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NOTICE OF PUBLIC MEETING
of
THE ARIZONA STATE COMMITTEE ON TRAILS (ASCOT)
Public Outreach Subcommittee (POS)
of
THE ARIZONA STATE PARKS BOARD

Notice is hereby given pursuant to A.R.S. §41-511.22 to members of the Arizona State Committee On Trails (ASCOT) and the general public that the Public Outreach Subcommittee will hold a meeting open to the public on **July 24th, 2014, at Arizona State Parks, 1300 W. Washington St, 1st Floor, Phoenix, Arizona at 1:00 pm.** Subcommittee members and interested public may attend via teleconference by calling **1.877.820.7831** and entering the participant code **522515**. Items on the Agenda may be discussed out of order, unless they have been specifically set for a time certain. Public comment will be taken. The Subcommittee will discuss and may form recommendations for consideration by the ASCOT on the following matters:

AGENDA

(The Chair reserves the right to set the order of the agenda.)

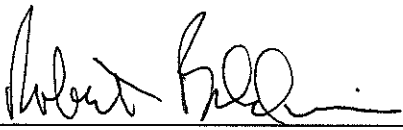
- A. CALL TO ORDER AND ROLL CALL.**
- B. INTRODUCTION OF MEMBERS, GUESTS, AND STAFF.**
- C. CALL TO THE PUBLIC** – The Chair will recognize those wishing to address the Committee. It is probable that each presentation will be limited to one person per organization and the time allotted by the Chair. Action taken as a result of acknowledgment of comments and suggestions from the public will be limited to directing staff to study or reschedule the matter for further consideration at a later time.
- D. DISCUSSION** - The subcommittee will discuss the following:
 - 1. General responsibilities for the subcommittee as identified in the ASCOT By-Laws.** – Item 4.C.4 of the ASCOT By-Laws identifies the responsibility of the Public Outreach Subcommittee (POS) to “coordinate workshops and conferences, support National Trails Day, and disseminate important trail information”. The POS will identify the types of “important trail information” they wish to disseminate and the processes for collecting and disseminating that information. State Parks Public Information Officer Ellen Bilbrey will be present to discuss the means and processes for disseminating information through State Parks’ resources. Topics for consideration will include:

- a. Promoting specific trails in social media with pictures and commentary to be selected through a process to be developed.
- b. Selecting trails and preparing the applications for the Federal Highway Administration's 2015 Recreational Trails Program Annual Report.
- c. Identifying important trails events in State Parks and throughout the state that can be promoted through State Parks' social media resources, such as 50th Anniversary of the Wilderness Act.
- d. Developing a method to gather information on and promote National Trails Day events.
- e. Consideration of possible workshop/conference themes and formats and identifying possible funding sources and how funds can be used.

E. NEXT MEETING DATE/ADJOURNMENT – The POS will determine the need and frequency for future meetings.

A copy of this agenda and any background material provided to ASCOT Members is available for public inspection at Arizona State Parks, 1300 W. Washington, Phoenix, Arizona. Additional information may be obtained by contacting Robert Baldwin at 602-542-7130 or Dawn Collins at 602-542-7128.

Pursuant to Title II of the Americans with Disabilities Act (ADA), Arizona State Parks does not discriminate on the basis of a disability regarding admission to public meetings. Persons with a disability may request a reasonable accommodation, such as a sign language interpreter, by contacting the State Parks office at (602) 542-4174; or TTY (602) 542-4174. Requests should be made as early as possible to allow time to arrange the accommodation.

for  7-14-14
Dawn Collins, Chief of Resources & Public Programs, Arizona State Parks

Posted at: Arizona State Parks
1300 W. Washington, 1st Floor, Phoenix, Arizona
And at: <http://azstateparks.com/committees/ASCOT.html>

ASCOT – Public Outreach Subcommittee
7/24/14

How to provide information for Twitter/Facebook to market statewide trails.

It would be very helpful to Arizona State Parks if ASCOT – POS would solicit information from their trail-related contacts to generate content for social media.

For example, providing the PIO at ASP with a series of tweets that we can posted throughout a week would ensure that this information is available to ASP followers.

For instance:

- Summer #AZ #hikes can be dangerous due to heat exhaustion. Warn visitors. Be back by 10 am AZStateparks.com/trails [AZStateCommitteeOnTrails](https://www.facebook.com/AZStateCommitteeOnTrails)
- I just hiked the Romero Trail into the wilderness.. stunning views from the pools. (picture link here)

or

- Explore the beauty of AZ by foot or bike on one of these 5 glorious #AZ #hiking. #trails AZStateparks.com/trails [AZStateCommitteeOnTrails](https://www.facebook.com/AZStateCommitteeOnTrails)

FACEBOOK

- Question of the week: What's your favorite thing about being a volunteer that keeps all of Arizona's trails safe and hikeable? Let us hear about your experiences and also go to twitter and tweet with a picture of your favorite trail. Brought to you by the AZ State Committee on Trails. AZStateParks.com/trails

ARIZONA STATE PARKS

TRAIL OF THE MONTH NOMINATION FORM



Each month Arizona State Parks would like to feature a trail that's part of the Arizona State Trails system or a trail that is within our park boundaries on our website.

If you have a favorite trail you would like featured, please fill out the nomination form and fax (602.542.4180), mail (1300 W. Washington St., Phoenix, AZ 85007) or email to Liz Krug at ekrug@pr.state.az.us.

TRAIL NAME	
DESCRIPTION	
FLORA/FAUNA DESCRIPTION OR HISTORICAL DESCRIPTION	
DIRECTIONS TO TRAILHEAD	
NEAREST COMMUNITY	
LENGTH AND DIFFICULTY	
TRAIL/PARK POINTS OF INTEREST	
HIKER EXPERIENCE	

If you would like to include pictures, please fill out the attached photo release form. The photos will be returned. You can also send them digitally, resolution of fzdpi.