

Communications and Outreach Team Meeting

Thursday, July 13, 2006

9:30 pm – 12:30 pm

Lethbridge Research Station

Attendance: Janna Casson, Stephanie Palechek, Leda Kozak, Andrea Angus, Cheryl Dash

1. Greetings, drinks, and snacks (all)

2. Additions/Deletions to Agenda

- 7b) Wetland Signs logos
- 7c) Saffran Report
- 7d) ALMS conference

3. Board of Directors and Team Chair Meeting Updates (Stephanie, Janna)

- The Team Chairs were asked as to what they see the Communications and Outreach Team's role is, and they all agreed that they would like to see us more involved
- Janna will attend the next Rural Team meeting
- Our capacity may not allow us to attend all team meetings, however it was suggested that other teams call on us when they need us.
- Leda and Stephanie can attend all meetings to act as the Communication and Outreach Team member
- All Teams can have an open invitation to include anyone who is interested in attending. E.g. When the Team Chairs send out meeting agenda's, they can send an agenda to all the OWC Team's Chairs, inviting them to attend
- Suggestions:
 - Posting agendas and possibly minutes, on website – does not have to be a secure page
 - Having Team Chair meetings every 2 months instead of quarterly
- **Action: Leda to have Vic create a Communications and Outreach Team page on web site. Post wetland signs on that page.**
- **Action: Stephanie to send out an email to see if other OWC Teams want to create a page as well**
- The Stakeholders meeting was also brought up. Some liked last years format, and some didn't. A lot of feedback was given from the Board and the Team Chairs
- Everyone agreed with a BBQ

- The idea of rotating the Stakeholders meeting location within the basin was well received
- OWC goals and direction will be ok to present at the Stakeholders meeting
- Partners for the South Saskatchewan River Basin have created a Click on Climate Kit and a Water Watchdog Kit. They have requested that the OWC be a distributor of the kits. We have agreed and will be meeting with them on Friday
- The Communications and Outreach Team's workplan was approved by the Board
- SOW Update – The Lit review is now complete and the Team is working on a Table of Contents

4. Stakeholders Meeting (All)

- Board of Director's Thoughts:
 - Liked the idea of a BBQ and informal event
 - Felt that all OWC members should be invited (about 250 members)
 - Send out just a couple email reminders and have a little blurb on the website
 - Suggested Pincher Creek for location
 - Suggested dates were September 14, or 21st (felt mid/late-week was best, but not Friday)
 - Half day tour and half day BBQ
 - Presentations about Lost Creek Fire and the area can be given on the bus ride out
- Discussion/Comments:
 - If we do a tour, we should focus on industry and agriculture, as well as ecology
 - Someone from Shell could present
 - The tour should be held in the afternoon
 - The meeting can go for the whole day, however people can just attend the morning if they would like
 - Should see if there is a local bus charter company that we could use
 - Start time 9:30 am, then lunch, and bus tour around 2 – 6pm
- Sample Agenda:
 - **9:30 – 9:40 am** Introductions/Welcomes (Gerhardt or Andy can introduce Brian Hammond who can Chair the Stakeholders)
 - **9:40 – 10:00 am** OWC Strategic Plan
 - **10:00 – 10:20 am** Pincher Creek Watershed Group
 - **10:20 – 10:40 am** Beaver Creek Watershed Group
 - **10:40 – 11:00 am** Break
 - **11:00 – 11:20 am** Pincher Creek Wetland (Andy)

- **11:20 – 11:40 am** Water Quality Testing on the Blood Reserve (Cheryl Fujikawa and Students)
- **11:40am –12:00 pm** Other Pincher Creek Area Group
- **12:00 – 12:20 pm** Shell Waterton or Industry
- **12:20 – 12:30 pm** Closing Remarks
- **12:30 – 2:00 pm** BBQ lunch (Cheryl, Janna, Andrea)
- **2:00 – 6:00 pm** Lost Creek Tour (Cheryl will check times and stops)
- Snack can be included on bus
- Bus Tour Speakers (**Cheryl** will check area and talk to Wendell):
 - Background on Lost Creek (Forestry/Research)
 - Waterton Fire (Any watershed studies afterwards)
 - Industry Site on the way back
- Venue Ideas:
 - School in Pincher Creek
 - Heritage Inn (Could check if they have BBQ facilities)
 - BBQ down at Creek area
- Could have a handout available for those on the tour
- **Action: Send out the draft agenda to BOD before contacting people/places**
- Who's doing what:
 - Cheryl and Janna to check on volunteers for lunch (6 volunteers needed)
 - Speaker Gifts – mugs with goodies (Janna and Andrea)
 - Bus Booking (Janna – check with Brian as to who)
 - Lunch Venue (Stephanie/Leda – Check with Brian)
 - Booking Heritage Inn – 100 people (Stephanie/Leda)
 - Lunch donations (Stephanie/Leda – talk to Brian)
 - Lunch Menu – Pincher Creek vendors
 - Potato/pasta salad, tossed salad, chips (last year donated from Hostess), pop, cake, burgers, smokies, veggie burgers, juice, tea, coffee, water, buns, ketchup, mustard, relish, paper plates, utensils, cups, salt, pepper, salad, dressings (couple of different kinds), cheese, tomatoes, onions, lettuce, pickles
- **Action: Leda to find out if Pincher Creek has a soup kitchen**

5. Annual Report (All)

Ideas:

- DC&I written summary and just a map of Basin
- Article on Agriculture (Andrea)

- SSRB Summary of Recommendations (Doug Orn)
- Water quality/Irrigation Article (Janna)
- Sunridge
- Kids page
- BOD Page
- Budget Stuff
- WPAC (blurb on all in Alberta, ½ page)
- Ad for AGM
- Membership Form

6. Promotional Items Update (Leda)

- Bracelets have arrived
- Brochure (Leda/Stephanie)
 - Information about the Basin
 - Quick facts
 - Goals/Strategies
 - Watershed (What is it, what affects it, what we want to see)
 - Booklet idea (see Milk Rivers)
 - Liz Saunders, Sarah Novak (Possible designers)
 - Possible that Wendy could write it
 - **Action: find out prices from Sarah and Liz**
 - **Action: Come up with a draft Table of Contents for Brochure and send out to Communications and Outreach Team and Team Chairs**
 - **Action: Cheryl to pass on Liz and Sarah's contact information**
- Post cards (summer photo contest)
- Bookmark – match brochure (Check list idea)
- **Action: Find out price of bookmark layout**
- Post-it notes shaped like water drops
- Pencil with a fact on it
- **Action: Leda to order pen with highlighter (1000)**
- Contract out brochure and bookmarks

7. a) Terms of Reference Update (Cheryl)

- Few items were changed
 - Added goals

- Still need new mission/vision from Board
- Add “review annually /periodically as needed”
- **Action: Everyone to look over the Terms of Reference, and let Cheryl know by July 21, of any changes**
- Terms of Reference can be shared with other Teams and put on the Web Page

b) Wetland Signs Logos

- Need to decide what logos will be added, and if they will be on all the signs
- Need to send a copy of the signs to Unilever (Grant received was from Unilever)
- Logos: City of Lethbridge, Urban Teams, Unilever/Evergreen, OWC
- How much was each sign?
- Liz has been paid half of what the cost is for the signs
- **Action: Andrea to reply to Unilever’s email**

c) Saffran Report

- 5 year report focused on water quality
- Executive Summary has been printed and distributed
- Intent is to have this report on the website
- Need to decide if we want to get printed copies or CD
- The report needs to get out soon
- Where do we want to put the majority of effort, CD or in printed copy?

d) ALMS Conference

- How are we going to be linked in?
- We offered online registration
- Find out how/what expectations of the Communications and Outreach Team

8. Next meeting

August 17, 2006, 9:30 am, at the Research Station (A203)

9. Adjournment