

**Conservation Collier Land Acquisition Advisory Committee
 Meeting of the Trails Subcommittee**

**Summary Minutes
 September 8, 2016
 North Collier Regional Park
 15000 Livingston Road
 Naples, FL 34109**

Audio File Available Upon Request

<u>Subcommittee Members</u>	<u>Staff</u>	<u>Public/Other Agency</u>
Michael Seef (MS) Chairman	Alex Sulecki (AS) Conservation collier	none
Susan Calkins (CS)	Christal Segura (CS) Conservation Collier	
John Psaras - Absent		

Items distributed:

- Trail Marketing Letter – Michael Seef
- Trails List for Brochures – Michael Seef
- Alligator Flag Preserve Example
- Caracara Prairie Preserve Example
- Conservation Collier Preserve brochures

The meeting commenced at 4.05p.m. Michael Seef was unanimously elected Chairman

1. **Acceptance of Agenda:** motion made and approved unanimously
2. **Old Business:** None
3. **New Business:** Trails Information to the Public

a. Printed Materials

MS – Is looking for a tool to organize a marketing program for trails, seeking to feature key hiking locations. Six preserves have been selected for publicizing based on the length of trails. There are 27 miles of trails; not all things in Collier are beaches and coastal.

SC – Suggested having a feature article in Naples Daily News Neapolitan Section and/or Florida Weekly about trails.

b. Electronic Materials

MS – In a previous meeting with staff, discussed placing trails on the REI website (www.hikingproject.com), but not sure how to get the word out for visitors to go to the REI website.

AS – We previously spoke about Rack cards. This could be a way to get the information about the REI Trails site out to visitors. Some information about Rack cards is: Conservation Collier has \$2,000 in next year’s printing budget. That is for existing and future brochures. A 4X9 double sided rack card would cost about \$120 for printing 1,000 copies with a \$40 set up fee. There is likely money in the budget to print a rack card.

CS – The camping at Pepper Ranch could also be mentioned.

AS – What we can do is for you to give us suggestions, we get some photos, and then we look at it together.

CS – January may be a target for publication.

AS – This process will take awhile, as it needs to be reviewed by our Public Information staff and the entire Conservation Collier Committee. At the October CCLAAC meeting we can go forward with concepts.

CS – Noted that staff is moving to Golden Gate Aquatic Park in the beginning of October, the old Supervisor of Elections offices.

AS - It will take us about a month to get the move accomplished with all the associated tasks and changes. In the mean time, we can work on an article and the Rack cards. We will go to CCLAAC in October and explain what we are doing and get their approval. AS went through the existing brochures and noted that the main brochure needs to be updated.

MS – Is there a section of that main brochure that can be devoted to trails?

AS – No, the purpose of the brochure was to give general information and explain the Preserve Categories, so that people would have an idea of what amenities to expect at the preserves. We could add trail length information

CS – We can also add a link to the REI website information.

AS – Noted that Caracara trails and information are in a recent Roger Hammer Falcon Guide titled, Exploring Everglades National Park and the Surrounding Area. Also, trail maps and information are on our website.

MS – Regarding the REI Hiking Project website, still wondering how people will find it? It was somewhat hard to find.

AS – We can put information about REI on Rack cards and other electronic and printed materials. She showed the REI website and demonstrated the features. This may be a better way to reach younger people.

CS – People also do geocaching on the same trails.

MS – How much copy is allowed on the REI website? Are there limits to the amount of text? The 3 areas to describe are habitat, flora and fauna.

AS – Yes, there are limits as to length of text. This information is meant to be relatively short. We can also link things, like the preserve brochure, plant lists and such.

CS – We can also link to the website.

MS – Asks how much brochures cost to set up?

AS – We do the setup and send them a PDF'd Publisher file – so no cost for that. We also get some help from Peg Ruby, the Parks Public Information Officer. Each of our brochures costs about \$.45 - .50 each to print.

MS – Asks whether we should also have brochures for the six selected locations?

AS - We need a main brochure that gives some trail info, and we have talked about the rack card, but we have always planned to prepare brochures for each of the preserves that are open. We have a sheet instead of a brochure for Caracara (shown on computer). We have a historical brochure for Pepper Ranch.

CS – Will work on developing another brochure for Pepper Ranch.

MS – We can highlight the trails on those, too.

AS – Asks if the format is OK? Christal developed the model. We can use that to prepare the rest of the brochures.

MS and SC - Like the format, can add links to REI to all printed material.

CS – Melissa is working on a brochure for the Gordon River Greenway.

AS – She has not started it, is now working on Greenway signs and a large Conservation Bank project for Pepper Ranch. Will check her availability.

SC – Will there be any objection from management to posting on the REI website?

AS – No, I already have gotten approval.

MS – Does staff attend events?

AS and CS – Yes, we attended about 4 festivals last year, also had 2 speaking engagements at the library about trails. CS talked about the Panther Festival. This year it will be at the Zoo on November 5th.

MS – Let's break this into manageable parts and assign tasks.

AS – We will need to get the REI website up and running first. We will need to cut our trails shape file into separate trails. If members can get some information you think is important to have on it, we can review.

MS – To recap, Susan will develop a newspaper article for season and could try Florida Weekly a bit sooner. Michael will work on the rack card. Asked if photos can be taken from the website.

CS – Yes, you can take them from the Website or Facebook.

AS – You won't have pictures so let me know what kinds of pictures you want and we will get them.

SC – What about writing an article to include the Sunflower Festival in the Florida Weekly?

AS - We already have information sent in a Press Release and have advertized on Eventful – the Naples Daily News community event Site.

SC - Asked for a copy of the Press Release to be e-mailed to her.

AS – E-mailed a copy of the Press Release to Michael Seef and Susan Calkins.

SC - Will go to the Naples 5th Avenue Visitor Center and see where our brochures are placed. If they are in the back on lower racks we can ask for them to be moved.

AS – At CCLAAC meeting, Michael can give the subcommittee report.

MS – Asked about working with the Tourist Development Council.

AS and CS – The TDC has not seemed particularly interested in us in the past. CS noted that now that we have the Gordon River Greenway and Pepper Ranch they may have more interest.

There was discussion about a referendum, with AS noting that it is the Conservancy of SW Florida that has been spearheading. Maybe next year.

AS – Demonstrated how to add information to the REI site.

Tasks Assigned:

MS to start drafting a rack card

SC to work on a newspaper article

AS will work on the REI site and see if MH is able to start the Gordon River Greenway brochure.

CS will work on a brochure for Pepper Ranch

6 Set next meeting date: November 16, 2016, at 3:00 p.m., location to be determined.

7 Adjourn: Meeting adjourned at 5:04 p.m.