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SANTA ROSA & SAN JACINTO MOUNTAINS
NATIONAL MONUMENT
MONUMENT ADVISORY COMMITTEE MEETING

REPORTER'S TRANSCRIPT OF PROCEEDINGS

LOCATION: PALM DESERT CITY HALL
73-510 Fred Waring Drive
Palm Desert, California

DATE
AND TIME: SATURDAY, June 4, 2005
9:00 a.M. - 12:25 P.M.

REPORTED BY: SONJA CHAPMAN
CSR No. 11504

JOB NO. 64501

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A P P E A R A N C E S

MONUMENT ADVISORY COMMITTEE (MAC):

CHAIRMAN BUFORD CRITES: Councilmember, Mayor, City
of Palm Desert

DANELLA GEORGE: National Monument Manager

FRANK BOGERT: Former Mayor, City of Palm Springs

GARY WATTS: District Superintendent, California
Department of Parks & Recreation

KATHIE BRENNAN: Building Industry Association

TERRY HENDERSON: Councilmember, City of La Quinta

JEFF MORGAN: Sierra Club

ROB PARKINS: General Manager, Palm Springs Aerial
Tramway, Winter Park Authority

BARRY FREET: City of Cathedral City

BOB LYMAN: Regional Office Manager, County of
Riverside

MARY ROCHE: Councilmember, City of Indian Wells

ROBERT BROCKMAN: City of Rancho Mirage

FRANK BOGERT: City of Palm Springs

GAIL ACHESON: Field Manager, BLM

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ATTENDEES

- LAURIE ROSENTHAL: San Jacinto District Ranger,
Forest Service
- JIM FOOTE: BLM Recreational Planner
- FRANK MOWRY: BLM writer/editor
- DUANE KNAPP: President BrandStrategy, Inc.
- JOHN LADLEY: US Forest Service

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1 PALM DESERT, CALIFORNIA; SATURDAY, JUNE 4, 2005

2 9:00 A.M.

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4

5 CHAIRMAN CRITES: Okay. It is 9:00.

6 We're here. We'll begin with the call of the roll.

7 MS. GEORGE: Danella George, Santa Rosa

8 and San Jacinto Mountains National Monument

9 Manager.

10 MR. BROCKMAN: Bob Brockman, City of

11 Rancho Mirage.

12 MS. ROCHE: Mary Roche, City of Indian

13 Wells.

14 MS. ROSENTHAL: Laurie Rosenthal,

15 District Ranger for the San Jacinto District,

16 San Bernardino National Forest.

17 MS. ACHESON: Gail Acheson, Field Manager

18 for the Palm Springs South Coast field office of

19 BLM.

20 MR. LYMAN: Bob Lyman, County of

21 Riverside.

22 MR. KNAPP: Duane Knapp, land strategy.

23 MR. FREET: Barry Freet, City of

24 Cathedral City.

25

1 MR. PARKINS: Rob Parkins, Winter Park
2 Authority.

3 MR. MORGAN: Jeff Morgan, Sierra Club.

4 MS. HENDERSON: Terry Henderson, City of
5 La Quinta.

6 MS. BRENNAN: Kathie Brennan, Building
7 and Development Industry.

8 MR. WATTS: Gary Watts, California State
9 Parks.

10 CHAIRMAN CRITES: Buford Crites, City of
11 Palm Desert.

12 That officially tends to the roll. The
13 agenda is as it is. The next item is minutes for
14 the last meeting.

15 Those were distributed in an earlier
16 packet. There are also extra copies here. Are
17 there any additions or corrections to be made to
18 the minutes? Hearing none, they will stand
19 approved as distributed.

20 That takes us to the next item, which is
21 the branding workshop presentation.

22 Yes?

23 MS. GEORGE: One comment, Mr. Chair.
24 Danella George. Reminder -- we have a court
25 reporter -- to speak up, to be cognizant.

1 Sonja has been with us for quite a while.
2 If she does something like this, we need to take a
3 little bit of a slow down and to speak as loud as
4 we can and also pronounce our names so she can
5 spell them correctly.

6 CHAIRMAN CRITES: We'll start a little
7 early on that. So we'll look to take a break at
8 about 10:45. And then before we have our break,
9 we'll have our public comments. So the public
10 comments will be about quarter until 11:00.

11 So, Mary, would you like to introduce
12 this entire area?

13 MS. ROCHE: I'd be happy to. If you will
14 recall sometime ago, we had Frank Jones here. And
15 he worked us through a little bit of what we should
16 be thinking about on branding for the National
17 Monument.

18 So we set up a workshop. It's
19 interesting how many people around the room were
20 interested. We had about eight of us.

21 I have just passed around again -- now, I
22 know you've gotten it -- the agenda for our
23 workshop and the minutes.

24 We had a number of us who did attend. We
25 spent an entire morning looking at what we should

1 be doing. I have that here for you just for
2 referral.

3 One of the things that came out of that
4 workshop was that in a brand, we wanted to make
5 sure that our visitors and our clientele so to
6 speak understand what the Monument is, what message
7 we're giving to them, and whether they are getting
8 that at the present time.

9 So we decided as part of our workshop, we
10 did an initial analysis, strengths and weaknesses,
11 which is in here. The list went on and on. It was
12 amazing to all of us how many distinct, unique
13 attributes there are to our Monument that maybe
14 we're not getting across.

15 At any rate, we decided we needed expert
16 help in going forward.

17 Good morning. Frank Bogert is here.

18 We have asked Duane Knapp, who has
19 written the book Destination Science. He has been
20 in branding for many, many years. He has worked
21 with our local CVA. He's a local resident. He is
22 here today, and I will turn it over to Duane.

23 MR. KNAPP: Thank you. Good morning.
24 Thank you for the opportunity to be here. As Mary
25 pointed out, this is really a continuation of the

1 thought process and your dialogue about your brand.

2 So I'm going to assume for purposes of
3 discussion today that it's our brand since you all
4 are very interested in it. So when I use that
5 term, please don't consider it to be presumptuous,
6 but for our conversation.

7 What I had hoped to do today is to talk
8 to you a little bit about what it means to think
9 like a brand, and what that means in the context of
10 the Monument.

11 Then what is the process -- what's the
12 science that's involved to perfect your strategy
13 for optimal success. And then maybe some open
14 discussion on thoughts you might have.

15 And depending on your inclination or the
16 time, we might kind of pick up where your workshop
17 left off and actually talk about your views of the
18 Monument and how it's perceived and what you'd like
19 maybe the differences between how it's perceived
20 and how you think it's perceived and how you would
21 like it to be perceived.

22 So we have sort of those three options.
23 So with your permission, I'm going to start by
24 talking about what it means -- what's the mindset
25 that's involved and explain that.

1 Anytime along the way, if you have a
2 question, just raise your hand and stop me. It's
3 quite informal.

4 The purpose here is really to continue
5 the discussion that you began in your workshop.
6 It's really a chance to have a dialogue on this.

7 I'm not here today to tell you what you
8 necessarily should do or how you should do it, but
9 hopefully to share some thoughts with you about how
10 you can think about the Monument in the context of
11 a brand.

12 Okay. So even though we look at the
13 Monument as a national resource, it is in a
14 competitive environment. There are lots of other
15 places to go where people can go outside. I just
16 chose a few here for conversations.

17 You know, when you think and see those
18 pictures, probably certain images come to your
19 mind.

20 How many of you have been to Yosemite?
21 Okay. So almost everyone here has been there. So
22 you have some personal experience of this.

23 How many of you have been to the Grand
24 Canyon? Okay. Wonderful. I expected most of you
25 would be.

1 How about Joshua Tree? Very good. And
2 of course, I'm sure all of you have visited the
3 Monument in one way or another.

4 Is that a good assumption? Anybody want
5 to confess that they have not been there? No. We
6 don't want to talk about that.

7 Okay. So there are certain points of
8 view that you have if I was to talk to you about
9 your perception. We'll come back to that later.

10 When you think in the context of a
11 brand -- we're going to clarify that in a couple of
12 minutes -- in many cases people are confused. They
13 think well, what does brand have to do with our
14 Monument? What does it have to do with the
15 national resources?

16 Well, it's really about the promise that
17 you make. And really genuine things, genuine
18 destinations, genuine attractions, genuine
19 monuments have a promise. That's the essence of
20 what separates really genuineness from doing
21 business as usual.

22 From the understanding that I have in
23 reading your minutes and talking to Mary and others
24 of you, your desire is to continue to enhance the
25 image, the experience, but really to have a promise

1 for the Monument. So that's one of the things I'd
2 like to specifically talk about today.

3 Let's have a look at this for just a
4 moment. When you think of those other outdoor
5 attractions, if you will, or natural attractions,
6 do you think they have a promise? Does a promise
7 come to mind?

8 The concept here today is as part of your
9 continued excellence in taking the Monument to the
10 next level, we would like to see you develop a
11 promise so that everybody understands what the
12 promise is.

13 How do we want guests to feel when they
14 come here? How do we want people to perceive the
15 Monument?

16 Later we'll have a chance to talk about
17 some of the things that drive people's perceptions
18 and indicate whether there is a promise or not.

19 You'd like to have the situation, I
20 think, where when people say the Monument or even
21 they say the entire name, that it evokes some sort
22 of positive emotional response.

23 The question I would pose to you this
24 morning, when you hear somebody talk about the
25 Santa Rosa Mountains or San Jacinto Mountains, does

1 it evoke an emotional response?

2 Do you see people have a certain kind of
3 emotional response, or is it just a name or just a
4 place? I've lived in the desert for five years, and
5 it's a mystery to me. It's a mystery to me what
6 it's supposed to mean. What is the promise?

7 That doesn't necessarily mean it's bad.
8 But what do you want it to mean? Does your desire
9 for it, does that match up with people's
10 perceptions today? Or where would you like it to
11 be?

12 At the end of the day, it's really about
13 how we want people to feel. Every guest -- I'm
14 going to call them guests for the moment, because
15 that's my philosophy. I believe that every visitor
16 should be looked upon as a guest.

17 How do we want guests to feel? Are they
18 just going to look at this as another place to be
19 outside, or do we want them to feel different about
20 this?

21 Do we want them to feel special? Do we
22 want them to have an exceptional experience, or is
23 it a matter if they come, they come, if they don't,
24 they don't?

25 That really is the essence of the first

1 question to be raised. Do you want to have a
2 promise? What would that promise be if you had
3 one? We will come back to this. There are a
4 couple of examples of how things get done.

5 How many of you have ever been to
6 Australia? Okay. A few. How long ago last time
7 you went?

8 MS. ACHESON: Fifteen years.

9 MR. KNAPP: Long time ago. When you went
10 it was what's called a far away place. It really
11 wasn't that cool. I mean, it was a place that you
12 went to. You spent 14, 15 hours on an airplane.

13 They changed the entire strategy for
14 Australia by investing in film. The actual tourism
15 board of Australia invested some money.

16 Imagine yourselves for a moment. Let's
17 say that Bruce Willis wants to do a film about the
18 Monument, would you consider investing in that
19 film?

20 A guy by the name of -- can anybody name
21 the guy who was in the movie? Crocodile Dundee.
22 Crocodile Dundee had a strategy for the tourism
23 board. This isn't about just doing a movie. This
24 was a side-bar.

25 But they wanted to change their

1 perception. It wasn't that it was bad. The
2 country really wasn't any different, but they
3 wanted to change it to the coolest place on earth
4 to visit.

5 They began a 15-year program that kind of
6 started with a side-bar investment in a movie to
7 take it from one place to another.

8 Now people view it as a place you have to
9 go, whether it be what they've done with the
10 barrier reef or the floating hotels of 400 or 500
11 rooms. It's really an entire strategy.

12 The same things happened in a commercial
13 sense with Starbucks. When Howard Schultz founded
14 Starbucks, he wasn't interested in selling coffee.

15 His interest was in creating a third
16 place. The third place was very different. There
17 were already thousands of coffee shops.

18 By the way, there were no shortage of
19 coffee shops in the United States. I've never
20 heard of anybody say, "I can't go get a cup of
21 coffee," have you? In fact, they gave coffee away
22 in the supermarkets prior to Starbucks. You
23 probably remember that, in those little styrofoam
24 cups.

25 So how is it that you would get people to

1 pay in those days \$3 for a cup of coffee, now \$8 or
2 whatever? Because you have good coffee? No.

3 Because the third place is a place you
4 created where people can go in our very busy
5 society and indulge themselves, feel good about
6 themselves, have a break. It's really not about
7 the coffee. It's about the third place.

8 So that's the context in which I'd like
9 you to think about the Monument. What's the
10 experience that we want people to have, and how can
11 we make that unique for the benefit of the Monument
12 itself?

13 Barnes & Noble did the same thing. They
14 decided that they needed to create an experience.
15 They paired up with Starbucks. It worked very
16 nicely. Now I see people in these book stores in
17 there for hours.

18 I actually did a little study once where
19 I went through the mall, did some business, looked
20 at eight or 10 people. The magazine racks alone,
21 it's a place where you have a cup of coffee.

22 You can look at all the various magazines
23 that you want to look at. It's probably the
24 biggest selection. It's about a promise. The
25 promise is not about selling you a book.

1 The promise is about a getaway and think
2 about what you like, whether it be gardening or
3 whether it be automobiles or any other subject.

4 So what's the first word that comes to
5 mind when you think of Joshua Tree? Anybody want
6 to participate with me? What's the first word that
7 comes to mind?

8 MS. HENDERSON: Trees.

9 MR. KNAPP: A tree. Okay. It's kind of
10 focused on a particular kind of tree.

11 What's the first word that comes to mind
12 when you think of our Monument?

13 MR. MORGAN: Mountains.

14 MR. KNAPP: Okay. Mountains. What about
15 the Grand Canyon? What's the first word that comes
16 to mind?

17 MS. ACHESON: Canyon.

18 MR. KNAPP: Okay. A canyon. What you're
19 really doing is taking words out of the name to
20 begin with. Now, if I explored this with you,
21 which me may do later if you're interested and we
22 have the time, I'd like to explore your emotional
23 feelings.

24 What you're really telling me is sort of
25 what you see. But how does it make you feel? How

1 does the Grand Canyon make you feel differently
2 than Joshua Tree or the Monument?

3 That's really the kind of context we're
4 talking about here. Now, let's look at the concept
5 of brands for a couple of minutes and see why it's
6 so confusing.

7 I'm sure when you talked or some of you
8 that were coming here today -- maybe most of you
9 are enlightened. But maybe you thought why would
10 we even be talking about brands?

11 We're not a consumer product. We're not
12 a tooth paste or a company. We're not a plate or
13 an object.

14 Well, the problem in our society is that
15 shortly after -- marketing was really invented in
16 this country after the second world war. People
17 began to think it was great to have a big brand.
18 It's great to be well-known. It's great to spend a
19 lot of money on advertising.

20 That's why when you look at the
21 definition of brand and brand name, most people are
22 talking about a brand name. They're talking about
23 making you more popular, maybe more well-known.

24 That's not what we're here to talk about
25 today. It's interesting. And certainly, awareness

1 is important. But that's not why we're here today.

2 We're here to sort of look at brand names
3 and say that's what people talk about. When you
4 hear people on TV on the nightly news talking about
5 brands or a brand name, it's something that's
6 widely known.

7 When you look at the definition of
8 "brand," you see that it has to evoke a distinctive
9 characteristic. Now, see. This is what's lost on
10 most people when we talk about a brand.

11 It doesn't say maybe. It doesn't say
12 would a, should a. There's no context here, except
13 that you must be perceived as distinctive.

14 If you're not perceived as distinctive
15 about by the target audience, you're not a brand.
16 You're merely a well-known name.

17 The reason we're here today -- at least
18 what I believe, and I hope this works for you -- is
19 that your desire is to continue to really enhance
20 the Monument in a way to become a genuine brand.

21 Let's look at the aspects of what that
22 means. First of all, it means that you must be
23 possessed by how people feel about the Monument.
24 Not necessarily what they do, but you have to know
25 what they think.

1 You have to be -- the president of Lexus
2 every week reads every comment from every customer
3 in the entire brand world wide. It's done
4 electronically, so it's summarized.

5 There's some nice software available for
6 him to do this. It doesn't take him all day to
7 read every one because many of them are similar.

8 But he wants to sample the pulse of how
9 people feel about the product. Howard Schultz is
10 the same way. The president of Target is the same
11 way.

12 When he goes into a Target store, the
13 first thing that he looks at is he times how fast
14 people go through the checkout area because he
15 knows that's very important.

16 If you think about your experience at
17 Target versus other discount stores, I'll bet
18 you'll figure if I work you a little bit that it's
19 faster.

20 It may not even be faster, but it's
21 certainly perceived to be faster by the way people
22 greet you and by what they do. So what's the point
23 here?

24 The point is if you're going to manage
25 the expectations and have a promise, you have to

1 really know what people are thinking.

2 The second thing is you really need to be
3 focused on being distinctive. You don't want to be
4 in any context another attraction or another place
5 for people to go outside.

6 That really does not work over the
7 long-term. We can talk about some of the reasons
8 why not. Not just because you want to maximize
9 visitors.

10 We're not talking doing something that
11 say we want to double the number of visitors to the
12 park. I don't know whether you do or you don't.
13 That's not the point.

14 The point is, what kinds of visitors do
15 you want? How do you want them to interact with
16 your beautiful Monument? We call it yield and
17 quality.

18 What kind of people do you want? And
19 what kind of experience do you want them to have?
20 And how do you want to see your strategy going
21 forward with the Monument?

22 Thirdly, this has to deliver some
23 emotional benefits. It can't just be about let's
24 go outside. It just can't be about another
25 beautiful area.

1 Because there are a lot of other
2 beautiful areas. To be distinctive is to be a one
3 of a kind. I think that's what your beginning of
4 your work that you did in March and other
5 conversations you had, you're about enhancing.

6 That's what we're talking about today.
7 We're not talking about building up an advertising
8 strategy. It's really about deciding, what do you
9 want the Monument to be?

10 What kind of experience do you want to
11 have? How do you want to optimize its success
12 within your goals and expectations?

13 The real reason for doing this is so that
14 somebody else does not position it for you. In the
15 real world, there always is a context of a
16 competitive environment.

17 I think one of the things that's been
18 interesting to me in my analysis, and I don't know
19 whether you would agree with me on this, but I
20 think one of the goals is to get the Monument in
21 the context that you desire to be part of the
22 valley's destination experience.

23 From my perspective today it's really
24 not. It's not part of that experience. It's
25 available, but it's just not part of the genre of

1 people coming here and saying, "Hey. This is
2 something I'm going to do because it's really
3 something that's going to make my experience
4 different."

5 It may be because of lack of knowledge on
6 people's parts. When it comes to visitors and
7 guests, a lot of it has to do with influence.

8 It's people who influence others, whether
9 it be concierges in hotels or guide companies that
10 have contracts that guide people around the area.
11 They all are influencers. They help make people's
12 opinions of what it is.

13 What we're really talking about today is
14 deciding what we want it to be. Here's the
15 reality, for whatever it's worth.

16 I don't know if you've thought in terms
17 of these four choices, but these are the choices
18 that you have for every product -- service,
19 destination, attraction, natural park, monument.
20 These are your choices.

21 You can be a commodity, which means in
22 this context it has a commercial aspect. But a
23 commodity is a place you can go.

24 You could go somewhere where people are
25 aware of it. Maybe well-known but quite similar.

1 The goal is to get to be unique. To be perceived
2 as unique.

3 As the exercise you did in the workshop
4 shows, there are a lot of characteristics about the
5 Monument. The size of it alone is something to
6 behold.

7 But how does that convert to be unique?
8 Here's the thing. Regardless of what you do, if
9 you don't have a strategy, then someone else will
10 position you here because they will have the
11 strategy to move here.

12 What happens in a lot of cases is it
13 doesn't mean you're necessarily doing things bad.
14 It just means that somebody else says, "You know,
15 we're going have a strategy for our attraction, and
16 we're going to decide where we are and how we want
17 to be perceived."

18 And guess what? They then determine how
19 you are perceived. It happens every day. Somebody
20 else takes control of your destiny.

21 They don't change anything. They don't
22 take over. They don't control anything. They just
23 fix an image in people's minds about an attraction.

24 And by putting a particular image in
25 people's minds and creating a perception, they then

1 reposition your attraction.

2 Does that make sense, or is it a little
3 too wild? So a proactive, progressive thought
4 process, which you've begun, is I think the right
5 way to go about it.

6 Let's look at what a strategy for the
7 Monument should do. It should enhance its
8 relevancy depending upon what you want it to be.

9 If you want it to be part of the desert
10 experience, then it has to become perceived as
11 relevant to the kind of people you want to bring to
12 the Monument.

13 It has to be relevant to their lives.
14 Relevancy in the first case here may be about
15 safety. The No. 1 concern of visitors worldwide
16 today is about being safe.

17 When you pick up the paper and you see
18 somebody missing an organ that they never find, you
19 may say, "What does that have to do with us?"

20 It has an enormous amount to do with you.
21 If I'm going to take my family somewhere, and I'm
22 going to walk in some beautiful wild area,
23 pristine, I want to be safe.

24 So the relevancy to me is going to have a
25 lot to do -- and I think for most people, it's

1 proven in terms of research, they want to know that
2 they're safe.

3 When they walk up a trail head, they'd
4 like to know that in fact relevancy going forward
5 may be more about safety than anything else.

6 Are there people around there? Is there
7 someone that's going to look after me? What if
8 something happens? What will I do? What if
9 there's an accident? What would happen? I could
10 give you story upon story upon story.

11 But this drives the relevancy. So in a
12 strategy, you want to figure out if this is what's
13 important to people, that's our desire to optimize
14 their experience.

15 You'd like to have a unique distinction.
16 Beauty is in the eye of the beholder we've heard
17 many times.

18 What is it about our beauty -- what is it
19 about our experience that's going to make it
20 distinctive? It's not just about the mountains or
21 the product itself. It's about the experience.

22 How will people be greeted when they come
23 to the places that we manage and that we interact
24 with them? Will we deliver an exceptional
25 experience?

1 Will we make sure that people have a
2 great time? An experience is a two-way kind of
3 contract. It's saying I want people to have an
4 exceptional experience.

5 I'm going to do certain things to make
6 sure they have an good experience. It's not about
7 whether I think I'm giving a good experience.

8 As an example in a typical sense, I
9 called around to a lot of different places. I have
10 in the past few weeks called a lot of natural
11 attractions, places that people go to to enjoy
12 beauty.

13 I found the service level to generally be
14 not that great. I'm not talking about your
15 Monument. I'm just talking in general.

16 People seem to be -- you know, you ask
17 them about safety, you know, they don't seem to
18 have a really good answer.

19 You ask them what happens if there's an
20 accident, they really don't know. You ask them,
21 "Will somebody check on me? What time does the
22 park close?"

23 I want to know these kinds of things.
24 They say, "Well, we don't know. Sometimes we close
25 at dusk."

1 I said, "Well, when is dusk?"

2 "Well, it changes. We're not really
3 sure."

4 Well, that's a problem if you're trying
5 to figure out in a day to come and visit somewhere
6 and then get out before they close because you
7 don't want to be trapped overnight, unless you've
8 got a nice camper or a vehicle to stay overnight.

9 Every stakeholder -- when a strategy is
10 done correctly, all of your stakeholders buy in.
11 Not just the people seated around this table, but
12 the community, the citizens, they buy into the
13 promise and say, "This makes sense."

14 That energizes people. That's one of the
15 tricks. I use that in a positive sense. That's
16 one of the ways that destinations and attractions
17 become one of a kind.

18 Lastly, you want to guarantee the
19 satisfaction. You want to know that people are
20 going to have a great experience.

21 You might say, "Well, how do we control
22 that? We don't know what they're going to do."

23 Well, the most important thing is if they
24 don't have a good experience, how do you make them
25 feel? Or if something goes wrong, are you prepared

1 for it?

2 That's the issue. It's really not that
3 you can guarantee that everybody has -- if you have
4 a bad experience in a store in a commercial
5 sense -- let's say you go to a national park and
6 you don't have a good experience, do you really
7 expect that they're going to control that
8 experience in every way?

9 Not necessarily. Here's what you do
10 expect. When you bring it to their attention or
11 you ask for help, you expect to be treated with
12 what kinds of adjectives would you use?

13 MR. PARKINS: Sensitivity.

14 MR. KNAPP: Sensitivity. First of all, I
15 act like I care. That's the most important thing
16 when anyone has a problem. They don't want you to
17 tell them what I'm going to do to fix it.

18 It's like my wife. She has trained me
19 very well. When she has a problem, I realize now
20 that my job is not to correct the problem. It's to
21 listen to her and to understand what the problem
22 is.

23 Right? So I'm much happier now than when
24 I used to say, "Well, here's the answer," because
25 I'm supposed to solve the problem.

1 So it's really how we make people feel.
2 Do we have a strategy for that? Do we have a
3 strategy for addressing the human side?

4 One of the thoughts that I'd like to
5 leave you with here as we go to a couple of other
6 slides is what do you want to become? How do you
7 want your guests to feel as opposed to leaving it
8 open to someone's interpretation?

9 How do you want to feel? I know you all
10 have a great sense of pride and accomplishment in
11 your Monument. But so often we think about the
12 product side. We think about the mountains or the
13 Bighorn sheep.

14 Those are wonderful. But the real issue,
15 it has to be compared from the product to the
16 emotional experience that people have and what we
17 want them to have.

18 That really is the essence of when I talk
19 about today -- when I talk about being a genuine
20 brand, I'm not talking about an advertising
21 message.

22 I'm talking about a promise and an
23 experience and a commitment developed around a
24 strategy to deliver a certain kind of perception.

25 When people go outside with their

1 families, there are three ways they pay for it.
2 You can go out to the trail head at the end of the
3 cove. I don't think there's a fee there. The last
4 time I was there, I don't think there was.

5 So when I'm talking about cost, I'm
6 talking about emotional cost. Sometimes there's
7 money involved because if you're going to go
8 hiking, you to buy hiking shoes.

9 You have to get the right equipment. I
10 always carry my little Swiss army knife with me
11 because I know I have to be prepared, you know,
12 having been a Boy Scout.

13 But here's how we pay. People that go
14 outside are no different than anyone else. They
15 have a limited amount of time for the most part.
16 Is that fair to say?

17 So do we make it easy for people for a
18 two-hour trek, a four-hour trek, a six-hour trek?
19 And is it easy for them to do that?

20 Is it easy for them to figure it out when
21 they get to the trail head? Is it easy for them to
22 know where they're at when they're on the trail?

23 If they get lost or have a problem, is
24 there some way that they can contact someone, or is
25 there somebody looking out for them?

1 How do I feel when I get done? I feel
2 great. I was outside. I enjoyed some beauty. I
3 got some exercise, which is always good.

4 But every person that visits the Monument
5 has certain expectations. To be a genuine brand is
6 to understand what those expectations are and then
7 to exceed them in a way that makes sense for what
8 you want to accomplish.

9 So maybe I'll pause there. That's kind
10 of the mindset. So the mindset is how do you think
11 about this in the context of the Monument to be a
12 one of a kind, if you will, and have a genuine
13 promise?

14 Some people say I don't think brand is
15 the right context. Well, you can substitute the
16 word "promise." What is our promise to our guests?
17 How do we want them to feel?

18 Not just what we have to offer, but how
19 do we want them to feel? Maybe I'll pause there
20 and see if there are any questions on the mindset.

21 Anything that I've said that you don't
22 like? You can tell me that now. Comments?
23 Anybody? Does this make sense to you? I hope this
24 is making some sense.

25 MS. HENDERSON: Mr. Chair,

1 Terry Henderson, City of La Quinta.

2 Duane and I've had the opportunity to
3 work on some other projects also. I find it
4 somewhat difficult to be able to climb right into
5 the world that he is in.

6 However, if you hang in there long
7 enough, some part of it can become reality. What
8 I've seen here this morning, even to create this
9 promise is a budget issue.

10 We're quite a way from being able to
11 produce the kind of end product that will meet the
12 needs of the safety issue. We're still dealing
13 with signage.

14 There's a number of these things that we
15 need to accomplish before we actually focus in on
16 the brand or the promise.

17 Or maybe we can make the commitment to
18 the promise and then go after it through the
19 budgeting process. That's generally some of my
20 comments as far as it's gone this morning.

21 MR. KNAPP: Thank you. I do live in a
22 little different world because I'm possessed for
23 unique experiences regardless of whether it's a
24 country or whether it's a business.

25 Yes.

1 MS. ACHESON: One of the things I think I
2 heard you say is this is not an overnight process.
3 This is something that takes time to create.

4 So I think it plays into what you're
5 talking about, Terry.

6 I'm sorry. Gail Acheson, Bureau of Land
7 Management, Palm Springs Field Office Manager.

8 So if this was something that we wanted
9 to pursue, it wouldn't happen overnight. We're not
10 there for sure. But it's something you can plan
11 for hopefully and work toward.

12 MR. KNAPP: May I just comment on that?
13 You're absolutely correct. Both of your comments
14 are right on the mark.

15 I think the idea here is that you ask
16 yourselves do we want to have a promise? Do we
17 make a promise?

18 The reason you want to make a promise
19 first is what happens if you wait later for the
20 promise, you end up doing things that seem right at
21 the time, but they don't deliver a different
22 experience?

23 Usually the first step is to develop the
24 promise, and then take all of the issues that you
25 have to face with infrastructure or items and make

1 sure that the signage, for instance, is helpful.

2 As an example, I see signs all around.

3 Since Mary and I first talked and since I first
4 started thinking about this, of course, I've been
5 traveling around the world and I've been in a lot
6 of different places, and I look at how people
7 communicate.

8 I see nice signs. Now, in the context of
9 what we've learned today, what would be something
10 that you would want to put on a sign that's on no
11 sign that's out there today? Just as an example.

12 What would be on a sign based upon what
13 we know now that's not on any signs anywhere I've
14 seen outdoors?

15 I haven't seen them on our signs, but I
16 haven't looked at all of them. I know you're
17 working on a strategy for that.

18 But in other places I go where there's
19 natural attractions, I see signage. What's missing
20 from that? Anybody? There's a gift involved for
21 this, by the way.

22 What do you think is missing from most
23 signs that you might want to be on there? Anybody?
24 Take a shot at it. Take a guess. What's missing
25 on a sign?

1 If I go to a trail head, and I see
2 something about the trail and it has some kind of
3 an image on it, what's not there that I would want
4 based on what I talked about?

5 MR. MORGAN: Welcome.

6 MR. KNAPP: A welcome. Make you feel
7 like you actually want to be there. So often we
8 say here's the birds, and here's this and here's
9 that.

10 Let's pick up on this. What might go
11 with a welcome to make me feel good in our society
12 today or give me a sense of security?

13 You can do this now. This is part of the
14 work to make you think this morning. I realize I'm
15 asking you to think outside the box, which I know
16 many of you are very good at.

17 What's missing from a sign? If I'm
18 interested in security with my family, given the
19 context of how people are in society today, what
20 would I like to see on the sign?

21 MR. MORGAN: A telephone number.

22 MS. HENDERSON: A phone number.

23 MR. KNAPP: Thank you very much. You
24 guys will have to share this.

25 MS. HENDERSON: I hope that's not

1 Starbucks because I don't go there.

2 MR. KNAPP: It's a Swiss army knife.

3 See, the welcome for me today says if you
4 have any problems, call us on your cell phone.
5 Wouldn't you want to know if there's a problem?

6 Would you like to read about it in the
7 paper, or would you rather have somebody call you
8 and tell you there's a problem? I think we'd all
9 like to have them call us.

10 So it may be something as simple as that,
11 but that would come from a promise.

12 You had a comment.

13 CHAIRMAN CRITES: Jeff, you had one.
14 You've been waiting a while.

15 MR. MORGAN: Yeah. The type of visitors
16 and the very different mix of visitors that we get
17 to this Monument, probably not all fall into your
18 category that want to feel great and feel safe with
19 their family.

20 Some come to put themselves particularly
21 into dangerous places, to climb the mountains, to
22 ski the face of San Jacinto. Some bring their
23 children and take a easy walk at the top of the
24 tram.

25 But you can't categorize all of them into

1 one "we want to feel safe. We are happy." It's a
2 huge different mix of people.

3 MR. KNAPP: They all want to feel good,
4 though, for different reasons. That's the key.
5 There's no such thing as a homogenous group of
6 anything in any way.

7 I'm not suggesting that you have
8 something that is homogenous. You have all
9 different kinds of people. You're absolutely
10 right. But they all want to feel good.

11 They all have some very common things.
12 Even the people that ski down the north face and
13 want to do the wild stuff, they want to know what's
14 there for them if they don't do it really well.

15 Those are the people that end up getting
16 picked up off the mountain. That's another thing
17 you're going to have to decide. Part of the
18 strategy is who do you want? What kind of people
19 do you want? Some you can control. Some you
20 can't.

21 I think my point is when the promise is
22 right, all those people want to feel special for
23 different reasons and in different ways. But many
24 of them are very common.

25 CHAIRMAN CRITES: Barry.

1 MR. FREET: Thank you.

2 What do we do with respect to what I saw
3 you fall into early on in your presentation is
4 there's been a brand shift here. It's been caused
5 by bureaucracy.

6 In the early 1900s the government created
7 a brand as to what a national park was.

8 MR. KNAPP: True.

9 MR. FREET: It evolved what a national
10 park was, and the signage was clearly defined in
11 any national park. You pulled in and you saw the
12 same routed signs.

13 MR. KNAPP: Right.

14 MR. FREET: It fit the image. It was the
15 promise. Monuments were part of the system so to
16 speak, and the public accepted that promise.

17 Now we've shifted in the 80s and 90s to
18 different definitions of what a monument is and how
19 it's administered and how it looks and how it
20 feels. So we're fighting that brand shift that's
21 been caused by our society.

22 MR. KNAPP: Well, you certainly have a
23 challenge. I think that's the reason you have the
24 dialogue you're having today. What can you do in
25 the context of reality?

1 What can you do to further enhance your
2 perception, given the nature of the beast? I don't
3 think there's anybody that can argue with you as to
4 the diverse nature of the guests.

5 I think the question is what can you do
6 and what do you want to do in order to optimize the
7 situation given with what you have?

8 What kind of promise do you want to have
9 for your Monument, given the reality that you face?
10 So I'm very aware that nothing is perfect. It's
11 not going to be a perfect world. I'm not
12 suggesting that everything has to be perfect.

13 There's a difference between having a
14 strategy and a promise versus running something.
15 That's what I'm talking about.

16 It doesn't mean that by running something
17 it's going to be necessarily unsuccessful, but
18 you're at high risk if you don't have a strategy.

19 The strategy here is to have the right
20 promise. And then given your migration over years
21 of investment, signage, and all of the things you
22 want, this is something that over a 5- or 10-year
23 period, you're going to look at a continuous track
24 record of success on delivering with that promise.

25 But you put a promise out there in a way

1 that it's reasonable but yet is aspiration. Okay?

2 So here's the process that you would go
3 through. This last one says "Brand Advantage." It
4 doesn't show up very good.

5 I'm going to concentrate on these first
6 four today. This is kind of an ongoing thing to
7 your point on the long-term approach.

8 The first thing is an assessment. That's
9 an independent assessment of how people view the
10 Monument today. When somebody is trying to get to
11 your home and they're lost and they call you,
12 what's the first question that you have to ask?

13 Where are you? So that's the first
14 question that we propose to be asked for the
15 Monument. Where are we in the mental rolodex?
16 Where are we in the mindset of our stakeholders,
17 influencers, guests, all of the residents?

18 How do residents view the Monument today?
19 What do they know about it? What don't they know
20 about it? So the first step in the work that we do
21 and why this is called a science and why it's been
22 proven.

23 In my life over 250 brands have followed
24 this success story because it starts with a
25 objective assessment. You started this in your

1 workshop, getting people's points of view.

2 Unfortunately, you're not really
3 objective because you don't represent the real
4 people outside this room and the residents.

5 That's great and you've had a great
6 start, and we're going to talk a little bit about
7 that today -- trying to feel how people think.

8 But basically what has to happen is we
9 have to assess. We have to develop a perceptual
10 map. Just like you have a map when you go to a
11 trail head, we're going to develop a perceptual map
12 that shows where the Monument is viewed today so we
13 can figure out how we're going to get to where we
14 want to go.

15 Because if that person calls you and
16 they're lost and they can't tell you where they
17 are, they're not coming to your home.

18 You can't get them there, can you? So
19 we're talking about an objective analysis. And the
20 way we work is we work in a team.

21 As Terry knows, we work in a team of you
22 and other people, a team of people who are your
23 executives, your representatives, your
24 stakeholders. A team of people that work on this
25 with us.

1 We're not consultants. We don't come in
2 and hire a bunch of people and then say, "We're
3 going to tell you what to do and what we've
4 learned."

5 You're going to help us do this because
6 that's how we have a successful track record. It's
7 going to be your ideas and your context of
8 reasonableness and from your eyes.

9 You're going to actually be interviewing
10 residents that you don't know. Not your next-door
11 neighbor that you know. You're going to interview
12 a stranger. Maybe three or four. We're going to
13 interview perhaps hundreds of them.

14 We want to talk about how do people
15 perceive the experience now and to decide where we
16 want to go. That defines the gap.

17 The second thing is to then decide what
18 should our promise be. What is the Monument's
19 promise to be one of a kind, or maybe at least in
20 some view exceed our expectations or deliver on
21 your expectations. Maybe we start with that.

22 What's the promise? If I asked you all
23 to write down the promise of the Monument today,
24 I'd be willing to bet -- maybe we should do this as
25 an exercise.

1 If you write down the promise, I'd be
2 willing to bet there's quite a bit of diversity in
3 this in this room here. That's the reason to have
4 the promise.

5 If I can reference Silver Rock. Can I do
6 that?

7 MS. HENDERSON: Sure.

8 MR. KNAPP: With our work with La Quinta
9 with Silver Rock Ranch, it was very helpful to
10 everyone to understand what the promise was.

11 The promise drives everything. It drives
12 the condition of the course. It drives the way the
13 people are trained. It drives the experience.

14 So the promise, then, is not developed
15 from what residents and people tell us what it
16 should be.

17 It's developed from us looking at where
18 we're at today, where do we want to be, and then
19 defining a promise that's going to take us there
20 over a migration path. It's not going to happen
21 overnight.

22 Just like Howard Schultz. It didn't
23 happen in one day. In fact, he started another
24 company called Bill Jernial Coffee Company.

25 He tried it with that, and it didn't

1 really work that well because he didn't quite do
2 the promise right. He didn't quite create the
3 third place. So it takes some time. It has to
4 migrate. There has to be some migration.

5 The third thing, then, is the brand
6 blueprint. How do we communicate our brand? As
7 you said so nicely, you have quite a mixed bag of
8 brands now. I don't mean that in a bad way. I
9 hope I'm not offending you.

10 But you have what we call -- somebody
11 would call it in France -- they've got their own
12 problems -- but it's a melange of brands.

13 One of things that has to come out of
14 this is what is our promise? How are we going to
15 communicate that in a clear and concise way? And
16 how are these brands going to be used?

17 This is something we do all the time.
18 Just like they're all lined up on this book.
19 Here's a big one. Here's a bunch of little ones.

20 One of things that we'll decide as part
21 of this work -- "we" meaning us -- is to decide
22 what's the blueprint for the brand.

23 Maybe this is always used like this. And
24 these brands are what we call halo brands
25 underneath that enhance credibility of this brand.

1 But if you look at this in the context of
2 things today, it would be quite confusing on what
3 it is. I think that's maybe the point that you're
4 partially raising. I hope so.

5 So it's not that we would get rid of
6 these other brands or make any particularly wild
7 assumptions, but you see it's about how we
8 communicate. It's how do we use these as halos.

9 So that's where the blueprint comes in.
10 Based upon the promise that we want to have for the
11 Monument, how do we want the expression of that,
12 the communication, to play itself out on shirts, on
13 signage, on buildings, on the website?

14 That all is going to be consistent. I
15 think that's a challenge that you have now. It's a
16 very easy problem to address when you have the
17 promise.

18 The last thing is brand culturalization.
19 That is training every single person that has
20 anything to do with the Monument. I'm not just
21 talking about employees. That's a given.

22 Every employee would go through a
23 training program to deliver the promise that we set
24 forth that we're going to have, whatever that is --
25 how we want people to feel.

1 We may have employees like any
2 organization. Have you ever gone to a typical
3 grocery store or drug store and met somebody that's
4 nice but did not give you great service? Of
5 course.

6 You think, well, wait a minute. That
7 sounds like a oxymoron. That doesn't sound right.
8 How could they be nice and not give you good
9 service?

10 MR. LYMAN: They acknowledge you but they
11 don't perform.

12 MR. KNAPP: That's exactly right. They
13 greeted me nicely, and of course I got all excited.
14 I thought, oh, my goodness. I'm going to have a
15 great experience.

16 I said, "I'd like to get these photos
17 processed."

18 They said, "Well, I don't really know
19 anything about photos."

20 Let's see. Where does that leave me?
21 I've got to find somebody that knows about photos.
22 I guess it's my job to find them.

23 They're not going to find them, but they
24 were actually pleasant. So the point here is not
25 that there's anyone that's doing anything bad.

1 But if we're going to have a promise, we
2 have to have people who understand it's about
3 delivering an experience that we've decided to do
4 together as opposed to --

5 I met a lot of people who are outdoors
6 kind of people, and sometimes they're friendly, and
7 sometimes they're not. It doesn't mean that they
8 have to be real friendly to everybody, but it does
9 mean that they have to understand what the promise
10 is.

11 Does that make sense? When we talk about
12 culturalization, we're talking about people
13 thinking like our promise and delivering our
14 promise.

15 By the way, yesterday I went to Staples
16 next to Stater Bros in La Quinta on the corner of
17 111 and Washington.

18 Have any of you had to buy a printer
19 cartridge? There's thousands of them. You have to
20 read the codes and stuff.

21 I was clearly perplexed. A very nice
22 young man came over to me. He said, "Good
23 afternoon. Could I be of service to you?"

24 I wanted to hug him. I said,
25 "Fantastic." He took me. He moved the stuff,

1 found the right one, and gave it to me. Then he
2 said the magic words.

3 He said, "I hope you have a really great
4 afternoon." He didn't say like some people do,
5 "Have a nice day."

6 I think the cash registers are actually
7 programmed to say that. The people don't really
8 say it. It was something that was relevant, and I
9 really felt good about that. So I recommend that
10 if you're going for a printer cartridge.

11 So what should happen? What kind of
12 success should you expect based on what we've
13 talked about?

14 Well, first of all, the success factors
15 are related to how well you follow the signs. You
16 can't do this in an afternoon over a cup of coffee.

17 It takes some time, and there's some
18 effort involved. It's a partnership, as we talked
19 about. It has to require people to have a chance
20 to buy in.

21 As we've talked about our opinions today,
22 we have different points of view. To get those
23 points of view to come together in a way that makes
24 sense, it has to be a partnership.

25 It's not about hiring somebody to come in

1 and do this for you. It's about our job -- if we
2 were fortunate enough to have the chance to work
3 with you, our job is to be your guide.

4 We're going to make sure and guarantee
5 that you have a successful journey on developing a
6 promise and culturalizing that promise.

7 We want to make sure that we have an
8 influence or consensus. In other words, all the
9 people have to do, whether it be people in
10 political roles, whether it be people in tourism
11 roles, we want to make sure that they all have a
12 consensus and we've shared our thoughts with them
13 and made them a part of that consensus.

14 The last thing is that the critical
15 success factor is that we understand that it's
16 about a passion for the experience that we want our
17 guests to have.

18 By the way, nothing else is as important
19 as this. This is what so often happens, especially
20 in outdoor attractions, if I can use that
21 terminology or outdoor destinations.

22 So often because the nature of the beast,
23 we're focused on the product, whether it be the
24 mountains or the trails. That's extremely
25 important.

1 Really what determines your success and
2 the goal of what you've tried to do is how people
3 feel and what that experience is.

4 So the first step as I mentioned -- I'm
5 going to run through these steps. Am I doing okay
6 on time? We have until -- yeah. 10:50. I'm going
7 to go for a few minutes, and then we can open up
8 for comments.

9 CHAIRMAN CRITES: We're going to try to
10 have a couple of comments around 10:30 or so, so we
11 can take our break at 10:45.

12 MR. KNAPP: What time would you like me
13 to be finished, then?

14 CHAIRMAN CRITES: If we're done with our
15 comments, let's say 25 'till. So about 40 minutes
16 from now.

17 MR. KNAPP: Okay. That's wonderful. So
18 just kind of a pictorial is this brand assessment I
19 talked about assesses the destination itself and
20 the attractions.

21 What is it about it that makes it
22 interesting? But we want to know what people think
23 about where we're at today.

24 We know we've got more things to do and
25 we've got to plan this and that. It doesn't

1 matter. This is not about people saying, "You're
2 not doing this. You're not doing that." Where do
3 they perceive us today?

4 We have to know that to decide where you
5 want to take it. That often is one of the most
6 single important success factors. It may sound
7 kind of basic, but most strategies today in any
8 organization are done without an objective
9 assessment.

10 In other words, it's about where we want
11 to go. The problem is if that's not where the
12 guests want to go, you're really just doing it for
13 yourself.

14 That's why you see so many failures in
15 business today. Even in outdoor attractions. A
16 lot of challenges. So the idea is how do we want
17 our stakeholders and visitors and influencers to
18 feel?

19 How do we want to culturalize the
20 promise? And then how do we deliver the experience
21 that the Monument will be known for over the next
22 10 years or 20 years?

23 Now, just a couple thoughts on the
24 assessment. We want to know what people think. In
25 other words, a typical question that people ask --

1 let's say you ask guests that have been to your
2 Monument or guests that haven't.

3 It's typical to ask them, "What do you
4 think? What kind of experience did you have?"
5 That's what we call an absolute thing. We get
6 people to tell us, "Well, last time I was there --

7 "Rate it on a 1 to 10. How was your
8 experience?" They'll give us a number. We can add
9 those up and say okay, 77 percent of the people
10 were satisfied.

11 That's interesting, and we certainly want
12 to know that. But the second test we're interested
13 in is how do we compare to other kinds of
14 attractions? How do we compare?

15 Most of you have been to Yosemite. Most
16 of you have been to the Grand Canyon. How do we
17 compare to that? Not from your point of view, of
18 course. From guests' point of views.

19 How do we compare to Joshua Tree or other
20 areas? Big Bear. Whatever the right context is.

21 And then lastly what happens so often is
22 people do this first thing and that's it. We're
23 going to do the second thing. And then we're going
24 to do the third thing, which is really fun.

25 Who does it best of all? Who really does

1 what we're trying to do? Again, I'm not here to
2 tell you what you should do today. I'm just
3 opening up some ideas.

4 When you decide what you want your
5 promise to be, who does that the best in the entire
6 world? Today with the Internet and everything
7 else, we don't have to get on an airplane to figure
8 it out.

9 Who does it the best? We can use their
10 ideas combined with what we learned. Then we can
11 develop what we call the triangle for success --
12 what it is that you want and how to get there.

13 Many times somebody else has done what
14 you're trying to do. We can use their ideas. It's
15 not that we go out and ask people what to do, and
16 they tell us what to do and tell us what our
17 promise is. That's not the point.

18 The points is how do they feel? How do
19 they feel relative to other activities that they
20 can do? And what's the best demonstrated practice?

21 So it's a very thorough analysis from
22 your organizations and stakeholders that are
23 involved in this. So when it comes back in a
24 presentation form, it would be me plus some of you.

25 So we've got a reality check with people

1 who are actually doing this and know what you're
2 doing. Let's just ask a few questions that might
3 be asked in the assessment.

4 What are the messages that are being
5 communicated? We want to see what those are. Have
6 them all up on the wall.

7 What are the messages that we've sent
8 from the Monument to these different types of folks
9 that have to do with our perception? What messages
10 have we sent them over the last two or three years?

11 Secondly, what's the first word that
12 comes to mind now? It may not be the word that we
13 want. What's the word that comes to mind now?

14 What should our brand promise and
15 commitment be? What's a reasonable promise for us
16 to make? What's the most important way, or what's
17 the most effective way for you to work with all of
18 the other tourism partners -- this would be private
19 organizations, public organizations, community
20 organizations. It's not just people who sell
21 tours.

22 How are the other people who have
23 something to do with the Monument and have a lot to
24 do with the perception that people have, how can we
25 work with them?

1 How do we involve them in the process?
2 How do we integrate the Monument into the desert
3 experience to the extent we want?

4 Yes, sir.

5 CHAIRMAN CRITES: We need a break.

6 MR. KNAPP: We need a break? Okay.

7 MS. GEORGE: For the court reporter.

8 (Off the record.)

9 (Brief recess taken.)

10 CHAIRMAN CRITES: Okay.

11 MR. KNAPP: So maybe a good idea at this
12 point is to talk about how you feel. What messages
13 do you think are being communicated about the
14 Monument today, both official and nonofficial?

15 Maybe we can start around the room. What
16 kind of messages do you think are being sent for
17 this first questions in terms of either articles?

18 Do you think they're the same message?

19 Do you think we have a consistent message?

20 MR. LYMAN: No. I think part of the
21 problem is because we're going through an awful lot
22 of different things. We're going through a
23 Multispecies Plan that communicates one thing. We
24 have a Desert Management Plan that communicates
25 something else.

1 You name it, we have it. There is not a
2 clear point that it all comes together. We can say
3 we're out to conserve the land for future
4 generations, or we're doing this or we're doing
5 that.

6 I don't think there is a clear message
7 that says, you know, this is what it is. I think
8 that's really difficult.

9 I think one of the other issues is it's
10 very hard. Like one of the questions that you
11 asked how do we compare to the Grand Canyon? We
12 don't. We don't compare to Yosemite.

13 It's not the intent of a monument to
14 compare with a national park. I think that also
15 has to be addressed in the mindset as we go through
16 this. But I don't think it's clear and concise.

17 MR. KNAPP: Comment on that. Do you
18 think there's a need to have a concise message for
19 us? An agreed-upon message?

20 MR. MORGAN: I think it's probably not
21 possible, given all the different interests,
22 management, cities, the tram, the Agua Caliente
23 Indians.

24 They all have different messages,
25 different ideas, and different goals. The

1 management of the Monument is kind of split in many
2 ways.

3 It's going to be very difficult. Unless
4 you can consolidate all this, which I doubt will
5 happen, it's not going to be easy or if at all
6 possible.

7 MR. KNAPP: Any other comments on this?

8 MS. ROCHE: Ruth has one.

9 MS. WATLING: I'm Ruth Watling. I
10 represent the Pinyon community. We're missing
11 something here. Preservation was the primary focus
12 of the National Monument.

13 If we don't preserve the wilderness, it
14 won't make a bit of difference what we say to the
15 visitor because there won't be anything there. I
16 think preservation of that land and it's resources
17 must come before selling to the public.

18 MR. KNAPP: So preservation has to go
19 hand in hand with whatever the strategy is?

20 MS. WATLING: Well, ahead of that.
21 Truly.

22 MR. KNAPP: Well, unless you're going to
23 put up a barbed wire fence, you've got the other
24 reality, which is people are going to come.

25 Preservation probably has to go hand and

1 hand with some kind of a strategy.

2 CHAIRMAN CRITES: Robert.

3 MR. BROCKMAN: I'd like to follow up on
4 that. I agree. I think the primary purpose of the
5 Monument is for protection of the resource and
6 management of the resource.

7 But I don't think we're in competition
8 with some of these other parks. To me even the
9 name Monument implies a different mindset than
10 park.

11 It implies a less active environment and
12 more one of a passive nature. I think that's what
13 we ought to recognize. I know that the Monument
14 means different things to different people.

15 But to me, anyway, it's really more as a
16 resource to be protected and managed. As I said, I
17 don't think we're in competition with some of the
18 other places.

19 The oft-quoted phrase of "if you build
20 it, they will come" isn't a problem we have. It's
21 already there. But people will want to come and
22 use it, as we've seen. That's what our plan is all
23 about.

24 We've got a lot of prescriptions in the
25 plan to manage how we're going to protect the

1 resource while enhancing the experience of those
2 people who will want to naturally come to the
3 Monument.

4 MR. KNAPP: Well -- please.

5 MR. MORGAN: To go a little bit further
6 on that, about five years ago there was a
7 government system called the National Landscape
8 Conservation System set up.

9 As a sub-branch, the BLM managed this
10 Monument and 14 other Monuments in the west. It
11 specifically states in the wording of this system
12 that it's not to compete with the national parks.

13 It is to preserve the landscapes, and
14 conserve the areas in a natural condition as
15 possible for future generations.

16 The management of the Monument is
17 supposed to be completely different than the
18 national parks. The whole goal is the preservation
19 of the landscape in the big picture.

20 MR. KNAPP: Do you think the average
21 resident of the valley understands the difference
22 of what you've just articulated?

23 Do you think they know the difference
24 between the Monument and a national park? I'm not
25 suggesting -- I want to make sure.

1 The only reason I put those other
2 pictures up there was strictly to stir some
3 conversation, not because I'm suggesting you should
4 be in competition. I'm not suggesting that.

5 Maybe I didn't make that clear in the
6 beginning. I'm not suggestion your mission is to
7 compete with national parks at all.

8 What I'm asking is what do people think?
9 Do they understand that? Do the residents and the
10 people in the valley, do they understand that
11 difference?

12 CHAIRMAN CRITES: Terry.

13 MS. HENDERSON: Terry Henderson. Two
14 points. One. No, I don't believe they do. We've
15 struggled with the fact that we have so many
16 different agencies and different philosophies that
17 are all trying to merge and meld while we present
18 the Monument.

19 Then Point No. 2. The law states that
20 "The establishment and purpose of
21 the National Monument in order to
22 preserve the natural and
23 significant biological, cultural,
24 recreational, geological,
25 educational, and scientific values

1 found in the Santa Rosa and San
2 Jacinto Mountains, and to secure
3 now and for future generations the
4 opportunity to experience and enjoy
5 the magnificent vistas, wildlife,
6 land forms, and natural and
7 cultural resources in these
8 mountains and to recreate therein.

9 "There is hereby designated the
10 Santa Rosa/San Jacinto Mountains
11 National Monument in this act
12 referred to as the National
13 Monument."

14 So there are a variety of things that are
15 supposed to be all encompassed in the experience of
16 the National Monument.

17 MR. KNAPP: Right. So it isn't about one
18 thing. There's a complex variety of things that
19 are supposed to take place.

20 Recreation has to go hand in hand with
21 preservation. That's how it's stated. So the idea
22 is what strategy and what promise you have that
23 brings that to life in a way that does all the
24 things that you have to do?

25 How about some additional comments on our

1 message or how do you think people in the valley
2 look at the Monument?

3 MS. ROCHE: Mary Roche, Indian wells. I
4 think the majority of our residents in the valley
5 really don't even connect with the fact that these
6 mountains are now a Monument.

7 I mean, we know because we're part of it.
8 But I think that for me, one of the biggest hurdles
9 that we have to overcome is the understanding
10 valley wide for the residents that it may be the
11 vistas, it may be the trails, it may be the
12 preservation.

13 Those are all part of why this is such a
14 tremendous place to live and such a tremendous
15 destination resort.

16 We have not even started doing what we
17 need to do to connect the Monument and the
18 treasures that are there with the living of the
19 valley and the valley's economy of tourism based on
20 the fact that we have this Monument and these
21 beautiful mountains here.

22 Because they're dealt with totally
23 separately at this point. Somewhere along the
24 line -- and it goes back to what Frank Jones was
25 saying, and I really believe it to be true -- is

1 that in the long run, the fact that this National
2 Monument is here will be part of the reason we are
3 such a destination place to live and a resort.

4 But so far it isn't connected with that
5 very much. I mean, it's there, but it's just
6 there. We haven't done a job of coalescing and
7 making us one big unit.

8 That's what I see in the future that
9 should happen and do it in a way that preserves,
10 but it gives all the information and ties together
11 all the wonderful assets we have, including the
12 Bureau of Land Management and the Forest Service
13 and Fish & Game and the Agua Caliente Indians.

14 I think that's all part of the diverse
15 culture that we have that no place else has. We
16 just aren't taking advantage of it.

17 How do we get there where we all
18 understand that that's -- everything keeps it's own
19 identity, but you come up with a tag line or you
20 come up with some basic understanding that the
21 Coachella Valley and the National Monument are
22 intertwined and make a whole that is better than
23 the parts?

24 MR. KNAPP: Okay.

25 Please.

1 MS. GEORGE: Tying into what Mary has
2 said and what Terry has said, I think the
3 legislation, the law itself, is the promise. And
4 then it's pulling those pieces out to further
5 define that unique experience and what the promise
6 is.

7 Especially like our recreational issues,
8 getting through those to a recreational plan that
9 we can have a promise of at least decent trails and
10 signage and experiences.

11 What one member -- she's not a member,
12 but she was instrumental in creating this
13 Monument -- considers to be some of the best winter
14 hiking in the world, Joan Taylor.

15 MR. KNAPP: I think that's a great point.
16 I think what I hear -- I don't want to put words in
17 your mouth, but what I hear, I think, is you
18 obviously have a lot of communication challenges.
19 Maybe opportunities is the positive way to state
20 it.

21 You have, I think, a mission. What it
22 says is what you're supposed to do. I think the
23 promise would go in context with how you want
24 people to feel and what kind of experience you want
25 them to have.

1 This says you're supposed to provide
2 recreation. It doesn't say what kind of
3 recreation. I played at least five golf courses
4 that back up to the Monument.

5 I would have no way of knowing that or no
6 way of understanding that. And thousands and
7 thousands of people every month play golf next to
8 the Monument.

9 They don't know it. I know you're very
10 aware of that. I'm not suggesting that that's bad.
11 My point is you have a communication opportunity.
12 You also want them to know that that's the
13 Monument, I think.

14 Not only from a respectful standpoint,
15 but from the preservation standpoint. If they
16 don't know it, they don't understand it.

17 I think that's a minor thing. But I
18 think the point you're making, at least that I hear
19 and the research that we've done, is that there's a
20 huge opportunity to further enhance what you're
21 doing with a promise and an assessment of you
22 knowing objectively how the four or five key
23 stakeholders feel about your Monument today knowing
24 where they're at.

25 MR. PARKINS: Well, my comment is

1 somewhat trailing now. But it followed Mary's
2 point. We have in the upscript a mention of its
3 part of the National Monument, we have questions of
4 where. They're looking for it. They just don't
5 know where it is.

6 MR. WATTS: Part of the problem. Bear
7 with me. Terry referenced the law. That's our
8 constitution, if you will.

9 That constitution also contains a clause
10 that says we all have our own stage rights, and
11 they trump this thing.

12 So it's very hard for Danella, who is
13 running the central government with no power, to
14 get all of us to do the same thing. That's very
15 difficult.

16 Your example is a good example. Five
17 golf courses. If Danella had her way and she was
18 queen and could do anything, she would require all
19 those cities to have those golf courses put signs
20 up along the boundary explaining the National
21 Monument.

22 And yet we've got different entities
23 doing different things. But it makes it very
24 difficult for that centralized concerted message
25 when we've got everybody doing different things for

1 different reasons.

2 And we're all at the table voluntarily,
3 really. Nobody is forcing us to put up signage or
4 anything of that nature. We're all trying to play
5 along fairly.

6 MR. KNAPP: But all the more reason. In
7 many situations such as yours, in governmental
8 situations, there is this loose association.

9 We're not talking about just
10 corporations. For instance, let's take the golf
11 courses. I can tell you right now that I could
12 probably deliver three golf courses that would be
13 willing to pay for the signage to put up on their
14 property.

15 Because you know what? It's an asset to
16 the golf course. It's something they want to do.
17 Sometimes having the right strategy we determine,
18 well, we can't do that because we've got the city.

19 There's a lot of ways to skin the cat.
20 There's a lot of ways to get people to help if you
21 have a promise and a message, and you've got
22 something that you've well thought out.

23 And it has a phone number on it so people
24 can contact you if there's a problem or if there's
25 a wild animal.

1 I mean, these are real things that happen
2 every day. If you do that, I think there's a lot
3 of enormous opportunities in this valley.

4 We're blessed -- you're blessed with some
5 of the smartest, brightest, and some of the richest
6 resources, both natural and man-made in the world.

7 There are people who I think would love
8 to embrace this if you could have a same message
9 and add a promise or enhance your mission, if you
10 will, with a promise. I think you've got a pretty
11 good opportunity to do that.

12 Please.

13 MS. ROSENTHAL: That's exactly what I was
14 just going to say, Duane. To me I think we would
15 all agree that we would like to increase our
16 stakeholders.

17 We would like to increase the support for
18 the Monument. To me it's a no-brainer. Because as
19 you said, we have the human resources right here in
20 the valley and on the mountain.

21 It's just a matter of packaging it and
22 reaching a consensus internally and then going out.
23 And part of our communication strategy is to
24 increase our stakeholders through the
25 communications. I'm just really supportive of this

1 process.

2 MR. MORGAN: Another point. This
3 Monument is only a few years old. We've only had a
4 plan in place to manage the Monument just over a
5 year.

6 So to expect the general public and the
7 citizens to understand all this in such a short
8 time is maybe being a little -- I don't know.
9 Maybe you think it should happen quicker.

10 I don't know. The education is slow in
11 all these things. You start with children through
12 the visitor center. They go to school and tell the
13 parents.

14 Just like the Living Desert. It took
15 them 30 years to get to where they are now. I
16 think in a few more years, the recognition will
17 naturally grow.

18 When you think about Rob's operation, the
19 Tram, once you get some descent signs that you're
20 in the National Monument, then you'll get the
21 experience then.

22 MS. HENDERSON: They have pretty
23 distinctive signs up.

24 MS. ACHESON: To follow up with what Jeff
25 was saying, because we have been a Monument for

1 just a few years, and we're not as well-known or
2 the message is maybe not as well understood as it
3 should be, this is all the more reason why we have
4 a good opportunity to formulate the message, the
5 promise, now.

6 I mean, before we get so entrenched in
7 these different scenarios, we do have a common
8 message and a common goal. So we do have the
9 opportunity because, we're fairly new, to set that
10 tone.

11 MR. KNAPP: I also can tell you from
12 other people's experience, whether it be natural
13 aquariums or things that occur in the natural
14 environment, that if you do -- if you can
15 embrace -- do an assessment and embrace the same
16 promise, it will make your life a lot easier going
17 forward. I can assure you of that.

18 We're about out of time. So I'm going to
19 just say thank you for the opportunity to be here.
20 I'm honored that you asked me to come.

21 My company and myself are happy to help
22 you in any way we can, whether it's for profit or
23 nonprofit. But we really think that you do have an
24 opportunity.

25 I would not be here today if I didn't

1 think you had an enormous opportunity. Because I
2 only want to be associated with things personally
3 that are going to be successful. I think this has
4 a chance.

5 When I say "successful," I'm not talking
6 about attracting more tourists. I'm talking about
7 fulfilling the obligations of the act itself, but
8 having a promise and being able to sit around the
9 table and having one message so that all of the
10 other thousands of people --

11 You're a small number compared to the
12 thousands of people who are determining what the
13 Monument means to other people today. That's the
14 goal here, is for you to have a message that you
15 can give to them.

16 You can work around the table and do this
17 fine by yourselves, but out there there are
18 thousands and thousands of different messages and
19 perceptions.

20 In the beginning is the time to have the
21 right promise and start driving the perception. It
22 doesn't mean it's going to happen overnight. But
23 if you don't do it, I can tell you it will not
24 happen.

25 You will have lots more problems because

1 everybody else out there that has the chance to
2 talk about your promise, they're going to make up
3 their own. And they've got their own idea of what
4 that is today.

5 If I had you write down today what your
6 assessments are, I can tell you that they would be
7 wide and divergent.

8 That's our goal, to get our own opinions
9 together so we can tell other people and how they
10 can benefit. So I'm thrilled to help you if we
11 can.

12 Mary, maybe you want to make a few
13 comments. I think we have five or 10 minutes left.

14 MS. ROCHE: I don't know what comments.
15 Obviously, there's great interest in making sure as
16 we go forward that we all go forward with the same
17 message so that we're all not out there doing our
18 own things totally separately. We need to do our
19 own things.

20 So I don't know where we go from here.
21 We set up our branding committee. We have had one
22 workshop. That workshop consensus after we took it
23 so far was to bring it back to the group.

24 We really felt that the next step was to
25 bring in Duane Knapp. And the step after that

1 would be for the entire group to set up a workshop
2 where we really start working on the assessment,
3 the reality of setting up where we are so that we
4 know what we're working with.

5 So that would be the next step, is for
6 the whole group to set up a special workshop, or
7 all of those who want to be part of it.

8 On the other hand, like Duane said, it
9 takes all of the stakeholders to be part of it so
10 that everybody's messages get in there.

11 So I'm putting it out to you on whether
12 you want the committee to go back and work further
13 to refine what we can refine and bring forward to
14 you, or whether you want to do it as a whole, or
15 what the direction you would like.

16 Terry.

17 MS. HENDERSON: My past experience seems
18 to have worked best if it went back to the
19 committee, and the committee in their wisdom pulled
20 together a potential brand or promise, and then
21 brought it back at our next meeting.

22 And we actually had something on paper
23 that we could throw in, toss out, add to, instead
24 of just kind of a free for all. So I'd like to see
25 the committee have another meeting.

1 MS. ROCHE: Sure.

2 MR. MORGAN: A work group.

3 MS. HENDERSON: Work group. Have another
4 meeting and report back. That would be my
5 recommendation to the chairman.

6 CHAIRMAN CRITES: I'd like to add a
7 comment to it. I appreciate Duane's time in being
8 here today and taking the time to think through
9 this.

10 I doubt if there's anyone here that
11 doesn't think that a common message so on and so
12 forth is useful. As long as that proceeds as that,
13 fair enough.

14 I don't know. That may be a committee
15 discussion. If at some point we're looking to
16 "hire a consultant," then we're in a very, very
17 different world in which this is a "strategy of
18 getting to common ground."

19 There are lots of other people who have
20 other strategies of getting there. We would then
21 have to go out and give each and every one of those
22 people equal time in front of us and everything
23 else and so on and so forth.

24 So if we're doing this as a group
25 volunteering their time to help us move forward, I

1 think we're in a comfortable zone. If it's not
2 that, that scenario becomes a very different one.

3 Am I fair on that?

4 MS. ACHESON: I think that's understood.

5 MS. ROCHE: Yeah. I would too.

6 CHAIRMAN CRITES: All right.

7 MS. GEORGE: Danella George, Monument
8 Manager.

9 Terry, I heard you say the work group get
10 together and come back with a promise. I think I
11 heard Buford say the same thing -- sort of a single
12 message. I think there's a step. We need to do
13 the assessment first.

14 Am I right, Duane?

15 MR. KNAPP: You're exactly right.

16 MS. GEORGE: Thank you.

17 We've got to get that assessment done. I
18 don't think it's just the people here at this
19 table. It's external.

20 Just something to share with the Advisory
21 Committee. This might be an appropriate time to
22 use as some monitoring towards the Monument Plan.
23 Because much of the key actions that we identify
24 involve outreach with our public.

25 So we can use this as kind of a sensing

1 gauge of where we are with that plan. I just want
2 to make sure we understand the process is
3 assessment before promise.

4 And opportunity to reach into the
5 stakeholder groups and having maybe some
6 stakeholder meetings to get that sense of what
7 people think about this place.

8 CHAIRMAN CRITES: Yes.

9 MS. ACHESON: Maybe the work group when
10 we meet could look at how we might do the
11 assessment. I mean, that might be one of the
12 charges for this next work group meeting would be
13 to figure out how to do the assessment in a way
14 that compliments where we are with the plan and
15 combining the two. That's just an observation.

16 CHAIRMAN CRITES: That ought to be an
17 assessment that we need for a variety of generic
18 reasons, not just focused on one thing.

19 MS. ACHESON: Uh-huh.

20 CHAIRMAN CRITES: Okay. All right. I
21 think there's consensus, then, of going back to
22 your work group.

23 MS. ROCHE: All right. Let me just put
24 out there that a lot of people in this committee
25 had originally said they were interested and then

1 did not come to the work group.

2 So anybody who is interested, please let
3 myself or Danella or Frank know. What we'll do is
4 try and coordinate a time.

5 You know, obviously we need at least a
6 half a day and maybe a full day to really do some
7 work. So just make sure you give us your names,
8 and then we'll coordinate a day when everybody can
9 be available.

10 And we'll tackle this job and bring back
11 a recommendation, I guess, or where we are at the
12 next meeting.

13 CHAIRMAN CRITES: Right. Thank you.

14 That takes us, then, to the public
15 comments. Are there -- I believe there are several
16 people who are here today who wish to offer public
17 comments.

18 MS. GEORGE: Mr. Chairman, one thing.
19 For public comments just a reminder that there is a
20 form to fill.

21 Did you see that, Barbara? Were you able
22 to see the form?

23 MS. BERGMAN: I think I have it.

24 MS. GEORGE: Okay. Good. The comments
25 are directed to the Monument Advisory Committee

1 members and not the agency. That's all. It's a
2 process.

3 MS. BERGMAN: May I ask while I'm
4 thinking of it, is that work group open to the
5 public?

6 CHAIRMAN CRITES: Sure.

7 MS. HENDERSON: Well, that's part of the
8 big assessment part of it.

9 CHAIRMAN CRITES: Well, any work group
10 has to be open to the public.

11 MS. BERGMAN: Okay. My name is
12 Barbara Bergman. I am a council representative of
13 Pinyon Community's counsel. I'm also a member of
14 the CSA, which is a county service organization up
15 in Pinyon.

16 I'd like to speak today with a focus
17 mostly on 74 and tell you a story that is true,
18 except for the man from Iowa who I believe was from
19 Idaho.

20 As I came down this morning, I came down
21 around a corner. And I'll put the man from Idaho
22 in front of me this morning.

23 There was a truck instead. We came
24 around the corner, slammed on the brakes because a
25 bicycle was right in front of us in the middle of

1 the road doing about 30.

2 As we came around that corner, somebody
3 had parked on the curb. Certainly not on a
4 pull-off. They ran across the road and took a
5 picture of the beautiful vista as we all flew by,
6 and a horse trailer came up ready to go hiking and
7 camping.

8 I'd like to bring a reality to this room
9 that the National Monument and Highway 74 pose a
10 lot of issues.

11 These are issues that aren't going to go
12 away. They're issues we've brought up before, and
13 issues that I'd like to return at every moment
14 possible to update you on the progress you're
15 making as the national monument committee with
16 regards to that road.

17 I know your intent is not certainly the
18 first word that comes to my mind as I was driving
19 around that corner, which was safety.

20 I know your intent is to allow recreation
21 and to invite unknowing visitors to an area that is
22 beautiful.

23 But I really believe there's a
24 responsibility in this community to constantly
25 remember if you've invited a group of innocent

1 people to an area that isn't prepared, you're
2 setting yourselves up and setting them up for
3 accidents we certainly don't want to see.

4 We're pretty unique in the Pinyon area in
5 that we're a residential city, a mini-city, 280 at
6 least houses up there now, surrounded by the
7 National Monument.

8 There are many issues that go hand in
9 hand with the road, garbage, fire, water that
10 hasn't gone away. The little bit of rain we had
11 certainly leaves beautiful flowers that people want
12 to stop and take pictures of.

13 But those issues of water, we are still
14 in drought, and I believe we will be for a lot of
15 time. So I'd like to put out the word
16 collaboration.

17 I'm pretty closely in touch the CHP and
18 Caltrans. I don't know if you know you have a new
19 representative of Caltrans. When I called her, I
20 said, "There's projects we put out three years ago,
21 projects related to safety, and I'm not seeing
22 anything happening."

23 She said, "I didn't know about them."
24 She dug back through the files, and certainly they
25 are there. They are in the files. They are in the

1 making.

2 I believe it was two years ago you had a
3 Caltrans representative here. He is now gone and
4 she has replaced him. But she's willing. The
5 first thing she said is, "You have to collaborate.
6 We can't do it. We don't have the funds."

7 Without collaboration of the CHP in that
8 area, without the collaboration of the residents
9 living there who will welcome the people you
10 invite, but at the same time we certainly want our
11 voice heard as to the response of all of the people
12 that are being invited.

13 Just a quick update, I certainly can give
14 you her phone number and maybe you can have her
15 come in and reestablish those guardrail safety
16 issues.

17 You invite people up to that road, and
18 there's 700-foot drops without guardrails is not a
19 good idea.

20 The guardrails are slated for this year.
21 The turnoffs within two years. Vista Point pulloff
22 is a horribly dangerous pulloff with a beautiful
23 vista.

24 Caltrans is planning on redoing that
25 whole Vista Point. There is a plaque and a

1 Monument that is slated to be put in that area.

2 I really believe we need to collaborate
3 with a grand opening maybe at that Vista Point
4 pulloff ensuring that that left-hand turnoff is
5 installed before we do that.

6 When Caltrans initially okayed that
7 project, they didn't okay that with that left-hand
8 turn. Any of you who have been up 74, to turn off
9 at the vista, go for it. You'll have a heart
10 attack.

11 When you come around that corner, the
12 accident that you have will be the accident that
13 you die in. To invite people to something like
14 that, I don't want to be part of it.

15 The other thing is the sheep. This
16 lady -- who knows. Was she running across the
17 street to take a picture of the sheep? That is an
18 issue that has kind of faded.

19 We were talking at one point bridges,
20 tunnels. The sheep are doing better. We know
21 that. So now there's more of them. There may be
22 more people wanting to pull over and take pictures
23 of them.

24 I want to keep them alive, keep them in
25 your thoughts, and add one more that came up,

1 thanks to Frank.

2 We had an animal hit on 74. Frank looked
3 up what is legal as far as putting those animals
4 down. That poor thing suffered for a long time.

5 Just another set of public awareness as
6 far as passing the word. There are more animals,
7 there was a little more water. You know, what
8 happens when you hit one? So I have these to pass
9 around.

10 Are there any questions?

11 MS. HENDERSON: You're with Pinyon?

12 MS. BERGMAN: Yeah. Pinyon Community
13 Council.

14 MS. HENDERSON: Don't they have a seat on
15 this board?

16 CHAIRMAN CRITES: It's unfilled.

17 MS. HENDERSON: It's unfilled? You were
18 with us for many a meeting.

19 MS. WATLING: Yes.

20 MR. MORGAN: Has there been any seeking
21 of a person, Danella?

22 CHAIRMAN CRITES: That's in process.

23 MR. MORGAN: Okay.

24 MS. GEORGE: That's on the agenda.

25 MR. WATTS: The safety issues and such

1 this is the point you're talking about Caltrans
2 putting in the Monument sign. Are we working with
3 Monument staff to do something in regards to
4 Monument signage?

5 MS. GEORGE: Danella George, Monument
6 Manager. I think that would be appropriate to
7 contact this new person and invite her to the next
8 signage meeting, the work group. Invite her and
9 let her know what's going on would be most helpful.

10 MR. WATTS: Yes. Gary Watts. If they're
11 going to spend money on a nice exhibit up there, it
12 would be nice to slip in a Monument message, even
13 if we don't know what it is yet.

14 CHAIRMAN CRITES: As a note for the next
15 agenda, we might want to invite someone from
16 Caltrans to give us an update on where they are on
17 projects that impact the Monument.

18 MS. GEORGE: I think that would be good.

19 CHAIRMAN CRITES: No one else has impact
20 on Caltrans. At least they're here.

21 Joe Ingram, you're on.

22 MR. INGRAM: Joe Ingram. I live in the
23 Monument. I have a few things.

24 First of all, I'd like to thank you. I'm
25 very impressed.

1 MR. KNAPP: Thank you.

2 MR. INGRAM: I have one thing that comes
3 to mind. Land use management and the lack of
4 coherent land use planning.

5 I see that happening, and I see a
6 spin-off of the ongoing land acquisition, Monument
7 hidden agenda through land acquisition to preserve
8 the land with a lack of awareness of what actually
9 is happening on the land.

10 Like I'm a resident, and I'm not really
11 sure what the agenda is in the long run. So it's
12 creating -- the County of Riverside, which, you
13 know, if you have property, you go through the
14 County of Riverside.

15 There's no coherent thing about what is
16 going to be -- by turning us into a Monument and
17 scratching out the word developer, what are we
18 going to end up with in the future?

19 Who is going to make the decisions when
20 the developer is no longer around, which is the
21 case? So we're living in archaic subdivisions that
22 were put in in the 50s and 60s with dead
23 developers.

24 It's all history. And history is
25 marching on and the future is marching on, and

1 there's no clear agenda of how we're going to deal
2 with these problems and with the infrastructure.

3 No discussion. When you try to talk to
4 the county, the county is frustrated. They're just
5 looking for somebody to turn it over to, to pass
6 the buck to take the blame off the them.

7 I mean, it's pretty bad really. It's
8 hard to communicate. The recreation conflict I
9 picked up on.

10 There's a horrible conflict between
11 recreation, the people that live in the Monument,
12 the people that are going to the Monument and
13 looking at the Monument, and what the objectives
14 are, what the agenda is, land preservation, land
15 acquisition.

16 It's a horrible conflict. I mean, how
17 can you dump that on people and lock people out to
18 preserve the sheep? What's the end result? You
19 can't go out to a place. You can't get water. You
20 don't know where you're going.

21 The end result is maybe somebody would
22 look for your skeleton after you die out there.
23 Think about that also. I mean, it's jut a
24 practical thing.

25 And the endless lawsuits. This agenda

1 that we're now talking about or discussing leads
2 into just endless lawsuits between the Indians and
3 the cities and the developers.

4 I read about it in the paper from time to
5 time. It's front page. People are just suing and
6 suing and suing. Why don't we just put it right
7 out on top of the table what the agenda is, what
8 the goal is, what you were trying to communicate?

9 You're creating more problems than you're
10 solving by not discussing and being open. That's
11 it.

12 CHAIRMAN CRITES: Thank you, Joe.

13 Are there others who wish to offer a
14 public comment at this point? There being no one,
15 we will take a 10-minute break.

16 We'll be back at five minutes to the hour
17 and start with our next component of the morning
18 meeting.

19 (Off the record.)

20 (Brief recess taken.)

21 CHAIRMAN CRITES: All right. We're now
22 back in session.

23 Jeff.

24 Before we go to the next item, as part of
25 the public comments, there was a person here this

1 morning who had to leave because of health.

2 Duncan Harkleroad.

3 He's been doing a lot of volunteer work

4 up on Highway 74 for the last couple of years.

5 I've run into him several times up there actually

6 picking up trash and doing a lot of stuff on the

7 difficult areas of Highway 74.

8 Other people have been doing some weed

9 spraying and things of that nature. Anyhow, he's

10 noting that there are some areas up there that

11 simply are not amenable to hand work. There is

12 stuff over the sides and various places that really

13 need a good tidy up.

14 I'll just enter his letter into our

15 public record and ask that when Caltrans comes to

16 visit us at our next meeting, we can also talk

17 about what can be done in terms of a good tidy up

18 for that area.

19 He also notes -- just a point, and that

20 will be a good thing to chat about -- the issue of

21 trash cans up there. I know Palm Desert goes up

22 and sprays graffiti -- not sprays graffiti but does

23 graffiti spraying to remove graffiti.

24 So perhaps a general discussion of

25 various safety issues on Highway 74. So without

1 objection, I'll enter Mr. Harkleroad's letter into
2 the record. I will call him as well and tell him
3 it's so done.

4 Yes.

5 MS. HENDERSON: Terry Henderson,
6 La Quinta.

7 Yesterday, Thursday and Friday, I was at
8 a Riverside County Transportation Commission
9 retreat. This is our fifth year of doing it.

10 Our guest speaker for dinner on Thursday
11 evening was Will Kempton, who is the new director
12 of Caltrans.

13 I met the gentleman on several occasions.
14 He's only been on the job, I think, somewhat less
15 than a year. He is extremely dynamic. He does
16 have full intentions of changing the mentality if
17 you will.

18 Whether or not he's successful or not is
19 another story. It's a huge bureaucracy. We all
20 know that. They are actually struggling under the
21 budget constraints.

22 But the reality is he would like the
23 mentality to change and to have as much outreach as
24 possible and to work with all the agencies around
25 the state that he needs to work with.

1 I would hope that as we make this
2 invitation to the new Caltrans director, and I
3 assume that's who you were speaking of making it
4 to -- either to the District 8's director or
5 someone out of the District 8's office.

6 If we approach it with a new, fresh, and
7 exciting attitude, that we may be perceived that
8 way. I hope we will see some things filtered down
9 through Caltrans with a positive nature.

10 And of course, anytime we're willing to
11 come to the table with any funds to help make it
12 come to reality, and if we can get Prop 42 monies
13 to transportation this year, we might be able to
14 get some of the Monument issues dealt with.

15 CHAIRMAN CRITES: Thank you.

16 Any other comments before our next agenda
17 item?

18 MR. MORGAN: Buford?

19 CHAIRMAN CRITES: Yes. Jeff Morgan.

20 MR. MORGAN: Jeff Morgan. Yes. I have
21 more of a question than a comment. Several years
22 ago we agreed to enter into an association with the
23 Friends of the Desert Mountains to be the official
24 Friends group of this National Monument.

25 I'm curious if anything ever became of

1 that. Has it been discussed at the Friends level
2 or not? Gene House made a presentation.

3 CHAIRMAN CRITES: There is an MOU between
4 the Monument and Friends of the Desert Mountains to
5 attempt to do fundraising for such things as a
6 volunteer coordinator.

7 I think, as an example, half of the money
8 to be raised for volunteer coordinator is in the
9 bank. If another grant comes in, for example, that
10 would be a funded position.

11 So there are some fundraising things that
12 are going on as well as some new things at the book
13 store and so on and so forth. Maybe we ought to
14 put that on our next agenda as a where is it and
15 what is it. That's a good comment.

16 MR. MORGAN: Okay.

17 CHAIRMAN CRITES: All right. So that's
18 another addition for our next agenda.

19 MS. GEORGE: Where and what.

20 CHAIRMAN CRITES: Yeah. By the way,
21 while we're at this, are there other items for our
22 next agenda that people have in mind? I know we'll
23 have our report back from the work group.

24 All right. Then we have a variety of
25 things. If I may just go out of order so a couple

1 of people can be done if they need to leave early
2 or something.

3 Is anyone here from the hang gliding
4 association? If I may, why don't I leave that for
5 our last one. We do have staff people here for
6 several of the other ones.

7 John Ladley and Highway 74 signage.

8 MR. LADLEY: Sure.

9 MS. GEORGE: John, you have five minutes.

10 MR. LADLEY: Okay. I was asked to
11 provide an update on the Highway 74 sign for the
12 National Monument for the replacement of a
13 billboard.

14 While it serves a purpose, obviously
15 there's some disagreement with that. I've put
16 together a mockup of what we'd like to put out
17 there and wanted to give you an update on the
18 progress.

19 At this point where we are, we have the
20 signs. So what we're looking at is the next steps.
21 This is a standard Forest Service entry/exit sign.

22 We're looking at a two-sided sign,
23 entering on one side, leaving on the other.
24 Basically it's a standard Forest Service design and
25 shape for entering and leaving.

1 We've modified it or adapted it to take
2 this standard design, add "Visitor Center,
3 15 miles" on the bottom of it on the leaving sign,
4 and the upper corner would be the Monument logo.

5 Having it separate, it ends up in the
6 same location where the Forest Service shield will
7 be. So it still fits the standardized design.

8 But also if we change the brand or the
9 logo of the Monument, it makes it fairly easy to
10 change out that piece of the sign rather than go
11 through the whole expense of the sign.

12 We do have the signs in our shop.
13 They're five by seven in dimension, which is the
14 standard size for the roadway.

15 So the next steps. I need to spend time
16 putting together an encroachment permit with
17 Caltrans. Once we have that, we're basically good
18 to go.

19 I don't know the time frame on that. I
20 have not yet dealt with Caltrans here. So we'll
21 see on that. But that's the next step that I have
22 to take is to put the permit together. And then
23 basically once we have that in hand, install it.

24 I am going to put you on the spot,
25 Buford. At the previous meeting you volunteered to

1 secure funding. We have purchased the sign. We'll
2 be looking for materials and probably some
3 volunteer labor.

4 CHAIRMAN CRITES: Give us an estimate,
5 and we'll go do some fundraising for it.

6 MR. LADLEY: I'm looking at probably
7 \$2,500. The double-sided sign and the piece on the
8 bottom was about \$1,200 per side. We did negotiate
9 with the company that made it, and they gave us a
10 discount.

11 CHAIRMAN CRITES: I thought you were
12 going to put me on the spot.

13 MR. LADLEY: Just for money.

14 CHAIRMAN CRITES: John said, "I have
15 something. Should we wait and spend more time?"

16 I said, "I think the direction from the
17 committee was do something."

18 So we have something. So if this is the
19 wrong something, here's the blame right here.

20 MR. BOGERT: This is to go where the
21 other sign is now?

22 CHAIRMAN CRITES: Right.

23 MR. LADLEY: The same location.

24 MR. BOGERT: Is there a rock Monument
25 there?

1 CHAIRMAN CRITES: It's rock.

2 MS. HENDERSON: Is that part of the five
3 by seven?

4 CHAIRMAN CRITES: No. The sign itself.

5 MS. GEORGE: It's real rock, John?

6 MR. LADLEY: It may be a rock fascia. We
7 haven't gotten to really how to put it together
8 yet. There are several options.

9 MS. GEORGE: Can I ask the cost for the
10 rock part of the sign?

11 MR. LADLEY: I'm going to estimate a
12 little bit of a wild ballpark would be about \$2,500
13 for materials for the base.

14 MS. GEORGE: And the process for the
15 sign, this was something, Buford, I think that you
16 and Laurie and John had worked on outside the sign
17 committee.

18 CHAIRMAN CRITES: Yes.

19 MS. GEORGE: That is correct?

20 CHAIRMAN CRITES: That's correct.

21 MR. LADLEY: We rolled Jim into it too.

22 MR. MORGAN: Quick question, John. Why
23 do you need an encroachment permit from Caltrans?
24 You already have a sign there. You're just taking
25 one out and putting another one in.

1 MR. LADLEY: Because they say we need
2 one. I asked. I did. They said we did.

3 CHAIRMAN CRITES: The other side of this,
4 though, is depending upon the spot at the time, we
5 stand to make about \$2,000 for scrap metal on the
6 previous sign just on the volume of it.

7 MR. LADLEY: Please.

8 MS. GEORGE: Danella George.

9 That is a good comment. I think before
10 you scrap federal property --

11 CHAIRMAN CRITES: We're not. We're going
12 to store it.

13 MS. GEORGE: Good.

14 CHAIRMAN CRITES: We can use it sometime.

15 MS. GEORGE: The freeway might find a
16 home for it; right?

17 CHAIRMAN CRITES: It's too large for a
18 freeway sign.

19 MR. LADLEY: It's really a very nice
20 sign, but it's interstate size.

21 MS. GEORGE: Yeah. I-10. I-10. That's
22 what I'm thinking.

23 CHAIRMAN CRITES: It can be used from
24 space.

25 MR. MORGAN: Put it on the freeway.

1 MS. GEORGE: That's what I said.

2 CHAIRMAN CRITES: We're just going to
3 store it, and it will be available.

4 Questions on this?

5 Yes, sir.

6 MR. MOWRY: John, could you tell us what
7 the sign is made out of?

8 MR. LADLEY: Yeah. I want to try a new
9 product. One, the turn-around time was three weeks
10 on it instead of eight or nine months. Two,
11 because it's maintenance free.

12 This is a recycled plastic sign. It's
13 supposed to have a UV protective product in it that
14 keeps the brown. This is brown in color with
15 yellow lettering. Again, standard format.

16 It's got a UV protectant in it that's
17 supposed to keep it from weathering to purple. I
18 figure it doesn't need painting. I'd like to put
19 it in a fairly harsh environment and give it a test
20 run and see if it's a suitable product for other
21 locations as well.

22 CHAIRMAN CRITES: Yes.

23 MR. FREET: So this sign, will this be
24 considered a test? In other words, where I'm going
25 is could this design then be used in the entry into

1 Palm Springs on 111?

2 MS. GEORGE: It could.

3 MR. FREET: It's open. It's just this
4 site is this sign at the present time? Okay.

5 MR. LADLEY: We've addressed some of that
6 in the sign committee where different communities
7 and organizations have their own format. We cannot
8 ask everybody to change over to our format if you
9 will.

10 The Monument message can be adapted to
11 different formats, and we still maintain our
12 identity within that format.

13 CHAIRMAN CRITES: Barry, if I might add.

14 MR. FREET: Yes.

15 CHAIRMAN CRITES: Buford Crites.

16 I think right now the Friends of the
17 Mountains are purchasing the last chunk right at
18 the corner of 111 and Snow Creek.

19 I think that is where we are looking to
20 do a Monument sign of some nature. So we may have
21 the opportunity to make that decision fairly
22 quickly because we'll have the land available.

23 I hope Palm Springs will find that an
24 appropriate spot and the Monument Committee find
25 that an appropriate spot for a sign. It's a good

1 visible location.

2 MR. MORGAN: Jeff Morgan.

3 That would fit in with one of the
4 requests of the citizens of Snow Creek Village who
5 particularly wanted a sign at that location.

6 CHAIRMAN CRITES: Yes. It sure did. Now
7 it's just purchasing it for exorbitant amounts of
8 money.

9 MR. BROCKMAN: Was this sign intended to
10 be externally illuminated?

11 CHAIRMAN CRITES: Yes. This is
12 externally illuminated but only during daylight
13 hours.

14 MS. GEORGE: And headlights.

15 Can it, John?

16 MR. LADLEY: Yes.

17 MS. GEORGE: How does it look under
18 headlights?

19 MR. LADLEY: No. It's not reflective,
20 but the coloration it would be visible.

21 MS. HENDERSON: I think if we check with
22 Pinyon, they probably don't want them there at
23 night anyway.

24 MS. WATLING: Yes.

25 CHAIRMAN CRITES: Any other questions?

1 All right. That takes us then, Bill, to
2 Direct Protection Areas.

3 MR. GEVEDON: Is it possible to roll up
4 the screen? I have a large map here. I'm here to
5 talk about the direct protection area with Forest
6 Service and BLM.

7 There's been some changes from the past
8 that we will talk about that won't take too long.
9 I tried to print this. My printing skills aren't
10 real good. It kind of chopped off the lower part
11 through here.

12 What we did about two years ago, the San
13 Bernardino National Forest met with CDF, California
14 Department of Forestry, Fire Protection, BLM, and
15 we were mainly looking in this area through here.

16 Problems that we've had historically in
17 this area, if we had a fire out in through here,
18 nobody really knew where the boundaries were.

19 They would say, "There's a fire on the
20 mountain side." Okay. That helps a lot. Was it a
21 national forest fire?

22 In other words, was it burning on the
23 national forest up and through here? Was it down
24 in here? If it was, it was California Department
25 of Forestry's fire protection.

1 We had several fires in which the forest
2 launched -- CDF launched aircraft. We have a lot
3 of metal flying around up in here not on the same
4 radio frequencies, not knowing how much was being
5 sent from what area.

6 We had a few incidents where aircraft
7 came very close to one another. That's something
8 that you don't want to have, because obviously if
9 they get too close, they will touch.

10 So we decided let's try to make this a
11 little easier for ourselves, for the desert
12 communities, the cities down here, which is a lot
13 of time we get the reports from.

14 We'll have one DPA. In other words, one
15 direct protection area with one agency in charge.
16 We've kind of split this. This is Highway 74
17 running down through here.

18 Basically everything to the south through
19 here, BLM is now the responsible agency for fire
20 protection. North of Highway 74, all of this area
21 here, San Bernardino National Forest is the one
22 that's responsible for fire protection.

23 Now, what we mean by fire protection is
24 we're responsible for the wildland fire. If
25 there's homes or structures in this area, we are

1 not responsible for protecting those improvements.

2 Riverside County Fire Department/CDF is
3 the agency in unincorporated areas that are
4 responsible for the suppression of structure fires.

5 The city of Palm Springs, Cathedral City,
6 Rancho Mirage, Palm Desert, same with them. They
7 are responsible. If you're an independent city or
8 if you're a contract city, you are responsible for
9 the structure protection in those areas.

10 The Forest Service and BLM in our
11 respective areas are only responsible for
12 suppressing the wildland vegetation.

13 So if somebody sees a fire outside of the
14 city limits -- say Palm Springs, Cathedral City,
15 Rancho Mirage, Palm Desert -- we are the agency
16 that's responsible for that fire.

17 We are the agency that will make the
18 wildland dispatch into that area. We are the
19 agency that will support that fire. It's not that
20 we're not going to bring in all the resources that
21 we need. We certainly will.

22 This area down through here, basically
23 the Santa Rosas and Martinez and all this area, BLM
24 is responsible for that incident. They will be the
25 agency that will be running the fires through here.

1 CDF in this area here had a lot of the
2 protection for that. Some areas they didn't.
3 There were areas that nobody -- it was outside of
4 the forest and it was outside of CDF. They were
5 just there.

6 This way we've completely cleaned that
7 up. From here all the way down to Highway 74 here,
8 San Bernardino National Forest is responsible for
9 any vegetation fire. Down through here, BLM is
10 responsible for that.

11 There's no changes in our response area
12 down here in Santa Rosa. If we get a fire today
13 down in that area, we would launch our normal
14 wildland first alarm response, which would be
15 aircraft which would be fixed-winged once we get
16 them into our area, rotor-wing, which is
17 helicopters.

18 Just so you know, San Bernardino National
19 Forest right now has a helicopter stationed at Akin
20 Wild (phonetic). We have another one at Heap's
21 Peak, which is over in the Lake Arrowhead area, as
22 our Type 1 helicopter come on contract.

23 We'll have one at our San Bernardino air
24 tanker base. We'll also have one that's mainly for
25 the Cleveland National Forest out at Hemet Ryan.

1 But it's also on our first response into any area
2 in the San Jacinto district.

3 There will be another one later on coming
4 into the Big Bear area that will be stationed
5 there. Air tankers, we may be getting one air
6 tanker at our San Bernardino air tanker base.

7 Right now just so you know, all the
8 fixed-wing, the large aircraft, are controlled out
9 of our Boise fire center, an interagency fire
10 center with Forest Service, BLM, national parks.

11 They are the ones who are directing the
12 aircraft. They will decide on conditions who gets
13 the most amount of aircraft. We used to have each
14 air tanker base was allotted one or two air tankers
15 on the federal side, depending on what the contract
16 availability is.

17 Now that we have a much reduced fleet,
18 that is controlled once again out of Boise at our
19 national interagency fire center.

20 If we have a lot of fires down in
21 Southern California, they'll move the tankers down
22 there. If the fire activity is up in the Montana
23 area, air tankers will be moved to that area,
24 trying to use what limited air tankers we have to
25 their best ability.

1 Once again, if in any of the communities
2 you see a fire outside of the city limits of the
3 community that you're in -- along, basically, this
4 111 corridor -- San Bernardino National Forest is
5 the one that is responsible for that incident.

6 Pretty much that's it. One other item of
7 information, I've reorganized our fire prevention
8 units. We have five. We had five. I've
9 eliminated one unit and transferred that unit that
10 will be covering this area.

11 So we'll have a fire prevention
12 technician patrolling where he can, because a lot
13 of this area you can't drive. He'll be contacting
14 the local reservation, Agua Caliente, and work with
15 them.

16 Is there anybody here from the tribe?

17 MS. GEORGE: Barbara is not here today.

18 CHAIRMAN CRITES: Not today.

19 MR. GEVEDON: Okay. I believe we talked
20 with her at the Riverside County Fire Operations
21 meeting. A couple of fires that we have had, their
22 rangers were a tremendous help to us.

23 They know the area better than anybody.
24 They found some places where we could land some
25 helicopters and fly in some troops two years ago in

1 a fire in that area.

2 The prevention person will be out in
3 their area. The person will be on five days a
4 week. I'll be making contact with the various city
5 departments and BLM.

6 We're going to set up a meeting sometime
7 after the 13th of June with them and their law
8 enforcement officers. State Park, there will be
9 meetings.

10 We've got another person, Tony Sandrini,
11 who is our back-country prevention officer. He
12 decided he wanted to go back onto the hot-shot
13 crew. So he's back on the Vista Grand hot shots.

14 So we have a new person coming in. His
15 name is Chris Rush. He comes from the Angeles
16 National Forest. He'll be taking Tony's spot and
17 patrolling basically these areas and the Santa Rosa
18 area also.

19 I've just done some reorganization.
20 Right now in our ranger district, we have seven
21 engines. The Vista Grand hot shots are on.

22 We also have the Keen Wild helicopter,
23 which is a high-performance, high-altitude
24 helicopter. So we can land a suppression module
25 anywhere on the district, whether it's 9,000 feet

1 or 2,000 feet.

2 It also has water-dropping capability
3 very close of that to a Type II helicopter.
4 They'll be able to directly support them with water
5 drops of close to 2,000 gallons and 9,000 foot
6 elevation.

7 It's a pricey ship, but it's one that
8 we've been able to get. This is a second year for
9 that ship to be up here.

10 San Bernardino National Forest started
11 the fire season May 9th. As we're going through
12 our permanent hiring, we had a lot of vacancies in
13 the captains/engineers positions. We pretty much
14 got all of those filled.

15 San Bernardino has 25 engines on. Right
16 now not all of them are seven days. We're still
17 waiting for some of our people to come on.

18 We have four hot-shot crews, Type I
19 crews. One in Big Bear, one at Mill Creek area.
20 Another one is over in the Del Rosa and
21 San Bernardino area. Vista Grand hot shots are
22 also on.

23 So we're geared up about as much as we
24 can for this summer. It will be an interesting
25 summer. There's a tremendous amount of grass. BLM

1 has been very active, and I'm sure they're going to
2 get even more active depending on lightning.

3 Fuel moisture in the brush are still
4 quite high. They were over 100 percent fuel
5 moisture. So right now we're not looking at a lot
6 of activity in the brush. But along about July,
7 first part of August, that will change.

8 We have, like I say, a tremendous grass
9 crop everywhere around. We had a 300-acre fire out
10 of Cabazon. Luckily it started early evening about
11 7:00.

12 Between California Department of Forestry
13 for protection and forestry service, we were able
14 to keep it to about 300 acres.

15 Had that fire started at 10:00 in the
16 morning, it wouldn't have stayed at 300 acres.
17 Cabazon peak, there's grass all the way to the top.
18 For all you know as you come up Interstate 10, you
19 can see the grass all the way up to almost where
20 the snow line is.

21 As the summer goes on, a lot of activity
22 for everyone. So make sure you talk to your
23 neighbors about being fire safe.

24 In San Bernardino National Forest and the
25 lands that we protect, there are no firecrackers,

1 fireworks of any type. Safe and sane or not.

2 Right now we've changed to moderate fire
3 restrictions, which simply means you can have camp
4 fires only in our campgrounds and what we call our
5 yellow post sites. Outside of that, no campfires.
6 Camping is allowed anywhere on the national forest
7 at this time.

8 Any questions?

9 CHAIRMAN CRITES: Any questions?

10 Ruth.

11 MS. WATLING: For CDF 30 which is located
12 in Pinyon, we have a really good relationship with
13 the local BLM office including staff and
14 four-wheel-drive vehicles.

15 CHAIRMAN CRITES: Would you look over
16 here just so the reporter can hear you?

17 MS. WATLING: I'm sorry. We have an
18 excellent relationship at CDF 30 with the BLM and
19 their fire-fighting equipment and staff.

20 Do you have a similar approach to that?
21 What is your relationship with the local CDF?

22 MR. GEVEDON: We have a tremendous
23 relationship with the Riverside ranger unit. We
24 work extremely closely with them. Most fires are
25 what's called unified command, which means we have

1 a CDF incident commander and forest commander when
2 jurisdictions are threatened.

3 That means if the fire starts on the
4 California Department of Forestry's area of
5 protection and it's moving towards the national
6 forest, we look at that.

7 Is the potential of it getting on the
8 forest? Yes or no? If the answer is yes, we have
9 a dedicated person there with CDF.

10 We have a tremendous relationship with
11 them. Always have. I see no reason that that
12 should change. Some places have different
13 relationships, but ours has been tremendous with
14 them.

15 We have tremendous respect for them, and
16 they have a great respect for us also. There's no
17 issues with that at all with us.

18 MS. WATLING: Okay.

19 CHAIRMAN CRITES: Other questions from
20 members of the committee?

21 MR. GEVEDON: Okay.

22 CHAIRMAN CRITES: Thank you.

23 MR. GEVEDON: Thank you very much for
24 your time.

25 CHAIRMAN CRITES: Agency updates? We

1 might as well get young Foote taken care of. So
2 the next item is hang gliding work group report.

3 You're the man.

4 MR. FOOTE: Good morning. Jim Foote with
5 BLM. Point of order, first I want to indicate that
6 Al Muth, of course, is the chairman of the MAC work
7 group on the hang gliding. He's not here. He's at
8 some location. So he's not able to report himself.
9 But he did defer to Buford.

10 Can I assume that, Buford, you're
11 deferring at this point to report, or me?

12 CHAIRMAN CRITES: I'll do a real quick
13 overview. The committee met. I think you did an
14 excellent job of showing us the shall we say
15 obstacles to doing anything different than what
16 we've already done.

17 Right, wrong, good, bad. It is a
18 remarkably complex, lengthy process. We looked for
19 alternative sites. There might be one potential
20 alternative site up high on Mt. Santa Rosa in the
21 national forest. But that hasn't even been
22 assessed.

23 Outside of that, there were no
24 "alternative sites" that came close to at least
25 what the hang gliding associations were looking

1 for.

2 We had representatives from Fish & Game
3 and Fish & Wildlife to point out issues about
4 sensitivities primarily to sheep habitat, and
5 specifically not flying over the lambing areas of
6 Dead Indian Canyon.

7 We also looked at protocols from other
8 areas in California that have been used where there
9 are sensitive areas where the hang gliding
10 associations have been able to find common ground
11 with the regulatory agencies.

12 Whether that would be true here or not is
13 not yet known. But it has worked in some other
14 areas. We also noted that there might be the
15 opportunity to do some "research on impacts of hang
16 gliders and sheep."

17 The hang gliding folk went out to look at
18 that. I think they have found themselves immeshed
19 in a net of frustration in terms of: A, nobody is
20 very interested in the research unless somebody has
21 a big pocketbook to pay for it.

22 B, nobody has a pocketbook to pay for it.
23 C, would it be allowed to be done? D, how many
24 years would it take?

25 By the time it's all said and done, it's

1 the death of a thousand cuts, and you wouldn't have
2 anything when you're done.

3 The committee was not unanimous in its
4 perceptions of what we would choose to do. I think
5 there is in everyone's packet a note from Al saying
6 not unanimous, but a majority of the committee
7 would probably have voted had we voted to pursue an
8 amendment to the plan.

9 That was not true for everyone who was
10 there, but I think it was true for three of the
11 four people who were representative of the Monument
12 Committee.

13 MS. HENDERSON: Would you repeat? They
14 would vote or they wouldn't?

15 CHAIRMAN CRITES: To initiate an
16 amendment process to allow hang gliding from Vista
17 Point, assuming X, Y, Z conditions could be met.
18 Again, that's not to be assured such conditions
19 could be met.

20 MS. HENDERSON: Okay.

21 CHAIRMAN CRITES: As I say, there are
22 issues with the regulatory agencies having to do
23 with sheep. Certainly, the Bighorn Institute would
24 not want to have overflights.

25 Then there has to be for emergency

1 landings, and that has to be something that fits
2 the glide path and so on.

3 They've had discussions with the City of
4 Palm Desert which have been positive in terms of
5 allowing such uses. But that's not formalized
6 either.

7 Is that --

8 MS. HENDERSON: Yes. Thank you. I got
9 lost.

10 CHAIRMAN CRITES: It was left with the
11 why don't we see if we can go get some research
12 answers. I think those research answers will be
13 costly, timely. And I suspect we won't know any
14 more when we're done than we do now.

15 I think, Jim, you did an excellent job of
16 saying there's a giant process of analysis and
17 observation and everything else before any
18 "amendment to the plan" might or might not actually
19 occur.

20 How's that?

21 MR. FOOTE: I don't have much to add.

22 MR. WATTS: As usual.

23 MR. FOOTE: Any questions?

24 CHAIRMAN CRITES: Yes, ma'am.

25 MS. HENDERSON: I guess my question is

1 where are you? Are you still under study? Under
2 committee?

3 CHAIRMAN CRITES: We were asked to take a
4 look at it. We have so done. You've just heard
5 the report.

6 MR. FOOTE: I think that's fair to say.
7 Just to elaborate a bit on that, one of the
8 decisions in the plan, aside from prohibiting hang
9 gliding on federal lands and essential Bighorn
10 sheep habitat, was to look at alternative sites.

11 That will be done with the hang gliding
12 community. That we undertook at the end of April.
13 We did look at several sites. The most promising
14 appears to be the launch site from Santa Rosa
15 Mountains.

16 There is a meeting scheduled on June 18th
17 with the Forest Service to visit the site to
18 determine the viability of that for hang gliding
19 launches.

20 There is a potential landing site on
21 Forest Service lands just about a mile and a half
22 on Highway 74 kind of on the intersection of Pine
23 Smoke and Palm Canyon Drive.

24 That's in the Pinyon Flat area. That is
25 Forest Service land. That appears to be suitable

1 for landing. So again, the issue to resolve is the
2 launch site.

3 It's separate from the issue of Vista
4 Point launches but related. And that would be a
5 question we would pose to the hang gliders. That
6 is, if in fact the Santa Rosa site is viable and
7 accomplishes what they would like for launch.

8 Then the issue of Vista Point may be
9 moot. It may no longer be one to pursue. However,
10 that is something we leave again to the Monument
11 Advisory Committee to make a relevant case to the
12 federal agencies as to whether or not they wish to
13 see an amendment pursued at this point in time or
14 wait to hear the results of, I guess, the issue
15 with the potential alternative site and see where
16 that takes us.

17 CHAIRMAN CRITES: I think we'll end up at
18 our next meeting being exactly where we are right
19 now.

20 MS. HENDERSON: With more information.

21 CHAIRMAN CRITES: With the information
22 that the other one doesn't work and this and that.
23 But we don't know that. So it would be fair to
24 actually have folks go look, go check, go talk, and
25 at least make sure that process has been pursued

1 all the way through.

2 Then we'll be back home to talk about the
3 rights and wrongs of this. And I suspect the other
4 location will have challenges as well.

5 MR. MORGAN: Question. This is Jeff
6 Morgan. You say they want an emergency landing
7 site on Forest Service land.

8 Where is the real landing site, the one
9 they're trying to get to? That's just for an
10 emergency. Where are they really going to land if
11 they're successful?

12 MR. FOOTE: Well, as we hear from the
13 hang gliders, they launch from Vista Point with the
14 intention of flying over Mt. San Jacinto. They get
15 thermals.

16 And whether or not the Santa Rosa site
17 will then provide them that same opportunity is yet
18 to be determined.

19 But if it did and in fact they may
20 accomplish the exact same thing from Santa Rosa
21 peak as they could from Vista Point, thereby
22 providing an alternative.

23 CHAIRMAN CRITES: They're looking at 20-
24 40-mile journeys because of the incredible thermals
25 that all of you experience when you fly into here

1 in the summer.

2 We get what we don't like that they have
3 to have for what they do. So they're not looking
4 to end up anywhere around here necessarily. In
5 some cases they go down range. Typically, I think
6 they head towards the pass.

7 MR. MORGAN: This will take it a little
8 bit further. Do you have any indication of what
9 percentage end up at the emergency landing site and
10 what percentage go the 30 or 40 miles over to San
11 Jacinto?

12 MR. FOOTE: I don't. But my guess is
13 that there aren't that many emergency landings only
14 because prior to launching, they are aware of the
15 wind situation and the thermals available. If
16 there aren't any, they wouldn't launch.

17 CHAIRMAN CRITES: The other part is, and
18 they made it very clear to us, and all you have to
19 do is stand at Vista Point and you know that most
20 hang gliders are not going to avail themselves of
21 this recreational opportunity.

22 This is the best of the best. They have
23 a licensing system that you have to have X4 or
24 whatever it is to be allowed to use that site.

25 Those who aren't good use it once. And

1 they've never had, by the way, anybody have that
2 happen at that site. So it tends to be apparently
3 within that tight knit community very well
4 self-regulated.

5 MR. WATTS: Gary Watts, State Parks. I
6 hate to put a damper on your updraft there, but
7 this is where state rights beauty comes in.

8 State wilderness restrictions are not
9 going to allow that over the Mt. San Jacinto peak.

10 My question was are there any conflicts
11 with the Santa Rosa site with Forest Service
12 wilderness designations or boundaries? Have you
13 determined that?

14 MS. ROSENTHAL: We haven't determined
15 that yet.

16 John, do you have any more to add on
17 that?

18 MR. LADLEY: We're taking a look at that.

19 MR. FOOTE: From BLM's standpoint there
20 is, of course, prohibition of launching and landing
21 on federal land that is designated wilderness.
22 However, the airspace issue doesn't apply.

23 We can't control the air space over which
24 they fly. So it's a matter of are they setting
25 foot on the ground, which then is a prohibited

1 activity. Evidently, I think they're already
2 flying over San Jacinto.

3 MR. WATTS: I think there is a ceiling
4 over the state wilderness, but I'm not going to
5 quote that on the record at this point.

6 MR. FOOTE: Okay. Well, that would be
7 good to know. Because evidently they do this
8 coming from the other side of the mountain. They
9 fly over the mountain.

10 MR. WATTS: I haven't heard of a lot of
11 them.

12 CHAIRMAN CRITES: There just aren't a lot
13 of folks that do it.

14 MR. FOOTE: Yeah.

15 CHAIRMAN CRITES: So I think, then, the
16 recommendation if it's acceptable to all is that we
17 simply put this on our schedule for the next
18 agenda.

19 At that time we receive the report, we
20 then choose whatever action the committee finds
21 appropriate.

22 MS. HENDERSON: Agreed.

23 CHAIRMAN CRITES: And again, sincere
24 thanks to you for your excellent, excellent work on
25 the voluminous data to us and where we are and how

1 we have to go to get to the other place and so on.

2 So thank you.

3 MR. FOOTE: You're welcome.

4 CHAIRMAN CRITES: Thank you.

5 MR. FOOTE: Is that it for me?

6 CHAIRMAN CRITES: That's is.

7 MR. MOWRY: Did you want to talk about
8 Dunn Road?

9 CHAIRMAN CRITES: Why don't we talk about
10 Dunn Road. That's maintenance issues. Let's do
11 it.

12 MR. FOOTE: You want an update on Dunn
13 Road?

14 CHAIRMAN CRITES: Yeah.

15 MR. FOOTE: Okay. Earlier in the year we
16 did get a report that there were portions of Dunn
17 Road that were in less than optimal condition.

18 We did go up there with a fire crew
19 several months ago with a fire engine to determine
20 its accessibility by that kind of equipment.

21 Although, the fire engines -- and these
22 were four-wheel-drive fire engines -- could
23 navigate Dunn Road, there were some spots that
24 needed some attention.

25 So we did prepare an environmental

1 assessment. We issued a decision on that to
2 maintain two small portions.

3 However, in the meantime, of course,
4 we've had considerable rainfall. And in fact this
5 week, Tuesday, we took a trip up Dunn Road from top
6 to bottom and are discovering more and more
7 erosion, more difficulty in navigating that road.

8 And should we receive any more large
9 rainfalls in the near future, at some point the
10 road will become impassable.

11 So that leaves us with the decision of
12 defining the purpose of access on Dunn Road and how
13 we're going to facilitate that kind of use.

14 Now, in our plan amendment for the
15 Coachella Valley, we did designate portions of that
16 road as closed to the general public, but we would
17 manage those for administrative and permitted uses.

18 Administrative type uses are fire, law
19 enforcement, search and rescue. Riverside County
20 flood control does go up there to check some sites.

21 Permitted used would be things like
22 rights of way issued to private landowners to
23 access their property legally, or commercial
24 recreation if that is a viable opportunity.

25 Right now again, as I indicated, if we do

1 experience some more of these weather events like
2 we had, it won't be viable for any of those things,
3 either accessing it from the top or the bottom.

4 So I think we need to reevaluate the
5 maintenance requirements on Dunn Road to be
6 suitable for the purposes for which we want to
7 manage them.

8 So in other words, do we want to expand
9 what we addressed in the environmental easement,
10 expand the maintenance of Dunn Road to extend
11 further down the mountain than just the two sites
12 we had on top, or do we not?

13 CHAIRMAN CRITES: Let me ask a question.
14 Are the reasons that you identified the two sites
15 now the reasons that you would identify more than
16 two sites?

17 MR. FOOTE: Yes.

18 CHAIRMAN CRITES: Doesn't that take one
19 to a conclusion?

20 MR. FOOTE: I'm assuming it would. One
21 of the other sides of that, though, is of course we
22 can only issue decisions for maintenance on federal
23 lands.

24 There's some private lands that also come
25 into play. Particularly as we've seen over time

1 where the steepest part of the road is and on the
2 second big corner, for a number of years, there has
3 been an encroaching washout occurring.

4 Over time that will eventually make that
5 impassable to any access from the bottom or through
6 access. So that's a coordination issue with the
7 private landowner that we would have to pursue.

8 Whether there's any energy to do that, I
9 guess I don't know. We would want to pursue that,
10 but it does expand the issue.

11 Obviously, private lands are something we
12 haven't dealt with for maintenance up to this point
13 in time. It opens the door for further
14 conversation.

15 MS. GEORGE: Danella George. We would
16 also at that elevation have to go into
17 consultation, because we're in critical sheep
18 habitat.

19 MR. FOOTE: Yeah. Any of the undertaking
20 we can do would be subject to NEPA. And because
21 that's in Bighorn sheep habitat, that's going to
22 drive it to a consultation process with the
23 wildlife service.

24 CHAIRMAN CRITES: Jeff?

25 MR. MORGAN: Yeah. As this amendment

1 will be vastly expanded from your proposed or
2 actually maintenance you did under the old EA, it's
3 pretty much given you will have to do a new EA for
4 this whole process.

5 MR. FOOTE: Yeah. If you look at it
6 right now, the number of sites that would need to
7 actually be repaired are not that many.

8 What we're finding more and more is a lot
9 of boulders being washed out getting in the
10 roadway. But there are a couple of significant
11 road cuts being established.

12 One is partway down, but it's near the
13 top where you can stand. It would be up to your
14 waist, but you can still get by it.

15 Now, if that were to continue further
16 down the road, it would become completely
17 impassable without some kind of repair.

18 CHAIRMAN CRITES: Question?

19 MR. BOGERT: What's the condition of the
20 road going from Cathedral City where you go up to
21 the Dunn Road?

22 MR. FOOTE: Well, that's that part in the
23 Blixseth property that's a little questionable.
24 There's a piece on the BLM land as you pass that
25 second peak and start up the corner that's sliding

1 fairly significantly.

2 That would require some clearance over
3 time to keep that open. But then as you get on the
4 Blixseth parcel, that piece that's been eroding for
5 a number of years at the second big turn could be
6 very problematic if that continues, and you won't
7 be able to get by the road at all.

8 CHAIRMAN CRITES: Is there a reason that
9 the agencies don't do a top-to-bottom EA and have
10 it done rather than . . .

11 MR. FOOTE: Is there a reason?

12 CHAIRMAN CRITES: Yeah.

13 MR. FOOTE: Not that I'm aware of.

14 CHAIRMAN CRITES: Okay.

15 MR. FOOTE: I think the reason -- the top
16 to bottom brings in the private landowner issue.

17 CHAIRMAN CRITES: That isn't going to go
18 away. You have to deal with that issue. The point
19 is rather than finding two spots and doing an EA
20 for Spot "A" and Spot "B".

21 MR. FOOTE: Well, it looked like that was
22 the answer several months ago.

23 MS. GEORGE: Yes.

24 MR. FOOTE: That would have been
25 sufficient to allow the access for the fire. Since

1 the rains that has changed.

2 In fact, what we discovered on Tuesday is
3 going down the dry wash of Dunn Road where you do
4 have some private land parcels down there like
5 Desert Riders and some others, two-thirds of that
6 has turned into a sand wash that was never before.

7 And in fact, coming up requires driving
8 it -- to maintain momentum with a four-wheel drive
9 to get out of there. It becomes very difficult.

10 So that is just nature at work. It's in
11 a wash. You'd ultimately expect there to be a lot
12 of sand. That's what's happened.

13 It may take a number of years before it
14 ever even turns to that previous condition pretty
15 much being hard packed all the way down to Palm
16 Canyon.

17 MS. GEORGE: Danella George. There's
18 also potential for some major slides. There was a
19 couple of spots where I was uncomfortable where we
20 parked because there was active sliding with agave.
21 It's still going to move. When we do get some wet,
22 it's going to major move.

23 MR. FOOTE: I think an effort that we're
24 talking about now is something that's substantially
25 larger than we've looked at before. That's the

1 decision of the field manager to allocate the
2 resources to undertake that.

3 CHAIRMAN CRITES: Okay.

4 Yes.

5 MS. BOGERT: I'm Negie Bogert. I'm on
6 the board of the Desert Riders. I know that we
7 have asked for the cooperation for entrance from
8 the private owner -- we have a letter in there, and
9 it has been communication between a lawyer --
10 because that's the only access we have got to our
11 property.

12 CHAIRMAN CRITES: Yes. So is there
13 anything this organization or this body needs to
14 either do or not do?

15 Gail says no so you say no?

16 MR. FOOTE: That's right. I know my
17 place.

18 MS. GEORGE: You had asked for an update,
19 Buford. We updated you.

20 CHAIRMAN CRITES: We're updated. All
21 right. So it's ongoing, and we're going through
22 the process.

23 MS. ACHESON: This has been a difficult
24 year with mother nature. I think there are a lot
25 of things that are coming to light that we had not

1 seen before, this being one of them and fire being
2 another. So as we see the changes that are taking
3 place, we are trying to react and adapt.

4 CHAIRMAN CRITES: And obviously some of
5 those are interconnected in terms of fire and
6 access to areas and emergency access and the rest
7 of it. So fair enough.

8 MR. MORGAN: Question.

9 CHAIRMAN CRITES: Yes.

10 MR. MORGAN: Forest Service roads, are
11 they similarly impacted?

12 MS. ROSENTHAL: Oh, yes. I was going to
13 talk about that in a few minutes.

14 MR. MORGAN: Okay. I'll wait.

15 CHAIRMAN CRITES: Thank you, Jim.

16 That brings us to agency updates. I
17 suspect we have been led to the Forest Service
18 update.

19 MS. ROSENTHAL: Okay. Thank you. Yeah.
20 Just a few additional things to what Jim Ladley and
21 Bill Gevedon had talked about today.

22 By the way, I'm glad I made it here
23 today. Bill didn't mention it but we had a fire
24 this morning. When I left a little before 8:00,
25 Deer Springs Trail was on fire -- I don't know if

1 you knew that, John -- off of Highway 243.

2 Of course, there's no road access. When
3 I got down here, it had already been contained. So
4 that's the good news today.

5 We've been working very closely the past
6 month or so with Frank Mowry on giving him inputs
7 for our '06 project.

8 It was called the Monument Business Plan,
9 and now it's being called the Monument Strategic
10 Plan -- Implementation Plan. Sorry. So I really
11 want to thank Frank for all his assistance with
12 that.

13 We have over 40 roads that have been
14 severely damaged from the rainfall. With John
15 taking the lead, we did an inventory.

16 That alone was quite an endeavor, as you
17 can imagine. Just hundreds of miles of roads. We
18 are going to be getting some federal funding --
19 disaster funding for this.

20 I see the priorities, of course, being
21 access for fire engines in the areas that have the
22 worse damage and the ones that impact the most
23 people.

24 With that many roads, I consider it a
25 long-term project. So just to let you know that

1 we're going to have an interesting summer this year
2 because of our access issues and do everything we
3 can for signage.

4 But it's a day-to-day decision-making
5 thing about opening roads and, you know, trying to
6 find passages. We even have some areas that
7 there's a safety issue of people actually getting
8 stuck totally.

9 So that's an ongoing thing. But the good
10 news is that we are going to be getting some
11 funding for some of those roads.

12 We've also been very active as you all
13 know regarding our hazard trees and community
14 protection. We predict that we'll have at least
15 3,000 acres of hazard tree removal and prescribed
16 burn by the end of this fiscal year.

17 That also includes hundreds and hundreds
18 of dead and dying trees and their limbs that are in
19 developed sites. So John has been extremely busy
20 this year with all of that and his crew.

21 One last thing. On June 15th we are
22 having a fire drill up in Idyllwild. This is going
23 to test our evacuation plan. It's going to involve
24 doing an actual simulation.

25 We did invite Mary Bono. If anybody else

1 is interested, I'll be happy after this meeting to
2 give you more information. But it's from 9:00 to
3 noon. If you'd like to be an observer, just let me
4 know. I'll get you more information about that.

5 Any questions?

6 CHAIRMAN CRITES: Do you want to address
7 Jeff's specific question on the Santa Rosa Mountain
8 road?

9 MS. ROSENTHAL: Well, that's within the
10 funding.

11 CHAIRMAN CRITES: It is an experience
12 right now.

13 MR. MORGAN: But it is passable?

14 CHAIRMAN CRITES: It's passable.

15 MR. MORGAN: Okay. That was my question.

16 MS. GEORGE: On your donkey.

17 CHAIRMAN CRITES: It's passable.

18 MR. LADLEY: I can address that. We were
19 able to --

20 MS. GEORGE: John, can you repeat that
21 for the court reporter?

22 MR. LADLEY: I'm John Ladely, recreation
23 officer, San Jacinto Ranger District. Earlier in
24 the year we were able to get the forest fire dozer
25 up there for about two weeks to open that road.

1 There were large trees on it, large
2 rocks. There were trenches in there about waist
3 deep. Quite a bit of snow as well. So it's open.
4 Yeah. High-clearance four-wheel-drive vehicle.

5 MR. MORGAN: Thank you.

6 MS. ROSENTHAL: Very high-clearance.

7 CHAIRMAN CRITES: All right. Any other
8 questions for Forest Service?

9 Okay. BLM.

10 MS. ACHESON: Okay. I have a couple of
11 things. I think that most of you may know that we
12 are not in our building. For those of you that
13 don't know, we're going through remediation for a
14 mold issue.

15 In addition to that, the building owner
16 is recarpeting and repainting. So we're trying to
17 do this all at one time so we don't have to move
18 out again.

19 We're working in several locations. Some
20 are at the district office. Some of us are in the
21 conference room in our old office. Some are up at
22 Morongo, and some at the Monument. And some at
23 Black Rock.

24 So I apologize for the inconvenience of
25 trying to reach us. I think you can still get us

1 at our main number, and they will direct you on how
2 to get the person you need to talk to.

3 We hope to be back in the building by the
4 14th of June. They are making good progress, and
5 we are looking forward to getting it over with.

6 The one good thing that has come out of
7 it is that we've gotten rid of a lot of stuff that
8 probably needed to be cleaned out.

9 So that's the good news. If any of you
10 have experienced trouble getting ahold of us, I
11 guess be patient. We'll be back in the office
12 soon.

13 CHAIRMAN CRITES: Questions?

14 Excuse me.

15 MS. ACHESON: Yes. The second thing I
16 want to talk about, fire seems to be the topic,
17 since it's that time of the year.

18 After the fires of '03, especially in the
19 San Diego area, we've looked at ways we could help
20 private landowners be able to remove vegetation on
21 public lands next to their private property.

22 BLM does not do weed abatement. We're
23 not programmed for that. Nor do we have the
24 funding or capacity to do weed abatement ourselves
25 on the public lands.

1 But the grasses, as you all know, are up
2 to here. So it's a very difficult year. This past
3 winter our staff in the South Coast prepared an
4 agreement for fuel reduction on public lands that
5 allows us to issues letters of authorization to
6 private property owners who request them to be able
7 to remove the weeds off the public lands up to
8 100 feet from any dwelling or structure.

9 So that's one of the ways we've been able
10 to work in the community. We've issued one down
11 there, and we will do that on an as-needed basis
12 upon request.

13 We go out. We do a preinspection, a post
14 inspection, and work with the people and show them
15 how to do it. Then we are also looking at doing
16 prescribed burns and fuel breaks. Those are the
17 larger projects.

18 I'll just touch a little on Snow Creek,
19 if you're interested in that particular issue. It
20 was brought to our attention that west of Snow
21 Creek Road -- I've been out there -- the Sahara
22 Mustard was incredible this year as it is
23 everywhere.

24 Again, we were not programmed to take
25 that task on. However, we did provide a large

1 dumpster for 10 days, and we sent out one of our
2 fire staff to oversee the project for volunteers in
3 the community to come out and help remove the
4 weeds.

5 I think that took place a couple of weeks
6 ago. There was about 16 volunteers. They did not
7 complete the project, but they made a substantial
8 inroad to it.

9 I think the attention that was brought to
10 that project was, I think, well-heard. Because the
11 Cabazon fire that was just reported on, apparently
12 CDF was up there in force to protect the Snow Creek
13 community even though it was far away.

14 So one of the things that we talked to
15 the Snow Creek community about, and we plan to do a
16 follow-up public meeting up there, is to start
17 working through the Fire Safe Council so we can
18 suggest projects that would help them rather than
19 react on a meeting basis.

20 So that's where we are on that. The only
21 other thing I have is that now that we're in the
22 summer season, things are hotter. People aren't
23 out as much, but they're still out there.

24 We are working very closely with the OHV
25 subcommittee of CVAG on issues of OHV use in

1 unauthorized areas throughout the valley. It's
2 been a good process.

3 The good thing about it is bringing
4 people together. We're sharing information,
5 looking at sharing resources, looking at where the
6 gaps are. I think we'll look towards a long-term
7 solution there.

8 Buford, we appreciate your help in that
9 arena. We're not only working on OHV grants, but
10 the air quality group was well and try to enforce
11 some of the conditions that need to be met.

12 Did you want to add anything to that at
13 all?

14 CHAIRMAN CRITES: Just to note that one
15 of the issues that we're also now looking at is
16 having AQMD visit with property owners as to their
17 responsibilities for PM10 when they sort of ignore
18 or do something to their property, and it ends up
19 piling dust and everything downwind.

20 We're remarkably strict with contractors
21 and everyone else in terms of keeping their sites
22 from blowing. There are some areas now in the
23 valley where all the crust is gone because of ORV
24 use.

25 Property owners don't care. But they

1 will care if they had issues with AQMD. That's
2 just another way to gently approach their
3 attention.

4 MS. ACHESON: One thing that we have had
5 some success with, we've done some special
6 operations in the Coachella Valley Preserve area.

7 We've made some inroads and citations and
8 tried to track down people who are using that area
9 without authorization. So that's been good.

10 We look forward to a long-term solution
11 and a potential -- I don't know whether it will
12 ever happen -- but to look for an alternative place
13 way east that people could go.

14 They require a long-term solution, and
15 more than just looking at sites and maybe some
16 acquisition in the future if it's out there. We
17 don't even know if it is.

18 CHAIRMAN CRITES: And really be ready in
19 the fall. Go after the areas like Edum Hill when
20 people return.

21 MS. ACHESON: I think there was a
22 misconception about the area -- the public land out
23 there, that it was open. After the finalization of
24 our Coachella Valley Plan amendment, that area was
25 closed. I think all the agencies know that now.

1 So that shouldn't be an issue this fall.

2 CHAIRMAN CRITES: Jeff?

3 MR. MORGAN: Yes.

4 How is the situation out at Windy Point?

5 I know that was pretty bad at one point. Then you
6 had some enforcement, and it went away. What is
7 the situation there right now? Is it any better
8 than it was?

9 MS. ACHESON: You know, I haven't had
10 feedback from Lisa recently.

11 Have you?

12 MS. GEORGE: Yeah. It's still a
13 significant ongoing issue. It's where Lisa has to
14 focus her time primarily is Windy Point within the
15 Monument. But it's ongoing.

16 MS. HENDERSON: Is that air quality that
17 we're talking about?

18 MS. GEORGE: We're talking about
19 off-highway vehicle use, which can create because
20 of the dust PM2.5 matter. But it was a closure
21 that was much more generated towards vegetation.

22 MS. HENDERSON: Oh. Okay.

23 MS. ACHESON: That's her patrol area.
24 Lisa works as a law enforcement ranger assigned to
25 the Monument.

1 CHAIRMAN CRITES: Other questions for
2 BLM?

3 Okay. That takes us, then, to the
4 National Monument manager.

5 MS. GEORGE: All right. How about that,
6 Buford? We made it.

7 Okay. Just quickly with the update, I'd
8 like to introduce to the Monument Advisory
9 Committee our new biologist. She's studying at New
10 Mexico State under Dr. Valdez, who is an expert in
11 ungulate biology globally.

12 Vanessa Guterrez, come on and say Hi to
13 everybody. Maybe later at lunch you can visit with
14 them. Okay. So there's that.

15 CHAIRMAN CRITES: Welcome, Vanessa.

16 MS. GUITERREZ: Thank you.

17 MS. GEORGE: The other item of business
18 is we now have confirmed appointments from the
19 Secretary of Agriculture. Buford Crites,
20 Bob Brockman, Al Muth, and Barbara Gonzales-Lyons.
21 Your appointments will expire December 16th, 2008.

22 MR. BROCKMAN: We got a bonus year.

23 CHAIRMAN CRITES: 2008?

24 MS. GEORGE: Yeah. You'll get your cover
25 letter or acceptance letter.

1 CHAIRMAN CRITES: I won't open it.

2 MR. MOWRY: I've got extra copies.

3 MS. GEORGE: We brought extras. So that
4 one went through. Now pending is the Pinyon
5 Community.

6 Did somebody want the history on that, or
7 do we understand about Heidi?

8 Heidi had to pull out because she's now
9 working on the ranger district. So we had to go
10 back through the process of call for appointment.
11 That closes on June the 17th for Pinyon.

12 So then we have to go through the food
13 chains of the two different agencies and then the
14 departments to get approval. So that one is
15 pending.

16 Another one that has closed that was a
17 call for nominations is Cathedral City, Coachella
18 Valley Mountains Conservancy, Indian Wells, Winter
19 Park, and Riverside County.

20 That call for nominations, the closure
21 was May 25th. Those appointments will expire
22 July 2006. So we've get some lead time for getting
23 those ones through the system.

24 In mentioning that for Cathedral City, I
25 just wanted to say that I thought there was a great

1 article about our guy, Barry Freet, that was
2 written recently in the paper for all of the work
3 that he's done. I thought that was pretty nice.

4 The other item you have in your packet
5 that was handed out recently -- today, by
6 "recent" -- is about this photo contest. The Santa
7 Rosa/San Jacinto Mountains National Monument Photo
8 Contest.

9 Palm Springs Life has agreed to assist
10 with having this photo contest. The winning photo
11 will be a poster for 2005, our five-year
12 anniversary celebration of the National Monument.

13 The closing date for that is August the
14 15th. If folks want more information, more copies,
15 Pam Hanson is the keeper of that at our visitor's
16 center.

17 It's also posted in the Desert Guide as
18 well. It's out there, but we want to make sure you
19 guys in the city leadership get that going through
20 the food chain and information web of the local
21 jurisdictions. So there's that.

22 The other thing is Tracy and company have
23 put together a fairly-decent summer interpretive
24 program schedule.

25 I think she's in the other room. I think

1 she's mailed that out to folks. We're trying to do
2 quite a few activities at higher elevation for the
3 summer.

4 The other item would be -- let's see.
5 Just save the date of October 20th in the evening.
6 That looks like the premier of the video.
7 October 20th.

8 Then October 22nd from what time, Pam?
9 From 8:00 to 4:00, we'll be having our five-year
10 birthday party out there at the visitor's center.

11 We know that we all have to come back on
12 October the 1st for our next MAC meeting. So that
13 was my update on those items.

14 Then to follow up from a request from
15 Barry sometime ago about funding for the Santa Rosa
16 and San Jacinto Mountains National Monument federal
17 funding, you've all been handed out a copy of
18 what's up on the Power Point there on the screen.

19 There's actually two pieces in this Power
20 Point which is five pages. One of them addresses
21 Bill Havert's questions. I think we'll wait until
22 Bill is back. We'll table that until Bill is at
23 the meeting.

24 But this is for Barry and other folks
25 that have asked for budget. This is fiscal year.

1 We start with the first row, and then go down the
2 second column on fiscal year 2004 funding.

3 The total amount for the National
4 Monument excluding land, water, conservation, and
5 fire funds -- total fire funds was \$1.24 -- let me
6 back up. Scratch that. \$1.24,924.

7 CHAIRMAN CRITES: They'll read it.

8 MS. GEORGE: Yeah. You read it, you
9 guys. That's the millions that we got.
10 \$1.25 million rounded came to the National
11 Monument.

12 Now, how that came on the second row, it
13 came through BLM funding. BLM is a little
14 different than the Forest Service funding in that
15 BLM funding was identified to go strictly to the
16 National Monument. So that figure, the
17 \$1.032 million reflects dollars that were to go to
18 the National Monument.

19 The Forest Service funding of \$208,924 is
20 reflective of negotiations that we've had -- "we"
21 being Forest Service and BLM -- mainly at the local
22 level.

23 Then we take it up to the supervisor's
24 office; right, Laurie?

25 Funding came that way in 2004. The best

1 guess I can make, looking at some numbers -- doing
2 some calculations of numbers I have available was
3 to split it into labor which pays for salaries at
4 65 percent.

5 And then 35 percent went to operations.
6 Operations being maintenance, administration,
7 facilities, vehicles, contracts, and assistance
8 agreements.

9 Okay. Moving into 2005, the numbers have
10 increased. We have to round it \$1.4 million. The
11 BLM funding once again, that was identified to go
12 to the National Monument was about \$1 million,
13 again through negotiations of Forest Service and
14 BLM working together through items, the teams and
15 staffs working to items identified in the National
16 Monument Plan.

17 For agreed-upon salary percentages to
18 assist the monument manager and some key positions,
19 we received just about \$370,000 directed to the
20 Monument and the Forest Service. The split there
21 was about 80 percent to labor and 20 percent to
22 operations.

23 Any questions?

24 MR. BROCKMAN: Why did the labor
25 percentage jump significantly from one year to the

1 other?

2 MS. GEORGE: The reason with that is
3 salaries have gone up quite a bit. Salaries have
4 gone up. Other people are tapping on the salaries
5 that hadn't tapped in prior years. That is the key
6 reason for that.

7 There were also some items that have been
8 identified in 2004 that were assistance agreements
9 where we ship the money off-site to get deliverable
10 products.

11 MS. ACHESON: Just another thing. You
12 know, every year congress gets pay raises. So
13 every year it's getting more and more critical to
14 fund our labor. That's one of the reasons.

15 So each year we're going to see the
16 operational dollars increase, unless we find some
17 other ways to get money from appropriate funds.

18 We're having to fund some of our
19 collateral folks that work on the Monument but that
20 are not actual Monument employees. So there's more
21 devoted to labor.

22 Like Jim Foote. Like the archeologist.
23 Now we've got Vanessa on board. So that will be
24 more devoted to labor. Not a good scenario.

25 MS. GEORGE: The answer, Bob, too is that

1 say you have \$2 million for the field office before
2 the Monument was created. More money did not come
3 to the field office. It just came in different
4 colors.

5 Okay. I think some folks also asked --

6 MR. BOGERT: Before you go on with that,
7 does anybody know what the status of the land and
8 water conservation fund is in Washington? How much
9 have they put into the fund?

10 MS. GEORGE: Buford does.

11 CHAIRMAN CRITES: Yes. I chatted with
12 Senator Feinstein's office yesterday. There is
13 zero money in the house budget.

14 The house budget, under the president's
15 leadership, has decided there is no funding
16 available for that.

17 On the senate side, there is a strong
18 desire by Senator Feinstein and others to place
19 funding into the senate interior appropriation's
20 budget.

21 And the National Monument is a high
22 priority certainly for Senator Feinstein, who is
23 the ranking minority member of the senate
24 appropriations committee.

25 But there is no support from the

1 political side of the current administration for
2 any funding to do any of these things. So we'll
3 see where it goes.

4 MS. GEORGE: Okay.

5 MR. MORGAN: On the house appropriations,
6 the funding has gone through the house. The
7 funding for this National Monument is about
8 \$1.2 million with an additional \$1 million added
9 for specific tasks like recreation money and things
10 like that.

11 Now is the time -- Buford has already
12 called Feinstein's office. So have I -- is to try
13 and get this money kept in the budget as it goes
14 through the senate appropriations this coming week.

15 So if anyone wants to call
16 Ms. Feinstein's office, by all means call and
17 recommend that this money stays in the
18 appropriations as it goes through the senate.

19 CHAIRMAN CRITES: Jeff, you might wish to
20 e-mail -- you have e-mail addresses for most
21 members here -- with what the money is, what part
22 of the interior appropriations it's located.

23 So if someone wishes to send a letter or
24 something, they can do that with some specificity.

25 MR. MORGAN: Yeah.

1 MS. HENDERSON: Question. The \$1.2 mill
2 that I'm hearing plus the other mill, is that over
3 and above these line items?

4 MR. MORGAN: No. This won't continue
5 through 2006. In other words, it's a fairly
6 substantial increase over what we've got for 2005.
7 I don't know what the Forest Service budget is. I
8 have no clue.

9 MS. ROSENTHAL: Unfortunately there is no
10 earmarked money for the Monument in the Forest
11 Service. So it just comes out of whatever our base
12 funds are.

13 MS. HENDERSON: So this becomes a third
14 column.

15 CHAIRMAN CRITES: We have not done a very
16 good job of working with Washington, D.C. with
17 making the Monument a priority on the Forest
18 Service side. It just hasn't happened.

19 MS. GEORGE: You will have an
20 implementation plan soon.

21 Okay. Shall we? Bottom line table of
22 organization, key staff: National monument
23 manager, interpretive education specialist,
24 community planner. That was Connell's slot. Then
25 we had Melissa in there.

1 We've a writer/editor, which is Frank who
2 is a jack of all trades. It's a two-year term
3 position which expires in November. We can renew
4 it for another two years.

5 We just brought on the SCEP wildlife
6 biologist who had two public contacts at the
7 visitor's center from park ranger, law enforcement
8 ranger.

9 Then we have numerous collateral duties
10 for specialists such as archaeologists, biologists,
11 planners, recreation and wilderness staff,
12 administrative staff. It hasn't changed since I
13 did this presentation a couple of years ago.

14 Any questions? Do I need to go through,
15 I guess, the key items?

16 CHAIRMAN CRITES: They can look. Here's
17 2004 projects that were funded.

18 Questions?

19 MS. GEORGE: Well, this was the
20 Bill Havert stuff. I wanted to table that until
21 Bill is back, if that's okay.

22 CHAIRMAN CRITES: Okay.

23 MS. GEORGE: Because Bill requested. So
24 I wanted to present it to Bill. So I guess we're
25 at a stage now to end this and get this nearly

1 done.

2 We agreed to go over items for follow-up
3 meetings. Let me make sure that we captured them.

4 CHAIRMAN CRITES: Yeah. We had a
5 question or a comment.

6 MR. WATTS: In the minutes of the last
7 meeting, we had several discussions regarding fees
8 on Forest Service lands, et cetera, et cetera.

9 You and I believe Jim Foote attended some
10 sort of fee thing. I was wondering -- I thought
11 there was going to be a follow-up discussion at
12 this meeting.

13 MS. GEORGE: It's going to have to go to
14 the next meeting. We deferred it because of
15 Mr. Knapp's request for extended time. So
16 something had to go.

17 MR. WATTS: That's fine, as long as it's
18 not forgotten.

19 MS. GEORGE: Oh, no. No. No.

20 Okay. Going back to branding today, the
21 branding presentation, we agreed that the work
22 group would get back together and talk about
23 developing an assessment, next steps, those sorts
24 of things.

25 An assessment both internally maybe and

1 with our external stakeholders. Bring that back to
2 the Advisory Committee. Then we think about a
3 promise from that, perhaps.

4 Okay. The other item that I have that we
5 need to follow up on is to invite the new Caltrans
6 person, which we can get from Barbara Bergman.

7 So make contact with that individual and
8 invite her to our October meeting to get an
9 overview of projects and operations within the
10 National Monument and let her know about us.

11 The other thing is we will also make sure
12 that this Caltrans person -- I just initialled
13 this -- we will ensure the Caltrans person receives
14 a copy of our interpretive plan so they're aware of
15 who we are and what we're hoping to do.

16 Also we've been requested to have the
17 Friends of the Desert Mountains give a presentation
18 about what they've been up to with being a
19 nonprofit with the National Monument and
20 fundraiser.

21 Okay. The other one was hang gliding
22 work group. Let me make sure I caught this.

23 What I think I heard you say, Buford, is
24 you wanted this put on the next agenda for the work
25 group to come back to the committee. That's all I

1 got.

2 CHAIRMAN CRITES: We'll hear from Forest
3 Service and whatever happened with them. And State
4 Park comments, whatever they found out about their
5 elevation ceiling or whatever it is.

6 Any data that we gather, and it's time
7 for us to make a recommendation, whatever that is
8 to the agencies.

9 MS. GEORGE: All right. Then what other
10 item. I think that's it. Except I just heard one
11 more item we need to do.

12 That is make sure we have the fee
13 schedule at the next meeting, the new fee program,
14 presented as well as to present what Bill Havert
15 had requested, which is what projects were funded
16 and what weren't funded.

17 CHAIRMAN CRITES: And I'd like an update
18 on what we've done between now and then on getting
19 Dunn Road passable, the issues that were brought up
20 by people -- private property, this, that.

21 Hopefully it will be a "we've done it" by
22 then. But if we haven't, I'd sure like to know
23 what we have left to do.

24 MS. ACHESON: Where we are.

25 MS. GEORGE: Find us that money tree,

1 Buford.

2 CHAIRMAN CRITES: With that are there
3 other comments or observations to be placed before
4 the committee?

5 MS. HENDERSON: I'm freezing.

6 CHAIRMAN CRITES: Good. It worked.

7 Frozen committee members, we're now in
8 adjournment for lunch with compliments to the City
9 of Indian Wells.

10 (The proceedings concluded at 12:25 p.m.)

11 --oOo--

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REPORTER'S CERTIFICATE

STATE OF CALIFORNIA)
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That the said public hearing, taken down by me in stenotype at the time and place therein stated, was thereafter reduced to typewritten form by computer-aided transcription under my direction, and is an accurate transcription of the oral proceedings in this matter, to the best of my ability.

I further certify that I am not in any way interested in the event of this action and that I am not related to any of the parties thereto.

DATED THIS 1ST DAY OF AUGUST 2005.

SONJA CHAPMAN, CSR 11504

