

**SANTA ROSA AND SAN JACINTO MOUNTAINS  
NATIONAL MONUMENT**

**ADVISORY COMMITTEE MEETING  
SUMMARY  
June 5, 2005**

**United States Department of Agriculture United States Department of the Interior**

**MEETING LOCATION:** PALM DESERT CITY HALL  
73-510 Fred Waring Drive  
Palm Desert, CA 92260

**DATE AND TIME:** Saturday, June 4, 2005  
9:00 a.m. to 12:25 p.m.

**ATTENDING:**

***Monument Advisory Committee Members:***

**BUFORD CRITES**, Mayor, City of Palm Desert, MAC Chair

**DANELLA GEORGE**, Designated Federal Official; Santa Rosa and San Jacinto  
Mountains National Monument Manager

**FRANK BOGERT**, former Mayor, City of Palm Springs

**GARY WATTS**, District Superintendent, California Department of Parks and Recreation

**KATHIE BRENNAN**, Building Industry

**TERRY HENDERSON**, Councilmember, City of La Quinta

**JEFFREY MORGAN**, Sierra Club, Local Conservation Organization

**ROB PARKINS**, General Manager, Winter Park Authority

**BARY FREET**, Palm Springs Fire Chief

**BOB LYMAN**, Regional Office Manager, County of Riverside

**MARY ROCHE**, City of Indian Wells

**ROBERT BROCKMAN**, City of Rancho Mirage

***Absence:***

**BARBARA GONZALES-LYONS**, Agua Caliente Band of Cahuilla Indians

**ALLAN MUTH**, expertise in natural science and research, University of California,  
Riverside, Philip Boyd Deep Canyon Research Center

**BILL HAVERT**, Coachella Valley Mountains Conservancy

***Not Represented – pending appointment***

**DAWN WELLMAN**, Pinyon Communities Council

**Barbara Bergman**, alternate for Pinyon Communities Council

**STAFF AND PRESENTERS:**

**LAURIE ROSENTHAL**, U.S. Forest Service San Jacinto District Ranger

**GAIL ACHESON**, Bureau of Land Management Palm Springs-South Coast Office Field  
Manager

**STUART BREMNER**, Friend of the Desert Mountains, CEO

**JOHN LADLEY**, U.S. Forest Service, Outdoor Recreation Officer

**JIM FOOTE**, BLM Outdoor Recreation Planner  
**DUANE KNAPP**, President BrandStrategy, Inc.  
**FRANK MOWY**, BLM, National Monument Writer-Editor

## **AGENDA**

**Call To Order:** Terry Hendersen, MAC Vice Chair presiding

**Roll Call:** See above for names of members in attendance. With a quorum present, the meeting continued.

### **Branding Presentation – Workshop**

Mary Roche, chair of the Branding Work Group introduced Mr. Duane Knapp, president of BrandStrategy, Inc. a local resident and expert in branding issues.

Mr. Knapp offered a power point presentation covering some of the considerations to branding and offered to participate further in the future if the MAC decided to move forward with his company's assistance. Please see the minutes for details on this workshop activity.

### **Public Comment**

Speaking during the Public Comment were:

1. Ms Barbara Bergman, Pinyon Communities Council representative, member of Community Safety Association who spoke about safety on Highway 74. Safety is a major issue for Pinyon as they are surrounded by the National Monument and the highway runs near residents. Also pointed out some pending work coming from CALTRANS and the need for continued cooperation with them.

During conversations decision was made to invite CALTRANS to the next meeting to discuss pending projects, safety, and highway clean-up issues.

2. Mr. Joe Ingram, who lives within the national monument in the Pinyon Communities area. His concern was the "Land use management and the lack of coherent land use planning." He is concerned about any hidden agendas through land acquisition, "to preserve the land with a lack of awareness of what actually is happening to the land." He feels there is a greater need for openness from the agencies and the monument regarding the future of land acquisition and/or preservation.
3. Duncan Harkeroad, although present earlier had to leave prior to the meeting. He wanted to address the trash problems along Highway 74 and provided several photographic images (available to be seen at the BLM Palm Springs-South Coast Office, contact F. Mowry with the National Monument staff).

Item brought up by Mr. Morgan, question about status of Friends of the Desert Mountains, why they couldn't take on highway clean-up as a project. Decision was made to invite new CEO to address the MAC and provide a status of their support to the National Monument.

**Highway 74 Sign**, Mr. Ladley advised the MAC a new sign was designed to replace the larger sign currently installed. This is a two-sided sign similar to other USFS sign designs, and is currently at the District office. Currently he is working to arrange completion of a base; and on an easement from CALTRANS in order to install the new sign.

It was brought up the need for an additional sign along Highway 111, near Snow Creek, on some land being purchased by Friends of the Desert Mountains

**Direct Protection Areas**, Mr. Gevedon, USFS, provided some basic information on the zones of responsibility for the DPA between USFS, BLM, and CDF. Basically everything this is an administrative thing, to help the agencies understand who has the lead responsibilities. It really has nothing to do with who will fight the fire, just who will pay for the equipment, or be the point of contact.

**Hand Gliding/Dunn Road**: Mr. Foote provided a brief update and history of the hang gliding issue, and results from the work group meeting. Currently the group is seeking alternative sites, as stated in the National Monument Management Plan they are working with the Forest Service. There is also some discussion of doing a research project, which is being explored with some research support from Fish and Game, largest problem to overcome is funding.

Mr. Foote then provide a brief update on the status of the Dunn Road, offering some history and recognizing some basic repair work is needed. Further analysis will be conducted and another trip will explore the road. However, the big issue, as always, is funding.

#### **Updates:**

**USFS**, Ms Rosenthal, District Ranger, advised of the work being done in planning for FY06, a fire on 243 was seen while coming to this meeting. Forest Service has over 40 roads in need of repairs due to rainfall. Priority on these repairs is fire engine access. Working on hazard tree removal projects throughout the area and some prescribed burn areas. USFS will be conducting a fire drill on June 15, which will include a number of different agencies and firefighting organizations.

**BLM**, Ms Acheson, Palms Springs-South Coast Field Manager advised building is under remediation, replacing carpet, painting walls and some pending landscaping work is under way. Because of this office personnel are working from a variety of different areas. Working on OHV issues throughout the valley, it's not just a federal lands issue.

There was a discussion on air quality, as related to OHV and other sources of PM2.5, including the Windy Point area.

**National Monument**, Danella George, monument manager provided an introduction to Vanessa Guterrez, new National Monument wildlife biologist, who is coming from New Mexico State University.

Confirmed appointments received for Mr. Crites, Mr. Brockman, Mr. Muth, and Ms. Brockman. Advised Pinyon is still being processed.

She also provided application forms for the Photo Contest being sponsored by Palm Springs Life for the National Monument's anniversary celebration, which will be held October 22, at the visitor center.

Pre previous MAC request provided some basic information on funding and staffing through some power point slides. However, since the requestor wasn't available at today's meeting this actual discussion was being deferred.

Questions was asked about land and water acquisition funds. According to Mr. Crites this funding was cut from the House budget, however the Senate is seeking to restore funding to the Interior's budget.

**Final Comments and Review** to capture any scheduled agenda items for next meeting.

### **Meeting Adjournment**

*Complete minutes and all submitted written comments are available for public review at the Palm Springs/south coast Field Office during business hours: P.O. box 581260, 690 West Garnet Avenue, North Palm Springs, CA 92258; 760-251-4800*