MWTP SC
Notes January 11th, 2023

1. Introductions and agenda (All 5 min)
    a. Topics? **Add TRCP update**
    b. Approve notes 12/22 **– notes approved.**
    c. Assign Notetaker for today **– Dwane Kailey**

2. Names for program and all documentation (All, 15 min)
    a. DW to finalize all DI and SC docs for release by 1/25 meeting
    b. Add disclaimer to Guidance Doc
        i. Fillable Form application coming **4/15 or TBD**
        ii. First application cycle opens May 1 closes May 31 2023

    - **MWTP Project Program (Program)**
        - Project Application Guidance Document
        - Detailed Project Application Guidance
        - Project Application Outline – Add statement – *online fillable form for project application coming 4/15/2023. First application cycle opens May 1st 2023 and closes May 31st 2023. Next application cycle expected November 1st 2023 and closing November 30th 2023.*
        - Project Budget Worksheet
        - Project Application Attachments
        - MWTP SC Project Selection Criteria

    - **MWTP Planning Tool (MWTP PT or Planning Tool)**
        - Planning Tool Description (one pager)
        - Planning Tool Summary Report
        - Planning Tool Help Guide

3. Review and discuss revisions to Budget Template for use in program application (DK, 10 min)
    a. Dwane presented, made some minor changes. Committee approved.

4. Communication Plan (50 min)
    a. Draft Press Release (Daniel)
        i. MDT and FWP include quotes from Directors – **get quotes by 1/25 meeting**
        ii. Timing of release? **With Launch of PT and Guidance (ahead of 2/20/23)**
            - **Initial draft Press Release is on the Teams site.**
            - **Daniel and Greg to revise based on feedback today and notify when available**
            - **SC should review and edit/comment on revised version ahead of 1/25 meeting**

b. Information Sharing for Release of PT and Program
    i. FAQ document – External
        - **MSWP lead - Draft by 1/25/2023**

    ii. Internal Roll Outs – plan for February
        - **MDT – notified Administrators**
        - **MDT Engineering Bureau Chiefs and district staff to attend a meeting in February**
        - **FWP including in all agency notes going out soon.**
        - **FWP Putting a webinar or brown bag together for mid or end of March**
        - **MSWP – everyone is anxiously awaiting the materials and education**
        - **MSWP desires some education outreach from MWTP to define roles for support of the work (field Qs, assist communities with program, assist proponents with apps, review apps, etc.?)**

    iii. The MT chapter of The Wildlife Society conference in Helena February 14 – 17th
        - **Abstracts due 1/20 – February conference**
        - **DI group – Liz, GIS?, SC Program – tough schedule….Tom M. ?**
        - **Also possible YSP presentation….community building on this issue**

    iv. Powerpoint Slides – Internal
        - **Working on as part of internal roll out**

    v. Key messaging points (tailored to target audiences)
        - **Important for MSWP and others to have the talking points, and consistency when talking to media – time sensitive…FAQ, press release, *communication exercise* – what NOT to say**
        - **Internal resource for members, staff to pull from for presentations, media interviews, talking points, etc. – start with communication exercise and refine and target audiences…**

    vi. Webinars / Powerpoint Slides – External – plan for March
        - **Shoot for a date of April 14th (ballpark date) to time with application preparation – a walk through for potential applicants using an example project and the actual fillable form**

c. Schedule for soft launch of planning tool/partnership program
    - **Reviewed deliverables document and updated the % complete and delivery dates**
    - **MSWP is buying beer and Pizza if we beat the 2/20/2023 soft launch date.**

    <u>From 12/22 Notes</u>: What do we need to have ready for the release. Include schedule prepped for follow up conversations and education opportunities. Have media response talking points prepped internally. Do FAQ with the press release. One talking point/FAQ should have a message about how this work may/may not relate to federal

Wildlife Crossing Pilot Program funding opportunity, as that will be a question from media/others. Same sheet of music for us all to refer to.

i. Internal roll-outs to staff and program managers
ii. Date of Launch?
iii. Press release
iv. Upcoming formation sharing
    (1) Coming - First application cycle
    (2) Targeted walk-throughs - Q&A sessions
    (3) Webinar
    (4) Other….

d. Next Steps Communication Plan
    i. Updates to Contact List for communications – status
        - **Should be complete. Dwane will distribute**
            (1) Gov Delivery
            (2) Email contacts from web pages (Greg/Lori?)
            (3) Strategic media contacts – most relevant
    ii. PIO responsibilities and schedule
    iii. Big Sky PI Firm assistance?
    iv. Target audiences:
        (1) Public
        (2) Media
        (3) Applicants/partners
    v. Communication tactics – tailored to the target audience(s)
    vi. Schedule – New format – Deliverable schedule spreadsheet?
    vii. Revise Communication Plan
        (1) PIO roles and responsibilities
        (2) On-board PI Firm – for what tasks/scope? When?
    viii. Other??

5. Confirm dates and status complete for deliverables (Tom M., 15 min)
    a. January 2023 – May 2023
    b. May 2023 – November 2023 (and beyond?)
        i. Review of applications (Staff / SC)
        ii. SC meeting schedule to select projects
        iii. Replies to applicants
        iv. Next steps for selected projects (flowchart)

6. Next Steps – Action Items (20 min)
    a. Revise/Finalize contact list – partner additions
    b. Prepare website – MDT – in progress
        i. Updates to contacts (send comment/ask question)
        ii. DI/GIS rep, SC rep from each entity, other?

c. Finalize press release – Who, when, Where?
d. Internal roll-outs
e. Schedule and develop
    i. Walk-through sessions, Q&A, webinars, etc.
    ii. MSWP / MC / other? Workshop

7. Next Meetings: (All 5 min)
    a. January 25 (1-3 pm)
    b. February 8 (1-3 pm)
    c. February 23 (1-3 pm)
    d. March 16 (1-3 pm)