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Take Pride in America in Southern Nevada

Executive Summary

- Take Pride in America in Southern Nevada wins national Take Pride in America Award for best state program
- Team is working to secure consulting firm for recycling plan project
- Don’t Trash Nevada Day event held on May 30, 2008
- Phase II media plan began June 1, 2008
- Formed new partnership with Keep Truckee Meadows Beautiful
- Total of 189 people signed the anti-litter pledge
- The Anti-Litter Team conducted nine volunteer clean up events
- The Anti-Litter Team participated in five community outreach events
- Don’t Trash Nevada featured in several newspaper and television news programs
- The team conducted one alternative workforce event
- The team placed one new dumpster on BLM property

Summary of Attachments

- Meeting Agendas and Minutes
- Summerlin South View article on Don’t Trash Nevada Day
- Keep Truckee Meadows Beautiful Don’t Trash Nevada advertisement

Take Pride in America National Award

The Take Pride in America in Southern Nevada program was named the best state program in the nation. The recognition comes from Take Pride in America, a national partnership program aimed at increasing volunteer service on America’s public lands. Each year, Take Pride selects outstanding examples of stewardship across the country. The Southern Nevada program is one of 11 national award winners, representing projects and events in more than eight states.

The team is proud of this accomplishment as it recognizes all the hard work that goes into managing and growing the program. The anti-litter team will be among the winners to be honored at an awards ceremony on July 18 at the Department of Interior in Washington, D.C.
Collaboration with Interagency Teams

The Interagency Anti-Litter Team met three times this quarter, on April 9, May 14, and June 25, 2008 (see attached Agendas and Minutes). The Team continues to meet on a monthly basis and is providing direction on all four subtasks as detailed below.

Project Manager Joslin has been working in cooperation with the Interagency Volunteer Team since the resignation of Donna Grady. Mr. Joslin agreed to help manage all IVP team events including clean-ups, restoration projects, training and other projects.

Task 1: Strategic Planning and Project Management

Strategic Plan

The team continues to draft the strategic plan.

Recycling Efforts

The team received new direction regarding the recycling plan deliverable in February. Since that time, the team has been working to secure the assistance of a consulting firm whose expertise in the area of waste management and recycling will provide the necessary assistance in drafting an effective plan.

Mr. Joslin has identified a firm with experience drafting solid waste management plans and recycling plans for federal agencies and agencies in southern Nevada. Zia Engineering has performed a waste characterization, and two solid waste management plans for Southern Nevada.

Zia Engineering’s project manager, Richard Hertzberg, has over 25 years experience in the solid waste management field. He has prepared 100 integrated solid waste management plans for clients around the United States. These include projects for such diverse places as the State of Hawaii and County of Hawaii; Waterbury, Connecticut; Dakota County, Minnesota; Clark County, Nevada; Navy bases in San Diego; the County of Los Angeles; and the cities of Long Beach, Santa Monica, West Hollywood, and Redondo Beach in Los Angeles County.

Zia Engineering’s experience can help the team create a report that will best serve the long-term recycling goals of the SNAP. Currently, Mr. Joslin is working with the team, purchasing, and contracting to secure the services of Zia Engineering. The team continues to work on an October, 2008 deadline for the finished report.

Task 2: Messaging Campaign

This quarter the Anti-Litter Team finalized the development and began implementation of the phase II media buy for the Don’t Trash Nevada campaign plan. The plan is now underway and features several different forms of media. The current media buy means Don’t Trash Nevada will be seen in several sources through the late fall of 2008.

During this quarter, Don’t Trash Nevada has run media on television, radio, newspaper, magazines, bus stop billboards, and Spanish language outlets. The campaign continues the Bronze Quill award winning campaign with a notable addition. As per the media campaign plan approved by the SNAP Board, Don’t Trash Nevada is adding targeted messaging to the general
awareness efforts of phase I. The current phase of the plan includes ads designed specifically to address contractors and desert dumping. The new ad will appear in AGC Construction Connection four times this summer and fall as well as the Las Vegas Review Journal.

Phase II of the messaging campaign featured a new public outreach event, Don’t Trash Nevada Day. Saturday, May 31, 2008, was a day of “first-evers” for Southern Nevada residents. The first-ever Don’t Trash Nevada Day was celebrated at Red Spring Picnic Area in the Red Rock Canyon National Conservation Area. The family event, which was held from 10 a.m. to noon, included environmental displays and information, as well as the first-ever “Race for Our Desert,” where local mascots competed in a 10M (10 meters, or 33 feet) “race.”

Several local newspapers and a television station covered the event. Don’t Trash Nevada Day was featured on Channel 8 news, the Las Vegas Review Journal, The Summerlin South View (see attached), The Summerlin Home News, and the Boulder City Home News.

The team recently partnered with Keep Truckee Meadows Beautiful (KTMB). KTMB is an affiliate of the Keep America Beautiful program and operates in Northern Nevada. KTMB contacted the Team looking for ways to collaborate and spread an anti-litter message across the entire state. KTMB signed a logo usage form and has begun using the Don’t Trash Nevada logo in its messaging (see attached). This partnership increases exposure of the message and helps create partnerships that may lead to long term project sustainability.

Program Website

The Don’t Trash Nevada official Web site (www.donttrashnevada.org) launched on October 12, 2006. The site includes information related to illegal dumping and litter prevention, clean-up events, recycling, household hazardous waste management, and the anti-litter pledge. Data for the period of April – June 2008 indicate 114,889 successful server requests, and 17,267 successful page requests (See Figure 1 below). This is a substantial increase over the previous quarter and reflects the efforts to increase traffic to the site as well as the influence of the current media campaign.
Figure 1 shows Don’t Trash Nevada quarterly web traffic since the site went live.

A special feature of the website is the anti-litter pledge (www.donttrashnevada.org/pledge.htm). This pledge gives site visitors the opportunity to take a pro-active stance in supporting clean public lands. Between April and June 2008, 189 people took the pledge. Since the pledge’s inception in October 2006, 855 people have taken the pledge. The names of all persons taking the pledge are entered into a spreadsheet for tracking purposes. The pledge is available on the Don’t Trash Nevada web page and is available at all public outreach events.

To encourage campaign visibility and outreach, people who take the pledge receive a thank you card, a Don’t Trash Nevada lapel pin, and a trash bag bearing the Don’t Trash Nevada logo and Web site address via the mail.

This quarter, the team developed and ordered a new messaging tool. The team has ordered 3,000 reusable shopping bags for distribution. The bags feature the Don’t Trash Nevada logo, and can be used for groceries or any other use the recipient feels appropriate. The bags increase exposure of the message while encouraging the use of reusable bags. Reusable shopping bags are an effective way to minimize plastic bag waste and litter. The bags are a nice addition to the Don’t Trash Nevada pins and window clings.

Outreach

The Take Pride in America in Southern Nevada Team continues to promote the ant-litter message by attending public outreach events and attracting uncontrolled media coverage. The team attends events to speak with people about the program, sign people up for the pledge, answer questions, distribute promotional materials, and network with potential partners. This quarter the team participated in several outreach efforts.
• **April 19, 2008 – Summerlin EarthFaire**

More than 10,000 valley residents attended the fifth annual Summerlin Earthfaire on April 19 at Summerlin Centre Community Park. The outdoor festival, which featured more than 75 environmental organizations, also included a full schedule of entertainment, environmental exhibits, displays and special attractions.

• **April 25, 2008 – PLI Open House**

The PLI open house was held in recognition of Earth Day, and to celebrate the official opening of the new GIS lab at PLI. The event was attended by professors, students, partners, and invited guests. Attendees watched a presentation about Don’t Trash Nevada and were given promotional items.

• **May 5, 2008 – HSBC World Environment Day**

This annual event is sponsored by HSBC and open to employees, friends, and family of HSBC. HSBC has been a valuable supporter of volunteer clean-ups, and this event has made that partnership stronger.

• **May 5, 2008 – Bailey Middle School Great Unconformity Clean-up**

During the monthly clean-up of the Great Unconformity by Bailey Middle School students, two television news crews came to report on the efforts of the school and Take Pride on America in Southern Nevada. Channels 8 and 13 both did stories for their evening and late night news. The stories as they appeared on the telecast, can be seen on the Don’t Trash Nevada web site.

• **June 14, 2008 – Free Fishing Day**

The Free Fishing Day event is a joint effort between Nevada Department of Wildlife and the National Park Service, along with the Bureau of Reclamation and the University of Nevada Las Vegas Public Lands Institute. Joining these agencies are members of local fishing organizations whose desire is to see people enjoy the sport of fishing. Residents who attended the event received information about Litter, as well as Don’t Trash Nevada trash bags, window clings and pins.

**Task 3: Litter and Desert Dumping Clean-ups**

The Take Pride in America in Southern Nevada Team participated in 10 clean-up events this quarter. Nine of the clean-ups were volunteer events. One event was at the request of an agency employee who had a workforce but needed help executing the event.

A total of 449 volunteers donated 1931 hours to our public lands during the nine volunteer clean-ups. According to the Independent Sector, which provides data for calculating the economic impact of volunteers, the volunteer events this quarter have had an economic impact of $37,674. (See Figures 2-7 on the next pages).
Figure 2 shows the number of events per quarter since program inception.

Figure 3 shows the number of volunteers participating in events each quarter since program inception.
Figure 4 shows volunteer hours contributed each quarter since program inception.

Figure 5 shows the value of volunteer hours since program inception in dollars and cents.
Figure 6 shows the number of cubic yards of waste removed from public lands by volunteers and other supported clean-ups since program inception.
Figure 7 compares the volume of trash removed from public lands since program inception to a popular monument.
Table 1 below provides totals for the number of events, volunteers, hours, economic impact, and waste removed through the efforts of the Anti-Litter Team since inception.

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<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Number of events</td>
<td>57</td>
</tr>
<tr>
<td>Number of volunteers</td>
<td>2857</td>
</tr>
<tr>
<td>Number of volunteer hours</td>
<td>12576.5</td>
</tr>
<tr>
<td>Economic impact of volunteers</td>
<td>$243,385.80</td>
</tr>
<tr>
<td>Cubic yards of waste removed by volunteers and other supported clean-ups.</td>
<td>2765</td>
</tr>
<tr>
<td>Cubic yards of waste removed by alternative work forces</td>
<td>908</td>
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</tbody>
</table>

Table 1 summarizes totals for Don’t Trash Nevada clean-up efforts since its inception.

Volunteer Clean-Up Events

- **March 29, 2008 – Ash Creek, Calico Basin – BLM**
  This event was not included in the previous quarter report due to its completion after the report deadline. The Las Vegas Climbers Liaison Council asked to collaborate with Take Pride in America in Southern Nevada. The group wanted to give back to the public lands on which they recreate. Thirty volunteers worked for three hours removing litter from a popular climbing and hiking area. The effort removed 15 cubic yards of debris.

- **March 30, 2008 – Red Spring Picnic Area – BLM**
  This event was not included in the previous quarter report due to its completion after the report deadline. The Las Vegas Climbers Liaison Council spent a second day with Take Pride in America in Southern Nevada. Ten volunteers worked for three hours removing 10 cubic yards of litter.

- **April 3, 2008 – The Great Unconformity – BLM**
  During this event, 50 students worked for four hours and removed 5 cubic yards of waste.

- **April 12, 2008 – 33 Hole, Lake Mead NRA – NPS**
  Areas frequented by fishermen can be some of the most littered areas around the lake. 33 Hole is a very popular area for fishing and needed some attention. Forty-five volunteers signed up to help and removed 30 cubic yards of litter in four hours.

- **April 19, 2008 – 33 Hole, Lake Mead NRA – NPS**
  Forty volunteers from UNLV returned to 33 Hole in celebration of Earth Day. The volunteers helped pick-up even more of this often-visited area. They removed an additional 12 yards of litter.

- **April 19, 2008 – Calico Basin – BLM**
  Thirty-eight volunteers visited Calico Basin to clean-up another area of this popular spot, as well as remove some graffiti. By the end of the four-hour workday, the volunteers had removed 30 cubic yards of waste and painted over graffiti on an old foundation.
• **May 3, 2008 – Sunrise Management Area – BLM**
  East Lake Mead Boulevard is a popular dumpsite. In recognition of Join Hands Day, the BLM and Take Pride in America in Southern Nevada collaborated to clean-up a mile section of roadway. The interagency law enforcement also participated. The law enforcement team assisted with traffic control and transportation for the event.

• **May 6, 2008 – The Great Unconformity – BLM**
  Students from Bailey Middle School did a great job once again. Forty-one students removed 8 cubic yards of trash. This event was featured on Channel 8 and 13 newscasts (see outreach events for details).

• **May 10, 2008 – Lee and Kyle Canyons, Spring Mountains NRA, USFS**
  This quarter, the final volunteer clean-up was held in Kyle and Lee Canyons. The event was a product of the anti-litter pilot project that Take Pride in America in Southern Nevada has been helping to support and grow. The project was very ambitious and focused on several of the most used areas. Volunteers removed 310 cubic yards of waste during this event.

**Anti-Litter Team Supported Events**

The Anti-Litter Team has worked to increase clean-up capacity on federal lands. Some of the clean-up projects supported by the team are events set-up by federal agency staff. Logistical support including planning, roll-offs, port-o-potties, equipment, etc. were provided to make the project possible. This quarter, one clean-up supported by the Anti-Litter Team, resulted in the removal of 70 cubic yards of waste.

• **May 16, 2008 – Sandy Valley – BLM**
  Wendy Scott, BLM Desert Dumping Coordinator, had the site and work crew, but needed additional support to make the project a reality. Take Pride in America in Southern Nevada provided the additional support in the procurement of roll-offs and equipment. The event resulted in the removal of 70 cubic yards of waste from an older dumpsite.

**Additional Dumpsters and Roll-off**

One of the Anti-Litter Team’s goals is to provide additional dumpsters, trash receptacles, and collection on Southern Nevada public lands as needed. Team members thought this could be best achieved by soliciting input directly from staff. Based on team guidance, Mr. Joslin developed a web-based roll-off and dumpster-request page, which is accessible to agency staff. The web page allows staff from all four agencies to request dumpsters and/or roll-offs as needed.

This quarter, the team saw the addition of a much-needed dumpster for the Great Unconformity. This area is often the site of litter and dumping due to its close proximity to the city. To address this area Take Pride in America in Southern Nevada worked closely with Republic Services to place a specially designed dumpster. The dumpster has a small hole cut in the front to allow small trash items to be placed inside while the top is locked shut to prevent illegal use by dumpers. There is also a sign attached to the dumpster advising people that it is for visitor use only, and residential and/or commercial use is subject to penalty. The team will monitor this dumpster closely in the coming months.
Alternative Work Force Clean-Up Events

The Nevada Division of Forestry (NDF) is currently under agreement with Public Lands Institute to perform projects as needed. This quarter, the NDF crew completed one clean up along the Corn Creek Road in the Desert National Wildlife Refuge. The three-day project removed 30 cubic yards of waste from along the refuge access road.

Take Pride in America in Southern Nevada is currently negotiating memorandums of understanding/contracts with two new alternative work forces. The team hopes to complete agreements with Great Basin Institute and the Spring Mountain Youth Camp during the next quarter. The agreements will allow PLI to coordinate clean-ups performed by these organizations on public lands.

The Spring Mountain Youth Camp (SMYC) is a youth correctional facility in the Spring Mountains National Recreation Area. Through the SMYC Program, youths committed to the camp perform a variety of services such as repair and maintenance of hiking trails, litter removal, sign construction and snow removal.

The Great Basin Institute includes the Nevada Conservation Corps. This organization harnesses the energy and idealism of youth to meet the needs of Nevada public lands and communities. This includes working on direct conservation projects including litter and dumping clean-ups. The program utilizes AmeriCorps volunteers.

Task 4: Judicial System Analysis

On October 26, 2006, a draft Judicial System Analysis report was presented to the Interagency Law Enforcement Team for review. The Judicial Analysis was determined to be complete by the SNAP Executive Director on February 23, 2007. The Executive Director requested that the Law Enforcement Team provide written comments to include within the Judicial Analysis. Once these comments are incorporated into the report, it will be submitted in compliance with the task agreement.

Submitted by:
Margaret N. Rees, Principal Investigator

July 3, 2008
Date
Meeting Agendas and Minutes
Anti Litter Team Meeting
“THE A-TEAM”

Date: April 9, 2008
Time: 9:00am – 3:00pm
Location: NPS HQ – Boulder City

Meeting called by: Lisa Christiansen and Douglas Joslin
Attendees: Gordon Gilbert (on training-will not attend)
Nancy Bernard
Amy Sprunger
Erick Walker (vacation-will not attend)

Please bring:

9:00-9:10 Introductions
All

9:10-10:10 Discuss May 10, 2006 Mt. Charleston event
Rene Koman is working with the USFS putting together a clean-up event. She is helping to repackage and reinvigorate the pilot litter project. She has asked for help from both our team and IVP. We will discuss this event and what we can do to help.

Here are some event details:
- 700-1,000 volunteers 8:30-10:00pm
- 5 areas to be cleaned up Registration will happen at each area and site. has proposed two
  staff at each location.
- Leads for each area will meet at central depot for registration into and equipment
- Lunch will be provided.

Here are some details of the requests received:
- Water for 250-500 people
- Use of trailers at one of the clean-up sites
- Tables
- Chairs
- Buckets
- 3,000 trash bags (for this event and future)
- Port-o-potties
- Snacks
- Lunch
- 11 roll-offs
- IVP to recruit volunteers for event
- Bandanas or give-aways (if possible)
- Pre-run registration and clean-up at the site

Here are some items discussed but not officially requested:
- Generator for music
- Ice
- Tents and chairs

NOTE: Amy Nichols will discuss with us via conference call
<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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</table>
| 10:10-10:20 | Grabbers
Approximately 30-40 grabbers have been taken from the trailer. Does anyone have any info on their whereabouts? How should we handle trailer security? I don’t propose that sharing isn’t rare but we can’t afford to be short for our planned events. |
| 10:20-11:00 | Quarterly report review
Review some highlights from the quarterly report. |
| 11:00-11:30 | GIS Update
Informal update of our GIS project for R6 |
| 11:30-12:00 | Shopping bags and media update
Doug has some reusable bags to look at and touch, ooooohhhhh. We will also go over the current status of the marketing plan including where we stand on the kick-off. |
| 12:00-1:00 | Lunch. |
| 1:00-3:00  | Round 6 TA
I hate to admit it but the clean-ups, media buy, kick-off, GIS, etc. All means I am no closer to a draft than last month. We can still go over the deliverables in the nomination and start drafting at the meeting. |

Additional Instructions:
Anti Litter and Desert Dumping
Team Meeting Minutes

Meeting called by: Lisa Christianson and Doug Joslin
Type of meeting: Regular Monthly
Facilitator: Doug Joslin
Note taker: Doug Joslin
Timekeeper: Doug Joslin
Attendees: Nancy Bernard, Erick Walker, Lisa Christianson, Ericka Schumacher, Amy Sprunger

Minutes

Agenda Item: Discuss May 10, 2006 Mt. Charleston event
Presenter: Doug Joslin

Discussion:

Note: Amy Nichols participated via conference call

Discussed Kris Komar and how she came to be involved in the pilot project:
Working to help increase funding from outside agencies to support ongoing project development.

Discussed the recruitment and registration for the event:
Lack of clear understanding regarding the event planning now exceeds the original intent and makes it difficult to handle this event given the short notice. The expectations were not clear from the beginning and now we are reacting to changing expectations close to the event date.

Amy added that the teams have been encouraged to help with this event by the SNAP Board. The board wants the teams to support this project.

Went over the list of requests and the team feels it can be done. We are still a little leery about some of the clean-up plans (area to be covered, etc.). Amy let us know that anything we can’t do we should feel we can tell Kris we simply can’t do.

Amy will tell Kris that the additional equipment needed is something she should request from agencies herself.

IVP will meet tomorrow and after that meeting we will all get together and clarify any other issues.

Conclusions:
Team feels we can and will support this big event with USFS

<table>
<thead>
<tr>
<th>Action Items</th>
<th>Person responsible</th>
<th>Deadline</th>
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</thead>
<tbody>
<tr>
<td>✓ Doug and Amy Ansari to work with Kris Komar and USFS staff to make event happen.</td>
<td>Doug Joslin and Amy Ansari</td>
<td>Ongoing - May 10th</td>
</tr>
<tr>
<td>Agenda Item:</td>
<td>Grabbers</td>
<td>Presenter:</td>
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**Discussion:**

40 or so grabbers have gone missing from the trailer since it has been parked in The Red Rock parking lot. The team does not know where they are but will send out inquiries. Also missing is one cooler and the wheel chocks.

**Conclusions:**

- Action items
  - Team to check with staff about missing grabbers
  - All
  - April 20th

<table>
<thead>
<tr>
<th>Agenda Item:</th>
<th>Quarterly report review</th>
<th>Presenter:</th>
<th>Doug Joslin</th>
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</table>

**Discussion:**

Doug went over the quarterly report.

We discussed the possibility of writing up a story to appear in the Red Rock and Lake Mead newsletter. We could hand out a car bag from the thee booths.

**Conclusions:**

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<tr>
<th>Action items</th>
<th>Person responsible</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Doug to write up story for Leslie Paige</td>
<td>Doug</td>
<td>April 20th</td>
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<thead>
<tr>
<th>Agenda Item:</th>
<th>GIS Update</th>
<th>Presenter:</th>
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**Discussion:**

Doug updated everyone on the GIS project. Doug is meeting with GIS team members concerning the need for a GIS database for dumping and litter data management. If we are to measure long term effectiveness of this effort then we must have viable data. The GIS team has worked on several projects with other interagency teams and has the expertise to sort things up with an interagency perspective.

Doug is working to form a budget to get a GIS tracking database up and running. Formal proposals will be presented to team once complete.

Lisa reminded everyone about software limitations and BLM and again reminded the team that BLM has software designed for cost control that already has a lot of capabilities we are discussing. Lisa urged the team to consider this software before working with the GIS team.

**Conclusions:**

- Action items
  - ✓
  - ✓
<table>
<thead>
<tr>
<th>Agenda item:</th>
<th>Shopping bags and media update</th>
<th>Presenter:</th>
<th>Doug Joslin</th>
</tr>
</thead>
</table>

**Discussion:**

Doug advised team that the Board has not approved the Springs Preserve location. Team discussed this disapproval and its implications.

Bags were discussed and team is excited about the bag on top.

Perhaps we can set up some tables to give them away outside supermarkets.

**Conclusions:**

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<th>Action items</th>
<th>Person responsible</th>
<th>Deadline</th>
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**Agenda item:** Round 6 TA  
**Presenter:**

**Discussion:**

Tabled

**Conclusions:**

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<tr>
<th>Action items</th>
<th>Person responsible</th>
<th>Deadline</th>
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</table>

**Agenda item:** Jennifer Winston Introduction  
**Presenter:** Nancy Bernard

**Discussion:**

Nancy Bernard introduced Jennifer Winston. Jennifer was recently hired as an assistant using SNPLRA funds. She is primarily here to help with NFG projects but can help out with interagency events as time and staffing permit.

**Conclusions:** Welcome Jennifer

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<tr>
<th>Action items</th>
<th>Person responsible</th>
<th>Deadline</th>
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### Other Information

**Observers:**

**Resources:**

**Special notes:**
# AGENDA

## Anti Litter Team Meeting
### “THE A-TEAM”

**Date:** May 14, 2008  
**Time:** 9:00am – 1:00pm (breaks as needed)  
**Location:** Interagency Office – USFS Conference Room

**Meeting called by:** Erin Schumack and Douglas Jodan  
**Attendees:**  
- Gordon Gilbert (in training; will not attend)  
- Nancy Bernard  
- Amy Sprunger  
- Erick Walker (will not attend)

### Please bring:
- 9:00-9:05: Introductions
- All

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<tr>
<th>Time</th>
<th>Agenda Item</th>
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| 9:05-10:00| Discuss new team meeting date  
Erika Schumack has been named the new BLM cap and team leader. Unfortunately, Erika is unavailable to meet on the second Wednesday of the month. Eric Walker is leaving the team and no replacement has been named so we also have a potential scheduling problem once his replacement has been named. We need to identify a new meeting date for future meetings. Please bring your calendars and be prepared to discuss. The following dates are already identified as off the table:  
- The second Wednesday of the month  
- The fourth Thursday of the month  
- Any Mondays  
- Any Tuesdays  
The first, third, or fourth Wednesdays of the month may be a good place to start. |
| 10:00-11:00| Spanish language audience messaging  
Marla Marinich, Language Services, has been secured by PLI as a consultant concerning issues of Spanish language marketing. She has years of experience in this field and is helping PLI with Spanish language materials (translation, market sensitivity, effective messages, etc.). She will give a brief presentation that will help the team with decisions regarding our efforts at Spanish language marketing. It will be informative and helpful to us as we work on future marketing materials. |
| 11:00-11:20| Kick-off event  
Update and discussion. Doug will provide a quick update and any comments concerning the event can be discussed. |
| 11:20-11:40| TV ads  
If you want to discuss any comments now is the time to do so. |
| 11:40-12:00| Truck  
The team has discussed getting a reliable truck for events through the agreement. Doug has checked with the following and it looks like we may be able to pull the trigger on this case:  
- Tami Lucero  
- Alice from BLM  
- UNLV insurance |
- CFRs allow the truck to revert to BLM at end of contract or a UNLV buy out to occur

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
</tr>
</thead>
</table>
| 12:00-12:15 | Event planning for fall  
If you have any event you would like to discuss please bring them up (this won’t be the only chance).  
Please use the event planning form to outline your event. We can discuss any questions at this time. |
| 12:15-1:00 | Recycling plan update and discussions as needed  
The team is not at full strength this meeting so the agenda is light on hard planning stuff. However, we can use this time to discuss any team business we would like to add. |

Additional Instructions:
# Anti Litter and Desert Dumping Team Meeting Minutes

**Meeting Called by:** Enid Schumacher and Doug Joslin  
**Type of meeting:** Regular Monthly  
**Facilitator:** Doug Joslin  
**Note taker:** Doug Joslin  
**Timekeeper:** Doug Joslin  
**Attendees:** Nancy Bernard, Erick Walker, Lisa Christianson, Ericka Schumacher, Amy Sprunger

<table>
<thead>
<tr>
<th>Agenda Item</th>
<th>Discussion</th>
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<tbody>
<tr>
<td>Discuss new team meeting date</td>
<td>New team meeting date is fourth Wednesday of each month. Doug will send out meeting schedule so each team member can confirm meeting locations.</td>
</tr>
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</table>

**Conclusions:**

**Action Items**

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<tr>
<th>Item</th>
<th>Person responsible</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Doug to send out new schedule</td>
<td>Doug</td>
<td>June 25th</td>
</tr>
</tbody>
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**Agenda Item:** Spanish language audience messaging  
**Discussion:** Mani made presentation about effective marketing to the Spanish language community.

**Conclusions:**

**Action Items**

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<th>Item</th>
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**Agenda Item:** Kick-off event  
**Discussion:**

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*Take Pride in America • Quarterly Report*
Doug briefed team about the May 31, 2006 kick off event. Doug told the team about the shopping bags, event outline, name the mascot contest, and location.

Team asked if the Managers need to be there and we all thought that we should remind them about the event with more info forthcoming.

### Conclusions:

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<th>Action Items</th>
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### Agenda Item: TV ads

**Presenter:**

Photons may not be the best to represent agencies.
USBW has a photo of their entrance sign with a rainbow. Alternate would be photo of Big Horn. Amy will send photos to Doug.

BLM photo is ok but move so the red rocks show and is not covered up by the logo.

NPS Nancy will check with Leslie and have her send a photo.

FS is horse back riding allowed in Lee Mead. Doug will check with Amy Nichols about preferred photo.

### Conclusions:

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<tr>
<th>Action Items</th>
<th>Person responsible</th>
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<tbody>
<tr>
<td>✓ Team members to send Doug any photos they would prefer over the ones in presentation</td>
<td>All</td>
<td>May 24th</td>
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### Discussion:

Doug told team about 2 recent mechanical problems and 1 recent electrical issue. Given that the Suburban is so old, has 120,000 miles, and given that a reliable tow vehicle to which Doug has constant access is so vital the team unanimously agreed that a pick-up truck is needed.

Doug told team about Ford truck with State contract and team agreed this made the most sense.

Team agreed with purchase. Test drive before making final decision on 250 v. 350.

### Conclusions:

Doug will work with UNLV, Tami Lucero, and Erika Schumacher to purchase team truck

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<th>Action Items</th>
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**Agenda Item:** Event planning for fall  

**Presenter:** Doug Jodin

**Discussion:**

The IVF team is having a meeting on June 19th to discuss events for the upcoming fall. We need to coordinate with them to avoid conflicts and promote efficiencies.

**Conclusions:**

Team members should provide Doug with any clean-ups they want to see addressed in the near future.

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<th>Action Item</th>
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<tbody>
<tr>
<td>✓ Provide Doug with clean-ups using provided event planning form</td>
<td>All</td>
<td>June 19th</td>
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<td>✓</td>
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Anti Litter Team Meeting
“THE A-TEAM”

Date: June 25, 2008
Time: 9:00am - 3:00pm
Location: USF&W Conference Room, Interagency Office

Meeting called by: Erik Schumacher and Douglas Joslin
Attendees: Gordon Gilbert (in training)
           Nancy Bernard
           Amy Spruanger
           USES-Has not yet appointed replacement for Erick Walker

Please bring:

9:00-9:15  Introduction
          All

9:15-10:15 NCC Crews contract
           BLM has asked that FLI work on an MOU with Nevada Conservation Corp crews. The
           MOU would allow FLI to “hire” NCC crews to perform clean-ups. Unless otherwise
           prohibited by each agency, this would allow all four agencies to utilize these crews for clean-
           ups selected by the agency. FLI would handle the arrangements for the clean-up on behalf of
           the agencies. This is similar to our agreement with the NDF crews.

           Details to work out include:
           How to schedule crews
           Necessary lead time
           Budget
           Work schedules
           Communication

           A NCC representative will be here to answer questions and discuss options

10:15-11:15 Budget
           Doug will have a wonderful slide show of where we stand budget wise. Things are very
           weird since all sources don’t jive and there are differences between SNAP processes and
           UNLV OSP processes. Doug thinks he finally has a handle on our status and will share with
           team. Team should be prepared to discuss how to spend a lot of money before October.
           Especially in the clean-up budget line (the dumpster, signage, clean-ups, collection,
           alternative work forces, etc)

11:15-11:45 TPLA Award Ceremony—Washington D.C.
           Fast award winners have taken the opportunity to network, work on projects that needed
           attention from DOI Washington, and networking. I propose we could plan a visit to the
           Congressional delegation on Thursday as a networking opportunity. The Nevada delegation
           has consistent lunch on Thursdays and we could ask to be a special part of that lunch. Let’s
           discuss all ideas.
<table>
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<th>Time</th>
<th>Activity</th>
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| 11:45-12:00 | Clean-ups  
  Any new ideas for clean-up projects? Bring your ideas. Open dates should be available for Fall/Spring. |
| 12:00-1:00 | Lunch                                      |
| 1:00-1:30 | Contest Promotion  
  The entries haven't exactly come rolling in as of yet. What can we do to promote the contest? |
| 1:30-2:00 | Task business  
  Updates on orders  
  Truck update  
  Trailers?  
  Nominations?  
  So far this year: 74 Clean-ups, 1006 volunteers, 4454 volunteer hours, 2195 cubic yards (can we stop now?) |
| 2:00-2:30 | SNAP Report  
  The quarterly report is due to SNAP. Erika will discuss this report |
| 2:30-3:00 | Round Table  
  Items not on the agenda, items for next agenda, etc. |

Additional Instructions:
Anti Litter and Desert Dumping Team Meeting Minutes

Meeting called by: Erica Schumacher and Doug Joozin
Type of meeting: Regular Monthly
Facilitator: Doug Joozin
Note taker: Doug Joozin
Timekeeper: Doug Joozin
Attendees: Nancy Bernard, Bob Loudon, Ericka Schumacher, Amy Sprunger
Invited Guests: Wendy Scott, Tami Lucero, and Paco Castellanos

Minutes

Discussion:
Bob Loudon has been appointed to the team replacing Erick Walker. Bob introduced himself. Welcome aboard Bob.

Conclusions:

Action Items

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<tr>
<td>Wendy Scott</td>
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Agenda Item: NCC Crews contract

Discussion:
Wendy Scott explained that BLM has no money to continue NCC crew clean-ups or community clean-ups. She presented a proposal under which the team would assume funding under terms of the task agreement. Pla would enter into contract with GBI (NCC crew organization) and pay for clean-ups proposed and organized by Wendy. Scott Total cost for this initiative with 10 planned NCC crew projects was over $120,000. Paco (GBI) and Wendy answered some team questions following the presentation.

- Amy Sprunger questioned mileage rate—Jimmy explained that mileage is average for two vehicles.
- Amy commented that the pay rate for team leadership is high and not necessary for the type of work being performed. Volunteers and NDF crews are more efficient.
- Nancy noted that students participating in NCC need to be on the proper visa. If not, it may cause a huge liability for the agency and problems for the student (violating condition of visa may mean student gets visa revoked). Paco responded that there are no international visas on his crew at this time.
- The question of who is accepting liability through the MOU was raised. Agencies may need to sign up the crews as agency volunteers to avoid problems. Team all agreed this would be necessary.
  According to Paco the liability is held by GBI. If someone is injured the GBI has their own worker’s comp and will cover injuries.
- Make sure MOU states that GBI is responsible for workers comp and vehicle liability.
- Should the MOU state that we can not accept international students unless they have a J-1 visa? Does the visa apply to all DOI agencies?
- NCC can react to requests for service with open days and enough notice.

Conclusions:
The team felt that we were not in a financial position to fund 10 projects for $120,000. However, the team did agree to support the community events to the extent possible as well as 5 NCC crew projects.

### Action Items

**Action items**

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<tbody>
<tr>
<td>✓</td>
<td>Doug to finalize PLUNGBI MOU and work with Wendy</td>
<td>Doug</td>
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</table>

**Agenda Item:** Budget

**Presenter:** Doug

**Discussion:**

Doug presented the budget as he had compiled. Overlap and different reporting had caused some uncertainty as to numbers and Doug's effort was to unravel these issues and present an updated expense and revenue report. Doug presented round 4, mod 1, and mod 2. Totals were explained and why we have a lot lower $555 in round 5. How the budget is impacted by the new BLM/NCC request and NPS/NOF request was also discussed. Projected costs for both are 120,000 and 30,000 respectively.

Tami stated she thinks we should ask for round 4 and 5 to be consolidated making it unnecessary to spend out round 4 amounts by October. If we get this continues, we would have $34,000 over the next 2.5 years (truck and trailer).

**Conclusions:**

Tami will work on consolidation of 4 and 5 with team. Keep close eye on expenditures.

### Action Items

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<th>Person responsible</th>
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<tbody>
<tr>
<td>✓</td>
<td>Consolidation</td>
<td>Tami</td>
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<td>✓</td>
<td>Round 6 TO</td>
<td>Doug and Erika</td>
</tr>
</tbody>
</table>

**Agenda Item:** TPIA Award Ceremony – Washington D.C.

**Presenter:** Doug

**Discussion:**

Team discussed seeking an appointment with Senators to present our program and announce award. Team will seek a Thursday appointment. Doug to prepare PowerPoint and present to team and PSCs for approval. Doug will contact Senate offices with request.

**Conclusions:**

### Action Items

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<th>Person responsible</th>
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<tbody>
<tr>
<td>✓</td>
<td>Powerpoint</td>
<td>Doug</td>
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<tr>
<td>✓</td>
<td>Senate appointment</td>
<td>Doug</td>
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**Agenda Item:** Clean-ups

**Presenter:** Doug

**Discussion:**

Doug advised team that the schedule of NAP and agency volunteer coordinator clean ups has been completed. Calendar will be posted on GrooveSite for review by all teams who may wish to schedule an event with us. Other teams are encouraged to work with their agency volunteer coordinators for any projects they may want to do. This will help the process as these individuals work on the NAP team and with Doug.

**Conclusions:**
### Agenda Item: Contest Promotion
**Presenter:** Doug

**Discussion:**
Doug distributed copies of the contest promotion poster for distribution within the agencies. Nancy suggested a volunteer could be used to contact outside agencies (libraries, scouts, etc.) to ask for help spreading the word. Nancy will work with IVP to get a volunteer for this task. Team asked for additional posters to be printed for distribution.

**Conclusions:**
Team should work within their agency to distribute poster.

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<tr>
<td>Send clean up project ideas using the event planning form to your volunteer coordinator or Doug as soon as possible.</td>
<td>Team</td>
<td>ongoing</td>
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| Agenda Item: Round Table                         | Presenter: All     |

**Discussion:**
The following items were discussed during the round table:

- **Trailer**
  Team ok's purchase of flat bed trailer with gates. Trailer will increase capacity and provide another trash hauler for events.

- **Quarterly report**
  Erika asked for assistance with the quarterly report due July 8th. Erika asked for other agency reports by July 3, 2008.

**Conclusions:**

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<tbody>
<tr>
<td>Nancy to work with IVP on volunteer</td>
<td>Nancy</td>
<td>August 15th</td>
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<th>Action Items</th>
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<tbody>
<tr>
<td>Doug to order trailer</td>
<td>Doug</td>
<td>August 15th</td>
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<tr>
<td>Team to send agency reports to Erika</td>
<td>Team</td>
<td>July 3rd</td>
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|                                                  |                    |            |
Don’t Trash Nevada Day coverage in the Summerlin South View
A 10-meter mascot race was held on May 31 at Red Spring in Calico Basin in honor of Don't Trash Nevada Day. Top, from right, Deputy Drip, Mojave Max, Hey Reb, Smokey the Bear, Summerlin Sam and a Storm Trooper prepare to compete in the Race for Our Desert event. Bottom, Mary o. Rugwill, left, of the Bureau of Land Management’s Las Vegas Field Office, and Tami Lucero with the Southern Nevada Agency Partnership speak with Summerlin Sam. The event was sponsored by UNLV's Public Lands Institute, the Bureau of Land Management, the National Park Service, the U.S. Fish and Wildlife Service and the U.S. Forest Service. Organizers sought to increase public awareness that desert dumping is illegal and is bad for the environment.
Keep Truckee Meadows Beautiful Partnership bus ad
STOP Illegal Dumping!
- Dumping makes our public lands unsafe
- YOU pay to clean it up
- Fines up to $5,000

The Illegal Dumping Task Force wants you to

Be Part of The Solution
Contact Keep Truckee Meadows Beautiful at 775-851-5185
visit www.ktmb.org