coalition of Chambers	chamlow@apu.edu
Masaoka, Mark	Asian Pacific Policy & Planning Council	mmasaoka@a3pcon.org
McNutt, Mike	Palmdale Water District	mmcnutt@palmdalewater.org
Mejia, Brian	LA County Board of Sup. - 5th Dis (Alt)	bmejia@lacbos.org
Myers, Chuck	National Forest Homeowners Assoc.	cmyers1138@aol.com
Nelson, Judy **(Vice Chair)**	City of Glendora	nelsonjudy95@gmail.com
Reeves, Bill	Fisheries Resource Volunteer Corps	williamtreeves@aol.com
Rossman, Daniel	The Wilderness Society	Daniel_rossman@tws.org
Sahl, Jack **(Chair)**	Friends of the Angeles National Forest	jack@jsahl.com
Forest Service Technical Assistance		
Rollman, Sherry	Angeles National Forest	srollman@fs.fed.us
NFF Liaison		
Russell, Vance	National Forest Foundation	vrussell@nationalforests.org

Purpose:

- Drive broad public engagement from our diverse communities (i.e., the larger Southern California Community) to increase appreciation and use of the Angeles National Forest and the San Gabriel Mountains National Monument;
- Distribute information to gain increased public participation in the development of the ANF/SGMNM 'Forest Management Plan';
- Respond to requests for information on the activities of the SGMNM Community Collaborative.

Objectives:

1) Identify and maintain a contact list of media representatives (e.g., newspapers, community websites, government organizations, business & NGO), communication channels and vehicles (e.g., social media);
2) Develop procedures and standardized formats for communicating information, as requested by the Collaborative Steering Committee, Monument and Transportation Plan Coordinating Committee, and Projects and External Connections Committee;
3) Develop public engagement messages and SGMNM/ANF 'Brand' materials;
4) Coordinate with USFS ANF/SGMNM and other lead government agencies on public communications;
5) Support Communications and Engagement for the SGMNM Community Collaborative;

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Membership & Decision Making

1. All members of SGMNM Community Collaborative are eligible and encouraged to participate. Our 'decision making process' will be the same as for the Collaborative.

2. To facilitate partnership, the Angeles National Forest will be asked to provide an ad-hoc member. This currently is Sheree Rollman (ANF Communications Officer)

3. Additional ad-hoc participation will be requested by the Committee membership.

Priority Projects

1. SGMNM CC Public Background Materials (e.g., Vision, Members, Activities)
2. Communications & Engagement Calendar (matched to USFS ANF FMP revision)
3. Gaps, Opportunities & Challenges List
4. Identify Communications & Engagement:
   a) platforms (existing and potential, including social media);
   b) Media, websites & Blogs
   c) Key Stakeholder Contact List
   d) …
5. SGMCC ground rules for communications
6. Create WebSite
7. SGMNM/CC Brand & Logo Concepts (Mike McNutt)