



Dunes Collaborative—VSTF

Thursday August 20th, 2009

1:00pm

State Parks District Office,

Pismo, CA

Chair: Rey Monge

RMONG@parks.ca.gov

1. Introductions/Opening Remarks

- a. Jamie King on the phone
- b. Dena Bellman
- c. Mario Castellanos on the phone
- d. Jenna Scimeca
- e. Rey Monge
- f. Dan McElhinney

2. July notes approved.

3. Interpretive brochure distribution strategy. Brochure will be ready in September.

The group discussed the Dunes Complex Interpretive brochure produced by Gaia Graphics under direction of the Dunes Collaborative and brought to completion by Ronnie Glick. There will be 7,000 copies produced in the initial printing and additional copies will cost_____. The VSTF was tasked by the Dunes Collaborative with determining what the distribution strategy will be. A significant list of possible sites for distribution was generated and can be seen below. The brochure was printed by California State Parks printing and State Parks is currently looking into what the process will be to generate more when they are needed. The Dunes Center will handle coordination of reprints. In general, the Dunes Center will distribute brochures from Nipomo south and State Parks will distribute maps from Nipomo north.

Action Item: Rey Monge will provide printing costs to the group.

Action Item: The Dunes Center will create a reorder flier and a recommended distribution strategy letter (for use by chambers of commerce and the like).

- a. Potential Locations to receive the Brochure:
 - (1) Santa Barbara County Parks Department
 - (2) Santa Maria Chamber—Gina Keough
 - (3) City of Guadalupe
 - (4) City of Santa Maria
 - (5) Five Cities
 - (6) Pismo Chamber of Commerce
 - (7) Pismo Visitor and Conferences Bureau
 - (8) SLO Visitors and Conferences Bureau

- (9) SLO Chamber of Commerce
- (10) Pismo Nature Center
- (11) Certified Folder? Or CA Visitor Center at Pismo Outlets
- (12) Collaborative Partners, DC, CNLM, LCSLO, State Parks
- (13) Santa Maria Bonita and Lucia Mar School Districts
- (14) Lompoc Chamber
- (15) Nipomo Chamber
- (16) Dana Adobe
- (17) Trilogy Central Coast
- (18) Nipomo CSD
- (19) Legislators
- (20) A reference to availability online as well as a list of where hard copies are available locally.

4. 2010 Project Proposal Timeline and Document Review

a. Review of Request for Proposals.

The group discussed the request for proposals and provided minor edits which will be incorporated by Jamie King of CNLM. In order to provide guidance regarding the size and scope of projects, the RFP will include language that recommends reviewing previous projects to understand the size and scope of potential projects.

b. Review of Evaluation Criteria.

Feedback and notes on Evaluation Criteria have been given to Jamie King and a new draft will be resubmitted to the group.

Action Item: We need clarification of the complex boundaries.

Action Item: Mario will review and update template.

Action Item: Jamie will follow up with RFP and Evaluation Criteria final drafts

September 15th is the deadline to finalize documents, publicize, and receive apps by October 15th.

5. Discussion of where to publicize RFP.

Action Item: All please email ideas for publication of RFP to Dan

6. Suggested Agenda Items and Date for Next VSTF Meeting

- a. Next meeting is September 24th in Guadalupe at 9am.
- b. Finalize RFP and other Documents
- c. Review interest level.

7. Adjourn