



## Tree Mortality Task Force Public Outreach Working Group Minutes

Date: Monday, June 5, 2017  
Time Frame: 1:30 – 2:30 PM

**Conference Call Line: (707) 576-2048**

- I. Roll call of Working Group Members and confirm new members
    - CAL FIRE** - Daniel Berlant, Kevin Conway, Heather Williams, Kristen Merrill
    - RCRC** - Staci Heaton
    - Sierra Nevada Conservancy** – Brittney Covich
    - PG&E** - Lynsey Paulo & Richard Dye
    - Tulare County** – Carrie Crane
    - CDFA** - David Pegos,
  - II. Approval of Agenda
  - III. Updates
    - a. TMTF outreach efforts beyond the drought
      - CAL FIRE** – Targeted media campaign in the Bay Area. A month long campaign “Healthier Forests for a healthier Tomorrow”.
- 30 seconds:  
[https://vimeo.com/220047921?utm\\_source=email&utm\\_medium=vimeo-cliptranscode-201504&utm\\_campaign=28749](https://vimeo.com/220047921?utm_source=email&utm_medium=vimeo-cliptranscode-201504&utm_campaign=28749)
- 15 second:  
[https://vimeo.com/220042702?utm\\_source=email&utm\\_medium=vimeo-cliptranscode-201504&utm\\_campaign=28749](https://vimeo.com/220042702?utm_source=email&utm_medium=vimeo-cliptranscode-201504&utm_campaign=28749)
- SNC** – Created a few animations on tree mortality / large wildfires on carbon storage.  
**PG&E** – Partnering with the National Forest Foundation for some research and survey to highlight concerns that people have to help test some new messages.  
**CDFA** – Shot Hole Borer issue is an on-going issue.



- b. Reforestation / Landowner Assistance efforts and public outreach  
**CAL FIRE** – Working with the Forest Health Working Group., Working on a story map that shows the State’s seed zones. Highlights the CFIP and EQUIP grants. Working on a video related to reforestation.  
CAL FIRE is hosting 11 workshops to help with SRA FIRE Prevention Grants  
Working to create a list of RFP ready to work. *(See attached #1)*  
**SNC** - Board will be reviewing Prop 1 grant funding at their next board meeting for forest health work.
- c. Updated talking points  
Talking Points have been updated to include latest numbers and to include the fact that drought is over. *(See attached #2)*

#### IV. New Business

- a. Insurance Sub-Working Group  
A new sub-working has been started to address homeowner concerns related to insurance issues. The group is specifically looking at the issue of wildfire insurance coverage and homeowner’s losing their insurance due to wildfire risk.
- b. Other business  
**CAL FIRE** (Conway) – How to increase the energy level & attendance at the TMTF meetings. Working groups to go into more detail rather than listing.  
**RCRC** – The counties did prepare a legislative letter to support a number of legislative and budget related items on tree mortality, wildfire risk and forest health.  
**SNC** – Their board will be touring through Shaver Lake to let them see tree mortality up close on Wednesday.  
**PG&E** – Funding 43 fire safe council projects in 21 different counties. *(See attached #3)*  
Will be working with CAL FIRE to put messaging on PG&E’s bills. Partnering with CAL FIRE / Sagent for some paid media. Running aerial inspections lines within high risk areas.  
**Tulare County** - Phase 2 of tree removal in the County.  
**CDFA** - The Firewood Task Force continues to push messages related to invasive beetles. The group has promotional & outreach items if anyone needs for public events. (NO state resources used in these items). *(See attached #4)*  
  
**State Fair** - A tree mortality exhibit will again be on display at the State Fair’s Camp Smokey as well as the Forest Center. *(See attached #5)* CDFA will be working with DWR on an insect display to include invasive species.



V. Closing Comments/Adjournment

The next meeting is scheduled for the week of July 3, but a doodle poll will be sent out to determine the best date and time since that week is a holiday week.