Jim Cochran

From: Haga, Roger G -FS [rhaga@fs.fed.us]
Sent: Wednesday, May 15, 2013 8:53 AM
To: Jim Cochran
Cc: kmurphy@blm.gov; daveonpine@yahoo.com; John Messner (JMessner@cityofgunnison-co.gov)
Subject: Sagegrouse Festival Discussion today at 11:30

Jim, Kristi, Dave and John,

Would one of you share my thoughts below with the Strategic Committee today at 11:30

TIME OFF:

1. Take the year off in 2014
2. The Sage-grouse Festival covers a subject that is presently too divisive (*imagine a Moly Mine Festival or a Road Closure Festival*)
3. Spring is also a difficult time to have a festival
4. The festival went well this year but that there is very little more to add or say (other than how the listing plays out) and this limits future success in terms of participation, positive energy and buzz (excitement)

RETHINK:

5. Consider our more positive festival subjects (*Whitewater Festival, Wildflower Festival, etc.*)
6. *Is there a more positive festival subject into which the Sage-grouse issue could be integrated?*
7. What about a **MOUNTAIN SPORTS FESTIVAL**, held at a better time of year?
   This could showcase the best of our community, and is something many groups could embrace, such as:
   - WSCU, CBMR, USFS Recreation, BLM Recreation, NPS Recreation, CPW Recreation, Various Rec User Groups (*motorized and nonmotorized*), City/County infrastructure, Retailers, Vehicle Dealers and Rental shops, Rec Event producers, Outfitter/Guides, Theaters, Arts Communities, Environmental Groups, etc.
   - This summer event could span a weekend, a week, or a month, and cover multiple venues around the valley
   - There could be a 'Festival' presence on a weekend day or an entire weekend, around which a 'larger decentralized event' connects or revolves (using a hub and spokes metaphor)
   - Such a festival would have myriad positive messaging and educational opportunities and event tie-ins
8. Sage-grouse awareness can still be a major focus, but within a larger and more positive recreational and lifestyle context. The Sage-grouse could be represented at the festival in its own booth at this festival, or through 'Save-the-Grouse' plug-ins in each booth.

Thank you,

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