

Alabama Prescribed Fire Council (APFC)
Steering Committee (SC) Meeting
Meeting Minutes: June 26, 2008

10:00 a.m. Alabama Department of Environmental Management (ADEM), Montgomery, AL

Proceedings:

- Meeting called to order at 10:00 a.m. by John Stivers
- The main objectives of the meeting were for the Steering Committee to meet and to discuss how the organization is moving forward including working groups, the website, recruitment strategies for new members, information and outreach opportunities, County Resolutions and Governor Proclamation, and scheduling the next APFC “membership at large” meeting.
- 11 people in attendance

- Lou Hyman introduced Dan Jackson, the new Protection Division Director (Fire and Protection Divisions merged) for the AFC (Alabama Forestry Commission).

- Old business
- Discussed the status of the top 3 tasks identified at the previous meeting
 - Increase Visibility
 - Example: slogans, bumper stickers, insurance information, etc
 - Present task to Working Group 4 – litigation, claims, insurance
 - Present task to Working Group 5 – public relations, education, outreach, grants

 - A website for the APFC has been created as part of rxfire.net.
 - Located on Kent Hanby’s website: <http://www.rxfire.net/apfc/>
 - Suggestion by Paul Langford to move the website to its own location (example: AlabamaPrescribedFireCouncil.org)
 - Suggestion to add vendor lists to the website using a hyperlink
 - Suggestion to use advertisements
 - SC will create options (5-10) for the website and vote on recommendations.
 - SC will present recommended options for the website at the October meeting, and the members at large will have an opportunity to vote on the recommendations.

 - Lou Hyman requested the SC discuss the opportunities of being incorporated.
 - Potential opportunities for grants and donations
 - Tabled until more research has been done on incorporation

- Recruitment strategies for attracting new members
 - Present task to Working Group 5 – public relations, education, outreach, grants

- Encourage AFC, Association of Consulting Foresters (ACF), Society of American Foresters (SAF), etc. to help with recruiting members
 - Contact Alabama Treasure Forest Association and other landowner associations to encourage membership
 - To become a member, an interested person needs to send an email to John Stivers (rxburning@aol.com) requesting membership.
 - Request to divide the membership into a general list and an activist list to limit email traffic
- Schedule “membership at large” Fall meeting
 - Scheduled for October 2008 (day has not been set)
 - Possible location is the Alabama Power Company Conference Center, Clanton, AL.
 - Suggestion to advertise for speakers
 - Suggestion to create a display for the meeting
 - Preliminary agenda items:
 - Voting for Vice Chair, Secretary/Treasure
 - Reports from Working Groups
 - Presentation on Insurance
 - Update on the National Coalition of Prescribed Fire Councils
 - Invite other Prescribed Fire Councils
 - Larry Ford, Kent Davenport, and Keville Larson volunteered to work on the details.
- Working group assignments/status
 - Suggestion to send emails from SC to the Working Groups requesting a presentation at the October meeting to update the members at large on the progress and direction of each group
 - Elect 2 representatives –identify the lead person
 - SC will draft if no one volunteers
- Proposed County Resolutions and Governor Proclamation
 - Send corrections and improvements for Governor Proclamation and County Resolutions to John Stivers (rxburning@aol.com)
 - Suggestion to get Governor Proclamation signed first
 - Contact County Commissioners, get an agenda, request resolution be added
 - Request volunteers for each county
 - Suggestion to attempt to get backing from AFC, SAF, ACF, Registered Foresters, etc.
 - Suggestion to request the Governor Proclamation for the month of February (Prescribed Fire Awareness Month) to encourage publicity
 - Suggestion to have press releases for the October meeting and for the month of February

- Photo gallery, need pictures, testimonials of how prescribed fire minimized effects or met other resource objectives
 - Visit the University of Georgia Forestry Images Library (photos of equipment, torches, etc.)
 - Florida Prescribed Fire Council sends pictures to Florida newspapers about forestry and fire related issues.
 - Suggestion to create a photo gallery of pictures and testimonies showing setting prescribed fire, mopping up, building lines, fire effects, and how prescribed fire minimized wildfire effects or met other resource objectives
 - Send pictures to John Stivers (rxburning@aol.com).
 - Photos will be moved to the future APFC website.

- APFC logo, icon, and slogans
 - Need suggestions for logo and icon (suggest urgency-i.e. fire is necessary)
 - Example icons
 - A quail with fire in the backdrop
 - Gopher tortoise
 - SC will send requests to trade schools, high schools, etc. (contest style).
 - Cash reward of \$500 for an icon
 - SC will vote on slogans and present recommendations to the members at large at the October meeting.
 - Email top 5 choices to John Stivers (rxburning@aol.com).

- Upcoming opportunities for raising awareness
 - Send any opportunities to John Stivers (rxburning@aol.com).
 - Need members to get in front of people and talk about APFC
 - Example – Alabama Treasure Forest Association meeting

- New business
- Brochures, bumper stickers, hats, tee shirts, etc.
 - Present task to Working Group 5 – public relations, education, outreach, grants
 - Create a list of potential firms that print this type of media
 - Determine minimum number to produce due to setup costs
 - Create a draft

- Key message mapping
 - Discussed an example from Florida Prescribed Fire Council – presented by Lane Green at the APFC meeting in October 2007
 - Suggestion for the APFC to develop a Key Message Map

- Other items
 - Lud Hoffman requested recommendations to ADEM about how to respond to complaints about prescribed fire.
 - Day to day burning is the problem, not wildfire
 - Suggestion to develop an agreement between AFC and ADEM

- Suggestion to provide a phone call and/or brochure explaining the purpose and benefits of prescribed fire.
 - Request for Working Groups to develop a list of goals
 - List of Working Groups will be resent to the members at large
 - Goals will be presented at the October meeting.
- The meeting was adjourned at 2:00 p.m. by John Stivers.
- Minutes submitted by John Gilbert

ATTENDEES

Allen, Frank	AL DCNR
Davenport, Kent	USDA-USFS
Ford, Larry	Westervelt Corp.
Gilbert, John	Auburn University (Proxy for John Kush)
Hoffmann, Lud	ADEM
Hyman, Lou	AFC
Jackson, Dan	AFC
Langford, Paul	Landowner
Larson, Keville	Larson & McGowin
Stivers, John	Enon-Sehoy
Tassin, Keith	The Nature Conservancy