

SAN JUAN
MOUNTAINS
ASSOCIATION

2017 ANNUAL PROGRAM REPORT

Total SJMA Education Contacts October 2016 thru September 2017

PROGRAM	FS Contacts	BLM Contacts	SJMA Only Contacts	TOTAL CONTACTS
Conservation Education <i>(Field experiences, Classroom Presentations, Special Events, Workshops, Written Materials)</i>	3,264	1,100	5,785	10,149
Cultural Programs <i>(Arborglyph presentations, Historic Cemeteries field trips & documentation, other presentations)</i>	145		390	535
Visitor Information <i>(Phone calls, Visits, Mails, E-mails & Hunter Booth Visitation)</i>	80,755	41,601		122,356
Volunteer Programs <i>(WIS, Ghost Riders, Alternative Spring Break, TIS, Special Events, Projects, National & Colorado Public Lands Days, Collaboration meetings, E-news)</i>	527	71	17,250	17,848
TOTAL	84,691	42,772	23,425	150,888

The Conservation Education Program of the San Juan Mountains Association creates direct experiences connecting people of all ages to their public lands and provides educational and interpretive materials in a variety of mediums.

Calculations: of the programs listed, some programs were solely SJMA programs, some were partially Forest Service and/or BLM, and some were funded completely by Forest Service (designated by (FS)) or BLM (designated by (BLM)), or held only on Forest Service (FS) or BLM (BLM) lands.

For those programs that were partially funded by Forest Service and BLM, calculations were determined with a 66% FS and 34% BLM ratio.

Also, within each category there are the following designations:

- # Youth – this includes students from preschool to college, as well as children in programs
- # Educators – teachers who are accompanying their classes on a program, and teachers who are attending their own program
- # General public – this is the most generalized set of numbers. It may include people who attended a program where there may have been some youth or educators, but it was difficult to determine how many.

Field Experiences

Field experiences are the heart of what the CE program offers for youth and the general public. These are currently offered free of charge to the community.

Field Seminars (geared for adults or older youth):

- Map and Compass Class (Field & classroom; *in partnership with Volunteer Program*)
- GAIA GPS Class (Field & & classroom; *in partnership with Volunteer Program*)
- Edible plant walk
- Sand Canyon hike
- Glacial Geology
- Yampa River Canoe Trip

San Juan Family Explorers:

- Butterflies & Blooms
- Family Backpacking
- Winter walks

Mountain EdVentures @ Purgatory:

- Nature hikes at Purgatory
- Self-guided nature walk (brochure provided)

Field Experiences for Youth:

- Field trips for Schools (Denny Lake, Butler Nature Center, Boggy Draw, Big AI Trail)
- Tree planting with Ignacio 4th & 5th graders (*partnership with Volunteer program*)
- Little Legs Adventures for toddlers/preschoolers
- Programs on wildfire and Leave No Trace for the Playground Days Program (*partnership with City of Cortez*)
- Teen Backpacking
- After school Hiking program
- Aspen Trails Fire Mitigation Day youth program (*partnership with FireWise of SW Colorado*)

Other:

- Training new site monitoring leads for FS (*partnership with Volunteer program*)
- Molas Pass Overlook Pilot

Total contacts: 687 Youth (504 FS, 183 BLM)
33 Educators (25 FS, 8 BLM)
906 General Public (797 FS, 109 BLM)



Classroom Presentations

Classroom presentations for grades preK – high school this year included: Leave No Trace (*partnership with San Juan String Band*), bats, health benefits to being outside, wildlife and water/watersheds.

Total contacts: **690 Youth (455 FS, 235 BLM)**
 60 Educators (40 FS, 20 BLM)
 12 General Public (8 FS, 4 BLM)



Special Events

Special events this year included Science Fair judging, Green Drinks Sustainability Initiative in collaboration with other local sustainability non-profits, Pumpkin Train (*partnership with DSNGRR*), the Water Festival at Fort Lewis, and the Christmas Tree sales contacts.

Total contacts:
388 Youth (256 FS, 132 BLM)
10 Educators (7 FS, 3 BLM)
1,437 General Public (420 FS, 217 BLM, 800 SJMA only)

Other Presentations, Trainings, Workshops & Meetings

Additional presentations, trainings, workshops and meetings included: 5th annual Forests to Faucets teacher workshop (partnership with Mountain Studies Institute, Water Information Program & Fort Lewis College), Purgatory Naturalist Training, Trail Boss Training, Wilderness Ranger Academy, Members Series presentations, CO Trail presentation at Backcountry Experience, VIS workshop and meetings for the Forests to Faucets workshop and with the Montezuma Inspire Coalition.

Total contacts: **27 Youth (18 FS, 9 BLM)**
 44 Educators (29 FS, 15 BLM)
 General Public 739 (425 FS, 165 BLM, 85 SJMA only)

Creation and Distribution of Written Materials

Materials distributed include those that are locally produced, such as SJMA's Blog posts and the Purgatory self-guided nature trail – (see Mountain EdVentures, above) and nationally produced (Junior Snow Ranger). Also included in education contacts is the SJMA member printed newsletter and an article in the Durango Neighbors magazine. These numbers are generally estimates – we don't know how many people are reading the blog, or how many youth might be using the self-guided trail, for example.

Total contacts: **Youth (15 FS)**
 General Public (265 FS, 4,900 SJMA only)

The CE program coordinates the submission of monthly Stewards of the Land articles for the Durango Herald and Cortez Journal. *Note: Because we do not know the number of people who actually read these articles, the potential number of contacts in this category is not included in the total number of SJMA contacts.* The Durango Herald publishes these articles on the 4th Sunday of each month, and the Cortez Journal publishes them on the 4th Saturday of each month.

Newspaper articles	# Potential General Public Contacts
Durango Herald (Saturday distribution 12,000)	144,000
Cortez Journal (distribution 7,000)	84,000
TOTAL	228,000

Education Contacts - Cultural Program

Note – all contacts in the Arborglyph portion of the Cultural Program are considered Forest Service contacts, while those of the Cemetery Project are considered SJMA only programs.

Field Experiences

This year the Cultural Program had the following field experiences:

- Cemetery Field Documentation (7 field trips)
- Hermosa Cemetery Field Trip
- Montano site field documentation

Total contacts: 200 General Public (200 SJMA only)



Other Presentations, Trainings, Workshops & Meetings

This included:

- Cemetery volunteer trainings
- Tracks Across Borders meeting presentation
- Presentations on Cemetery projects (3)
- Presentations on Arborglyph project (4)

Total contacts: 335 General Public (145 FS, 190 SJMA only)

Education Contacts - Visitor Information Services

Visitor Information

Visitor Information Services is essential to help visitors create closer connections to their public lands. They accomplish this via phone calls, visits, mailings, and emails, as well as Hunter Education booths.

	# General Public
Visitor Information Services phone calls	59,977
Visitor Information Services visitors	53,499
Visitor Information Services mailed packets	1,343

Visitor Information Services emails	6,576
VIS Hunter Education booths	962
Total contacts:	122,357 (80,755 FS; 41,601 BLM)

Education Contacts – Volunteer Program

Field Experiences

The field experiences in the Volunteer program include contacts made by Wilderness Information Specialists and Trail Information Specialists. All are considered to be General Public. Also included is Alternative Spring Break with University of Missouri students (*partnership with CE program*).

Total contacts: 5,710 General Public (5,300 FS, 410 BLM)



Special Events

Special Events include the Mesa Verde Backcountry Horsemen Poker Ride, Ice Lakes Trailhead program (*partnership with CE program*), Colorado Public Lands Day, National Public Lands Day, and Chili Chase fundraiser

Total contacts:

373 General Public (293 FS, 30 BLM, 50 SJMA only)

Other Presentations, Trainings, Workshops & Meetings

Backpacking Light presentation (*partnership with CE program*), GAIA GPS presentation (*partnership with CE program*), Wilderness Intern training (*partnership with CE program*), Wilderness Information Specialists training, Ghost Riders training, Trail Information Specialists training (*partnership with CE program*), Wilderness Ranger Workshop (horse focus), and SW Colorado Roundtable.

Total contacts: 275 General Public (234 FS, 41 BLM)

Other

SJMA E-news and Special Announcements

Total contacts: 17,200 General Public (SJMA only)



Volunteer Programs and Field Projects-Fiscal 2017

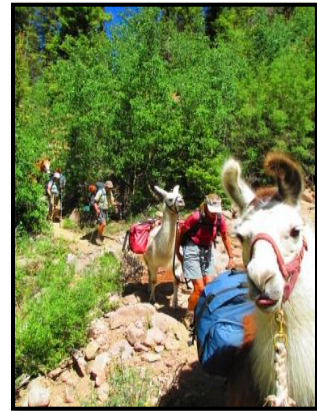
Programs

Wilderness Information Specialists/Ghost Riders



Goal: Provide information, education and Leave No Trace ethics to backcountry visitors in the Weminuche, Lizard Head, and South San Juan Wilderness areas. In addition, Clean Waste personal waste bags are distributed at the Needle Creek trailhead. This year SJMA had one volunteer dedicated to stocking the trailhead with the bags and replenishing the sign-in sheets

Partners: Durango and Silverton Narrow Gauge Railroad (provide tickets for volunteers, Connie Roush Fund for funding for Clean Waste Bags.



train

Program	# Volunteers	# Hours
WIS	44	1649
Ghost Riders	6	29
Train Tickets Provided	18	
Clean Waste Bags Distributed	700	NA
Estimated Contacts		5300

Wilderness Information Specialists are hikers and Ghost Riders are mounted volunteer rangers.



Trail Information Specialists

Goal: To protect cultural resources and the fragile terrain in Sand Canyon located within Canyon of the Ancients National Monument.

Volunteers provide Leave No Trace and other information to trail users which include hikers, bicyclists, and horsemen.



Sand Canyon	Volunteers – 9	Hours -- 201
-------------	----------------	--------------

Adopt-a-Road



Goal: To maintain public land roads.

Individual volunteers and groups provide light maintenance on roads throughout the San Juan National Forest and BLM.

Adopt a Road	#Volunteers	#Hours
	65	1935



Alternative Spring Break-2017

Since 1996, University of Missouri students participate in an Alternative Spring Break (ASB) program coordinated by the San Juan Mountains Association in partnership with Tres Rios and CANM. The students volunteer their time working on public lands with the Bureau of Land Management. This is a service learning program where students volunteer their time and learn about the community they are visiting. For many of the students, this is their first time visiting the southwest.

SJMA coordinates the housing, 2 dinners for the college students, and the work projects. SJMA also receives funding for the program from Four Corners Back Country Horsemen and the National Mustang Association. This year 9 students participated in the University of Missouri Alternative Spring Break. Our Colorado spring weather wreaked havoc on some of our plans but all in all it was a great success.

ASB	#Volunteers	#Hours
	14	651

Wilderness Study Area Monitoring

Goal: To monitor visitor use in Cahone, Cross Canyons, and McKenna Peak WSA's.

In 2017 SJMA partnered with Tres Rios to train an intern to monitor these areas:

WSA	#Volunteers	#Hours
	1	150

Wilderness Intern Program

SJMA in partnership with the San Juan National Forest assisted in recruiting volunteer interns to monitor Wilderness character in the Weminuche.

Intern Program	#Volunteers	#Hours
	3	1088

Trails/Projects

SJMA has adopters for the Vallecito Creek Trail, Ice Lakes Basin Trail and general maintenance of trail heads in Pagosa.

Trails	#Volunteers	#Hours
	6	342

Special Events-2017

National Trails Day-Cancelled

Plans were to have an informational booth at Bradfield Bridge, but the river season was ended before the event.

National Public Lands Day-September 30, 2017 Rained out

Plans were to install new signs and do trail work at the Mud Springs Recreational area. The event was rained out but the work was pieced together on several other days.

NPLD	#Volunteers	#Hours
	20	190



5th Annual Chili Chase-fundraiser-

September 16, 2017

This event is in partnership with Backcountry Experience. There is a 5K race and a chili cook-off. SJMA provides volunteers for the event and also participates in the cook-off.

8 Volunteers	39 hours
--------------	----------

Ice Lakes Basin Leave No Trace Hot Spot

Follow-Up

July 12



SJMA submitted a grant to Leave No Trace Center for Outdoor Ethics to consider Ice Lakes Basin as a candidate for the Leave No Trace/Subaru Hot Spot program... and WON!

The follow up was a day of trail contacts, handing out waste bags and light trail work

San Juan Mountains Association in partnership with the San Juan National Forest hosted the event at **Ice Lakes Basin Trail** in Silverton, July 12, 2017.

Hot Spot	#Volunteers	#Hours
	3	60





Silver Bells Christmas Tree Lot-fundraiser (2017)

This was our fifth annual Christmas Tree Lot sale. The lot is run entirely by more than 100 volunteers who put in over 1000 hours preparing the lot and selling Christmas Trees.



SJMA

Volunteer/Member Picnic- August 25, 2017

Volunteers gather for a picnic in August to be thanked for their service.



Tree Train (2017)

SJMA volunteers provided assistance with the Second Annual Durango and Silverton Narrow Railroad Tree Train.



Gauge

Tree Train	#Volunteers	#Hours
	36	324(includes training)



Southwest Colorado Trails Roundtable

SJMA facilitates the SW CO Trails Roundtable. The group consists of motorized, non- motorized groups, including bicyclists, ATV's, Back Country Horsemen and hikers. There are 30 participants, with 14 groups including the FS and BLM represented. We meet bi-annually.

The Vision of the SW Roundtable

To work together to build a collaborative regional community of groups that both improve and use the trails; To build capacity within the groups for doing trail work; To create a safer community for volunteer trail workers; To reduce duplication of effort and work together better.

The Roundtable is a collaborative effort between volunteer groups and land managers for the purpose of providing an avenue for clear communication in order to better serve our public lands with hands on stewardship projects. (on-line, www.sharethetrails.org)

San Juan Mountains Association

Fiscal Year 2017 Annual Volunteer Hours Report

Program	Hours	# Volunteers
Administration		
BOD	278	7
Office Support	10	2
Adopt a Road		
Pagosa	1142	32
Columbine	793	33
Dolores	0	0
Alternative Spring Break		
Tres Rios-BLM	270	17
CANM	66	11
Ambassadors		
Pagosa	1540	15
Columbine	7	1
Dolores	8	1
Rico	1666	6
Mancos	665	6
Creede	88	1
PLC VIS	872	9
CSSP		
Pagosa	41	2
Columbine	31	2
Dolores	93	5
Other	247	13
Conservation Education		
Field Trips	26	6
Purgatory		
Naturalists	338	9
Ghost Riders		
Pagosa	29	5
Columbine	6	1

Special Events

NPLD-BLM	84	14
Colorado Public Lands Day/Dolo	44	11
Chili Chase	57	16
Christmas Tree		
Lot	927	55
Tree Train	216	10
Roundtable	120	15

Trail Information**Specialists**

CANM/Sand Canyon	201	9
------------------	-----	---

Trails

Ice Lakes	77	2
-----------	----	---

Wilderness**Information Spec.**

Ice Lakes	60	3
Columbine	924	16
Chicago Basin/Needle Creek	678	9
Dolores	0	
Pagosa	9	1
Training	47	15

Wilderness

Interns	1088	3
----------------	------	---

WSA Monitoring

Tres Rios	8	1
CANM	142	1

Total Hours: 12898

Total

Volunteers: 365

Total Mileage: 31,248

**Value Hours: 12898 x \$25.97
= \$334,961.06**

**Value Mileage:
31,248 x \$16,873.**

Agency	Hours	Volunteers
CANM-BLM	409	21
Tres Rios-BLM	362	31
Columbine	5683	187
Pagosa	2761	51
Dolores	1811	23

Cultural Program

FY17 Program Summary

The cultural program includes the Cultural Site Stewardship Program (CSSP) and other cultural projects. The CSSP is an on-going activity of the cultural program with other cultural projects arising due to unique opportunities or needs.

Southwest Colorado Cultural Site Stewardship Program (CSSP)

Established in 2000 in partnership with the Forest Service, Bureau of Land Management, Canyons of the Ancients National Monument, and the Colorado State Historical Fund this program is directed by the San Juan Mountains Association on behalf of the federal and state partners. It receives funding from the federal and state partners, and grants from various foundations. The program goals include:

- 1) Training a cadre of volunteers to monitor cultural resources;
- 2) Participating in educational outreach concerning historic preservation; and
- 3) Developing partnerships with other organizations to further historic preservation efforts.

CSSP Program Accomplishments

Direction and guidance provided for site monitors at prehistoric and historic archaeological sites. Stewards provided approximately 382 volunteer hours to the program.



Steward Tom West Monitoring at Reservoir Ruin

The CSSP will continue with a focus on Forest Service lands in the Columbine, Dolores, and Pagosa Springs Districts and the development of hands-on projects for stewards.

Cultural Program Projects

Project Accomplishments

Documentation of Small Rural Cemeteries in La Plata County. This project has been funded by a State Historical Fund grant to assemble historical information about small cemeteries and to develop a database of buried individuals. Cultural volunteers who assisted with historical research and fieldwork included individuals from community groups and historical societies. In addition, student interns from the Public History program at Fort Lewis College assisted with the project. All 12 cemeteries in the project, have been field documented and about 5,000 graves recorded. The on-line searchable database for the project will be housed at the Center of Southwest Studies at Fort Lewis College. The database will be available for researchers in late Spring 2018. The project will conclude by September 2018.



Hugh Frazier Grave at Elco Cemetery

A Study of Three Hispano Cemeteries. The SJMA cultural program received a State Historical Fund to study three small remote cemeteries located at the historic settlements of Pagosa Junction/Gato, Juanita, and Trujillo along the San Juan River. Community presentations and publicity have been provided and volunteers have been trained to assist with the field documentation in early Spring 2018. The project will result in original settlement research, full documentation of the cemetery grave markers, photography, cemetery mapping, and a searchable on-line database. This project will conclude in August 2019.



Madonna on Gallegos Grave at Juanita Cemetery

Montaño Family Herding Site

In July, the SJMA received an archaeological assessment grant to evaluate the “Montaño Site”. The site is in a remote area southwest of the Lizard Head Wilderness in the Uncompahgre National Forest. It is important for its association with early 1900s sheep herding history on the San Juan and Uncompahgre National Forests and its association with Hispano herders and their culture.

The site consists of a Hispano herders’ campsite in use from approximately 1900 to the 1960s during seasonal sheep migrations to high summer pastures from winter pastures in the Utah/ Colorado area. During these seasonal drives, herders rested their sheep at the camp and carved into the aspen trees, producing arborglyphs. The carvings include names, hometowns, and dates.

A unique portion of the site is the nearby *calvario* [calvary worship area]. The calvario was created by the Hispano herders to pray and express their religious Penitente beliefs and practices. This portion of the site is located across a meadow and up a scree slope where a large wooden cross was erected in the early 1900s. The cross is made of ponderosa with nailed and wired cross members. Although portions of the inscription are difficult to read, it was originally carved with the Spanish phrase translated as, “Placed here for the salvation of souls”.



Montaño Site with Arborglyphs and Penitente Cross

This site was established and frequented by the Montaño family over the years. The Montaño descendants recall family stories told to them by their father who as a young child was instructed by his father to remain with the sheep while the men, practicing Penitentes, went to the calvario to pray. The Montaño site is unique because it combines Hispano herding camp activities, arborglyph carvings, and Penitente religious practices. The combination of religious activities with traditional herding is very unusual. Fieldwork was conducted in the summer and fall of 2017 and oral histories were collected from Montaño family members. The project report is being prepared. It is anticipated that the project will be concluded by December 2018.

SJMA Visitor Services and Bookstore Operations



Objective: Our goal, as a team is to convey information about public lands, and serve as a conduit between the visitor and the public lands agencies (and vice versa). We help to enhance a visitor's experience through information and the sale of educational products, either at an agency front desk or within the community. Each staff person has unique knowledge and specialties that he or she contributes.

Ambassador Volunteers

With growing visitation to public lands and limited staff, SJMA, the San Juan National Forest and BLM would not be able to provide the high-quality customer service that visitors have come to expect if it weren't for our volunteers. Our front desk Public Land Ambassadors are informed individuals who actively enjoy the surrounding public lands, and each brings their own unique knowledge and specialties. Their professional experience and skills range from visitor services, public relations, marketing and computer expertise to educational, organizational, artistic, and store front design.

This year, we had four continuing ambassador volunteers in Durango: Bobbi Rakita, Mary Ann Goff, Andy McAuley and Dennis Pierce, along with three new volunteers (Roy Newholm, Kelly Rubin and Susan Beck-Brown, who jumped right in and became gurus as well, right away. We had a new volunteer in Creede this summer (Liz Manus); ten in Rico (Jack & Karen Meeker, Tuellie and Mike Fleener, Wayne Fletcher, Sandra Mueller, Elke & Ed Grose, and Deb & Eric Hinz); fourteen volunteers in Pagosa Springs (Rick and Lynne Stinchfield, Dick Hamilton, Jim & Kris Miner, Pat Buckley, Jerry Rodgers, Bill Beno, Tom Schoemig, Priscilla Roberts, Dan Suttles, Sam Sitton, Lace Stevens, and Jim Carson); and two new volunteers at the Dolores PLO (Robin Hill and Tom Ferrell (who is also a seasonal employee)); as well as two volunteers in Silverton (Ray Dileo and Lori Nixon).



Intern Volunteers



Last winter, Brooke Ellis volunteer donated about 40 hours with San Juan Mountains Association at the San Juan Public Lands Center visitor front desk in Durango, Colorado. Brooke, who is currently a Colorado University Student, has volunteered several times over the years, as while both in Durango High School Student and college. Brooke created a San Juan Public Lands Visitor Information Guide for our kiosk outside our visitor Center. The brochure helps visitors to the area, who arrive after hours or on weekends. The guide has QR codes throughout it, so visitors can scan it with the Smart Phones to get more information on hiking, campgrounds, Off Highway Vehicle Use, National Forest Road status, as well as general information on the National Forest, BLM, National Parks and Colorado Parks and Wildlife. Brooke also volunteered her time helping to staff the front desk and with SJMA's year-end inventory report.

San Juan National Forest Information:

<https://www.fs.usda.gov/main/sanjuan/home>

San Juan Mountains Association:

<http://sjma.org/>

SJMA Online Map/Book Store

https://sjma.zo3p.com/sjma/clients/sjma_getstore.asp

Bureau of Land Management:

Tres Rios Field Office

<https://www.blm.gov/co/st/en/fo/office.html>

Canyons of the Ancients National Monument

<https://www.blm.gov/co/st/en/mon/canm.html>

Gunnison Field Office

<https://www.blm.gov/co/st/en/fo/gfo.html>

Backpacking & Hiking:

<https://www.fs.usda.gov/activity/sanjuan/recreation/hiking>

Chicago Basin Trip Planning Guide

<http://sjma.org/areas-info/chicago-basin-trip-planning-guide/>

Weminuche Wilderness

<https://www.fs.usda.gov/monuments/weminuche/recreation/?recid=93032>

San Juan Public Lands Center

19 Burnett Court
Durango, Colorado 81301

Phone: 970-247-4874
E-mail: info@sjma.org

San Juan Public Lands

Visitor Information Guide

Web links and QR Codes

How to use QR code:

1. Download a QR code scanning application on your device.
2. Open application and point camera at QR code to scan.
3. You will be taken directly to the website associated with the QR code.

Motorized Vehicle Use Map:

<https://www.fs.usda.gov/main/sanjuan/monuments>

Forest Road Status:

Columbine Ranger District

<https://www.fs.usda.gov/detail/sanjuan/recreation/?cid=st0002309>

Dolores Ranger District

<https://www.fs.usda.gov/detail/sanjuan/recreation/?cid=st0002310>

Pagosa Ranger District

<https://www.fs.usda.gov/detail/sanjuan/recreation/?cid=st0002320>

*Please take into account that National Forest roads are not paved. These roads are normally not accessible during the winter months.

Camping:

<https://www.fs.usda.gov/activity/sanjuan/recreation/camping-cabins>

Forest Campground Reservations

<https://www.recreation.gov/1-877-444-6777>

Recreation.gov

Dispersed Camping

<https://www.fs.usda.gov/activity/sanjuan/recreation/camping-cabins/?recid=82728&actid=33>

*Please also refer to Motorized Vehicle Use Maps for determined areas.

Developed Campgrounds

*Please refer to camping link

Southwest Colorado Map:

https://sjma.zo3p.com/sjma/clients/sjma_getbook.asp?product=68

Colorado Park & Wildlife:

<http://cpw.state.co.us/>

OHV Registrations

<http://cpw.state.co.us/loquacity/loquacity/register/ohv.aspx>

*OHV Highway Vehicle (OHV) Registrations are also available at each of our San Juan National Forest Offices in Durango, Bigfield, Dolores and Pagosa Springs.

Mesa Verde National Park:

<https://www.nps.gov/mesv/index.htm>



Volunteers at the Montrose Public Lands Center sell products on behalf of SJMA, as well as answer visitor information questions about the area (in partnership with the BLM & National Forest.)

Some proceeds from the sales of the Montrose bookstore have helped to provide volunteer recognition materials, Smokey Bear Birthday Celebration supplies, as well, as helped to create, maintain and supply a Campground Guide for the Montrose Public Lands area.



Special thanks to Robin Lewis, the new Montrose BLM Volunteer/Visitor Services Coordinator, and Jane Jones, Uncompahgre National Forest VIS, who continue to support the partnership with SJMA and make the Montrose Public Lands Center Bookstore and Visitor Services a success!

Bookstore Facts

We have **14** Bookstore outlets located in: Durango (2), Pagosa, Dolores, Mancos, Rico, Creede, Del Norte, Monte Vista (2), Saguache, Bayfield, La Jara, Norwood & Montrose.

- 2 are seasonally operated offices (Rico, and Creede)
- 1 full-time and 6 part-time SJMA Visitor Services Staff
- 2 seasonal staff
- 1 casual employee
- SJMA does not have staff at Rio Grande National Forest nor in the Montrose Public Lands Center, but the offices are provided with products and remuneration.
- The end of 2016 marked 10 1/2 years of having a bookstore at the Public Lands Office in Montrose, CO
- In Silverton, we partnered with the BLM, FS & Silverton Chamber of Commerce to provide a one-stop shop of information for Visitors. The Chamber did purchase their bookstore products from us from June through September, as well.
- SJMA also now partners with the San Luis Valley BLM to provide interpretive products at their new office in Monte Vista (since 2015), as well as started providing products to the Norwood Ranger District in September of 2017.
- In December of 2017, SJMA started to provide a small display with books and maps representing the Durango area to the Durango Area Tourism Office. All transactions are completed by credit card only on an iPad through a free Simply Swipe POS Program through Alpine Bank.
- Created new products as well as maintained supplies and products at each outlet.
- Gross sales for 2017: \$203,009.60



SJMA Visitor Services and Bookstore Operations General Duties

1. All staff greets visitors on the phone and in person and answer visitor information questions from recreation to multiple-use of public lands, sell SJMA Bookstore and public land products and permits, and pass on land stewardship messages.



2. SJMA Visitor Services staff provides support to outlying Public Lands Offices (Creede, Mancos, Silverton, Rico, Norwood, Durango Area Tourism Office and Montrose).



3. Staff also sells wholesale maps to local businesses throughout Southwestern Colorado. Each staff person has two businesses that they have 'adopted' to check in on a regular basis.

4. Agency and SJMA VIS personnel collaboratively organize annual visitor information workshop training for seasonal visitor information staff, VIS Ambassadors, sporting goods retail staff, local Chamber of Commerce visitor center staff, and other government agency front desk staff. In 2017 it was the first week of May.



5. SJMA VIS continue to incorporate and maintain interpretive displays into the bookstore & visitor information area, including the popular "Scats & Tracks" interpretive and Wildlife Skull displays, along with wildflowers, additional information about fire and mitigation, noxious weeds, why autumn leaves change color, Christmas tree cutting, and Wild Turkeys.

6. SJMA staff and volunteers provide a booth at the Gardenswartz Extravaganza each May to sell SJMA products and answer visitor information questions.



7. Elizabeth Reid, Pagosa VIS, continues to provide assistance to the Colorado Parks and Wildlife during hunting season each year.

8. Annually, SJMA organizes Hunter Educational Booths at the Colorado Parks & Wildlife (CPW) in Durango during the start of the first three rifle seasons in October and November. At the rifle season booths, we spoke nearly 800 hunters in 6 days and sold approximately \$3000 in maps, OHV Registrations and other interpretive products.



9. At the visitor front desks and booths, we helped the Forest Service explain the changes in motorized-use travel in the travel management plan as well as discuss the new MVUM or Landscape maps with the public. SJMA Visitor Services Staff also continue to help the agency review and provide edits for the new San Juan National Forest Map.

10. For the eighth year, SJMA provided a brochure rack at Backcountry Experience in Durango that accommodates literature of some of the more commonly asked questions about the San Juan Public Lands, including information on camping, the Weminuche Wilderness, the San Juan Skyway, and more. In 2010, an additional brochure rack was purchased for the Backcountry Experience Sporting Goods Store at Durango Mountain Resort.



11. SJMA created a new ball cap and design for the San Juan Mountains Association 30th Anniversary in 2018. It has a play of our original logo back in 1988. (The Ball cap comes in a brickish/brown color and retails for \$16.99).

12. Seasonal SJMA Staff (Charlie Schmalz, Mark Winkworth, Judy Zimmerman), along with Volunteer, Ray Dileo, staffed a



BLM/FS Desk at the Silverton Chamber of Commerce Visitor Center in Silverton Colorado. The desk was available for visitors from May through September. This was a pilot year to test out the land questions.



the middle of location for public

13. SJMA Webmaster Mark Winkworth continued to maintain and organize the SJMA Web site at www.sjma.org. The site includes a secure site for on-line ordering, calendar of events and opportunities, and volunteer database. Mark has also become the official San Juan National Forest Webmaster through his position with SJMA.



14. Our bookstore outlets in Durango, Pagosa Springs, Bayfield, Dolores, Saguache, Monte Vista (BLM), La Jara, Norwood, and Creede continue to sell the OHV & Snowmobile Registrations as a customer service, so visitors don't have to be redirected to a Colorado State Park Office. We also sell Search & Rescue cards at most of our bookstores.

Campground Guide
Southwestern Colorado Public Lands

This guide provides information on National Forest and Bureau of Land Management campgrounds and day-use areas in southwestern Colorado. The map, table and descriptions inside will help you learn more about these facilities and the amenities they offer.

Facilities
Most of the campgrounds and picnic areas in this guide have tables, fire grates and sanitary located nearby. Some offer a more primitive experience, while others have modern conveniences.

Camping
Campgrounds open when sites are open for, with full operation from about Memorial Day to after Labor Day. Some open year long, with reduced services and fees. The most popular campgrounds tend to be the ones larger lakes, water features and amenities. They are also full on summer weekends and holidays. Campgrounds are closed to the temporary sites for recreation, such as cross-country skiing. Most permit 14 days. A few National Forest sites allow up to 30 days.

Advance Reservations
Advance reservations for many of the facilities described in this guide are available through the National Recreation Reservations System. Information on which campgrounds and picnic areas may be reserved can be found inside.

Reservations
Reservations can be made up to 300 days in advance for individual sites, and up to 360 days in advance for group sites. Fees may be higher and some of these sites may be subject to a competing fee. Some available reservations for a charge. Changes, no-shows and cancellations are subject to service fees.

Rocky Mountain Recreation Concessionaire
Planning with the USFS
Since 1972

Rocky Mountain Recreation Concessionaire has been a leader in the managed recreation industry for 35 years, providing management services to campgrounds, recreation, day-use areas and other recreation sites in Colorado, Utah and New Mexico. Our mission at Rocky Mountain Recreation is to operate the recreation potential of our natural environment while preserving the inherent characteristics of the area, and to offer our guests the best customer service, ensuring they have a positive and memorable experience. Our "Creating positive memories" Our staff will be happy to see one decade of managerial experience to ensure you and your family enjoy the camping or boating experience you are looking for. From our headquarters in Southern California, our goal is to provide a clean, safe and enjoyable place for you to enjoy the outdoors.

Visit us at
www.rockymountainrecreation.com
800.416.6992

15. Due to the SJNF having no funding to update and reprint the "Campground Guide of Southwestern Colorado Public Lands," SJMA redesigned it and has published it annually for the past 3 years. SJMA solicits Rocky Mountain Recreation Concessionaire as a sponsor to reprint the campground guide, yearly. Also, Lindsay Elworthy updates the publication so it is fresh off the press by May of each year.

16. SJMA Visitor Services Mark Winkworth organize the San Juan Region Outdoor Recreation Update from May to October as well as

the fall color hotline. The Update does get mailed out to area newspapers, visitor centers, and public lands offices on a weekly basis.

17. SJMA Visitor Services staff created a new lapel pin commemorating the 30th Anniversary of the San Juan Mountains Association. The lapel pin was given out as a gift to members and volunteers who attended the annual Volunteer Appreciation picnic in August. SJMA is also selling a limited supply in the SJMA Bookstores for \$2.99 each while supplies last.



18. SJMA Visitor services Staff also created a mug that does "double duty" by keeping your coffee hot for hours, yet keeps your ice from melting for hours, as well! A SJMA 30th Anniversary Tumbler is 20 ounces and helps to commemorate our thirty years of land stewardship (in 2018)! Available in the colors, 'mint' and 'black.' It retails for \$16.99.



19. SJMA Visitor Services Staff continue to use the “Cashierlive” Point of Sales System for the sales of SJMA and BLM products in Durango, Bayfield, Creede, Dolores, Silverton, Montrose and Pagosa Springs. In regards to inventory, we stock up bookstores in the spring, enter products into “Cashierlive,” transfer products to outlets, tally year-end inventory, create an annual spreadsheet for accountant of every item in the stock at every office, and update “Cashierlive” with the count.

20. The iPad enables SJMA Volunteers and Seasonal Staff to ring up sales in SJMA’s Cashierlive POS in Durango (due to security issues on the Agency computer), and to provide a manner for them to also get answers for visitors questions from the internet. The iPad was also used to take credit cards the Gardenswartz Extravaganza, Hunting Booths, and the Christmas Tree Sales Lot. A second iPad was used this summer for the Divide Ranger District staff and volunteers in Creede to sell SJMA Products. And starting in December, the local Durango Area Tourism Office is selling limited number of maps and guidebooks at their visitor center on the corner of 8th Avenue and Main Street in Durango, Colorado. SJMA provides the iPad for credit card sales. No cash is taken at this location.



21. SJMA continues to update add products to their online bookstore and sell products online. In 2017 SJMA sold \$5,922.39 in Online Sales, which is an \$859.77 increase in sale over the previous year.



22. SJMA continues to provide customer service items at their bookstore outlets, including OHV and Snowmobile Registrations & Permits Stickers, as well as the Colorado Outdoor Recreation Search & Rescue Cards.



23. SJMA also continues to provide support for transferring supplies of America the Beautiful Passes, Agency Fuel Wood and Agency Christmas Tree Cutting Permits this year to outlying Ranger District and BLM offices, as well as to the Agency Vendor (Kroeger's True Hardware).



-
-
- 24. Offices ask folks to “round up” to nearest dollar with each sale to support educational programs on Public Lands. The San Juan bookstores compete to obtain highest dollar amount. (In 2017 Pagosa Springs 1st with \$684.06 & Durango 2nd with \$428.46). In 2018, we’d like to check with bank if we can add a “round up question” to credit card machines.



A large variety of stuffed animals have arrived to your SJMA Bookstores!

