

Communications and Outreach Team Meeting

Thursday, August 17, 2006

9:30 am – 11:45 am

Lethbridge Research Station

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

Minutes:

1. Greetings (All)

2. Review of July 13th meeting minutes (All)

- Review of Action Items
 - The Communications and Outreach team now have their own page on the OWC web page, in which they can add any information they would like
 - Janna will look into bookmark pricing
 - Terms of Reference is the same thing as a Team Charter

3. Stakeholders Meeting Update (All)

- The Stakeholders draft agenda has been sent to the Board
- A 40 passenger school bus has been booked for the tour, as well the Heritage Inn was also booked
- Changes/Additions to Stakeholders agenda:
 - Speaker for the OWC Strategic plan will be Gerhardt
 - Speaker for the Beaver Creek Watershed Group will be either Dixon (still has to be contacted) or Janelle
 - Possible speaker for the Pincher Creek Wetland could be Alan Roth (still has to be contacted), otherwise Andy Hurly will speak
 - Speaker for the Water Quality Testing on the Blood Reserve will be Wendell Koning. **Action: Leda will email Cheryl Fujikawa to see if students will be interested in attending as well.**
 - Other Pincher Creek Area Group has been replaced with Water Quality Irrigation District Study, which will be given by Andrea Kalischuk

- Still need to confirm whether or not Shell Waterton can speak, if not, we can skip this topic and bump up the schedule. **Action: Leda to follow up with Shell Waterton to see if they would be interested in speaking at the Stakeholders Meeting**
- The Stakeholders meeting can be advertised through PSA's in the Pincher Creek Echo and the Lethbridge Herald. Emails and poster will also be sent out through the membership list. **Action: Stephanie/Leda to create PSA and send to Lethbridge Herald and Pincher Creek Echo**
- Registration can be done online in similar format to AGM. An option will also be available to register for Bus tour (limited seating)
- Volunteers still need to be found (3 to 4 volunteers needed). **Action: Cheryl and Janna will ask in their offices to see if anyone interested**
- Stephanie has made inquiries for food donations and has found that people have been inundated in requests for donations, however an industry may be interested in donating the funding to sponsor the lunch. **Action: Stephanie will look into this.**
- Tour:
 - A discussion component will be given on the bus by Uldis
 - 2:00 pm - 3:15 pm: Travel to Lions Creek (look at Hydrometric Station)
 - 3:15 pm – 4:00 pm: will visit the site
 - 4:00 pm – 5:00 pm: Travel to upper burn area and discuss industrial development/growth, fire on the landscape affecting watersheds and regeneration. Nutrition Break. Invite SRD (Forestry) to participate
 - 5:00 pm – 6:00 pm: Travel back
- Room for about 40 people on the bus tour, therefore there will be a cap at 40 people, first come first serve
- Cost for bus is \$250 for 5 hours
- Bus can pick up people from Heritage Inn to reduce vehicles at BBQ site
- Lunch will be held at Heritage Acres. Could have a roast beef lunch rather than burgers. Caterers can provide the roast beef lunch, which could save time as well as eliminate the need to track down BBQs for cooking
- **Action: Leda/Stephanie to send out an email to membership list to invite them to the Stakeholders meeting by Monday (August 21, 2006)**
- **Action: Leda to talk to Vic to have online registration set up**
- A package could be provided for those on the Bus tour. Package could include:
 - An agenda
 - Maps
 - Bags

- Pen
- overview
- **Action: Cheryl will contact SRD**

4. OWC Booklet (All)

- Wendy Devent will be contracted for written portion through Barking Mad Inc. Cheryl Dash is a partner with Wendy in Barking Mad Inc, however Cheryl will not receive any payments from this contract.
- Bonnie will be contracted for design portion
- Janna will lead the Booklet project
- Draft Table of Contents:
 - Welcome to your watershed
 - Navigating your watershed (map)
 - From Mountains to Prairies/Grasslands
 - Plants and animals (Flora and Fauna)
 - Apportionment/Headwaters/Groundwater
 - Living in the watershed – growth, oil and gas, CBM, irrigation, agriculture, recreation, urban, etc.
 - First Nations – Pikanii, Blood
 - Landowners
 - Water Quality/Quantity
 - Parks and protected areas
 - Research – WISE, Alberta Ingenuity Centre for Water Research, etc.
 - Water for Life
 - OWC
 - Contact information
- Booklet should be 12 -14 pages double sided
- Color scheme: earth tones
- Bookmark can be part of the booklet as a perforated page. Need to find out if this would be feasible

5. Waterwise Garden Book (Cheryl)

- Cheryl and Wendy had started a waterwise booklet, on the ups and downs of the procedures and process

- Interested in contracting Wendy to finish writing this booklet (about 150 pages) – about \$3,000. Due to Cheryl again being a partner in Barking Mad Inc. she will not be receiving any payments from this contract.
- Deadline would be aiming for March 2007
- Who is our audience?
 - Anyone in the watershed
 - Free of charge
 - To be available on our website
- Could be made available to other schools interested

6. Wetland Signs Update (Andrea, Stephanie)

- Andrea, Liz, and Jim will be meeting about where signs will go – Stephanie is interested in joining in this meeting
- Trying to link in Rural information on the signs
- Very little planting has occurred
- Water levels haven't changed – still very low

7. Rural Team Workshop Promotion (Stephanie, Janna)

- The Rural Team would like the Communications and Outreach team to help promote their workshop, which will be held in January
- Can advertise at the Stakeholders meeting
- Can also put an advertisement in Annual Report
- Janna will attend next Rural Team meeting to discuss further

8. Annual Report Update (Leda)

- Most articles are complete and have been given to Bonnie. Bonnie will be on holidays until August 26, therefore the Annual Report is on hold until then. Bonnie did have a chance to put most articles into a very rough layout. As of now, the report is at 16 pages (ideal amount)
- **Action: Leda to call Herald and other papers in Basin to prep them for the Annual Report and printing**

9. Promotional Items Update (Leda)

- Pens have been ordered and have arrived
- Can not get post-it notes in raindrop shape

- Summer postcards will be printed towards end of September
- Wait to see what brochure will cost before ordering anything else

10. Next Meeting

September 5, 2006, at 1:30 pm at the Lethbridge Research Station

11. Adjournment