

Communications and Outreach Team Meeting

Monday, November 6, 2006

11:30 pm – 2:30 pm

La Bella Notte

Attendance:

Stephanie Palechek

Neil Thrussell

Leda Kozak

Vic Brown

Janna Casson

Maureen Elko

Minutes:

1. Greetings and Lunch at La Bella Notte (All)

2. Waterwise Garden Book update

- Not much to report at this time
- Wendy is currently working on the research for the information

3. OWC Booklet update (Janna)

- The booklet will be about 14 – 15 pages with a detachable bookmark
- Currently the booklet is in its second draft
- Bonnie is working on the design. The size and shape still needs to be determined. Do we want a more square vs. a rectangular shape?
- The more standard the shape, the more we can print in our budget.
- The market will be the general public, and this booklet will be a free giveaway
- The aim for the completion date is to have the booklet completed for the AGM
- Janna is currently looking into grants for this booklet
- **Action: Janna will send out the latest draft of the booklet, to the C & O team**

4. Annual Report Update (Leda)

- The annual report is now complete. There was a discrepancy with one of the articles, however that has now been resolved
- The report will go to the printers this week
- Summer/Fall is a difficult time to have the annual report completed, for the 2006-2007 Annual Report, the aim will be to have it completed for April/May instead of September.

5. Rural Team Workshop – mug and promotional item request (Janna)

- The Rural Team is hosting a workshop on January 23, 2007.
- They have requested some OWC mugs to give out as speaker gifts.
 - *The C&O Team agrees to give the Rural Team some OWC mugs for speaker gifts*
- The Rural team has also requested that if the C&O Team will be ordering any promotional items for the AGM, if we would order some extra for the Rural Team workshop.
 - *The C&O Team also agrees to this request.*
 - *There will be little overlap in attendees, therefore as long as there is sufficient time for getting the items in.*

6. State of the Watershed Report – Extension materials request (brochures and fact sheets, etc.)

- The SOW Team is in the process of sending out a RFP
- Any contractors will not create the extension material and so the SOW team was wondering if the C&O Team would be interested in helping to create the extension material.
- The SOW team will invite the C&O team to some meetings starting early/mid spring

7. Saffran Report

- This is currently a very large document and there has been some trouble formatting it due to the size
- Currently, not much has been done with this document
- A decision needs to be made as to how this information will be distributed. Options include CD format or a PDF broken into parts/sections. Should pick the format that would best suit the audience

- **Action: Neil will take a look and send an email to C&O Team as to what he thinks options will be.**

8. AGM 2007 Planning (Stephanie)

- The Lethbridge Lodge has been booked for March 15, 2007
- Ideas for a keynote speaker:
 - John Acorn
 - Check CAPPs website for ideas
 - **Action: Everyone to think of possible keynote speakers**
- Ideas for other speakers:
 - OWC Teams
 - Sandi (Trip to El Salvador)
 - Dave Hill (AWC)
 - Cheryl Fujikawa (Project on the Blood Reserve)
 - Robbie Larson (Masters Student working on Climate Change) – He expressed interest in presenting at AGM
- Fees:
 - What was last year's fee?
 - May depend on what the costs are
- Promotional items:
 - Sticky notes with OWC logo
 - Frisbee – could flip over to catch rain
 - Rain gauges
 - Rain barrel – could be a door prize for those who return their name tags
 - There are still plenty of folders
 - Zip binder
 - Water quality testing kit
 - T-shirt
 - BBQ apron
 - Postcards (4 pack with all 4 seasons)
 - **Action: Leda will get catalogues and websites with ideas and prices**
- Could do a poster call for Stakeholders/Industry, like last year.
- Sponsors for snack breaks and meals

- **Action: Leda will look at who we had for sponsors last year**
- Possible sponsors: AAFRD, PFRA, ACA
- **Action: Everyone to think of possible sponsors**

9. Roundtable

- Cheryl Dash and Wendy Devent are partners in Barking Mad Inc. Because Cheryl is on the Board of Directors, it was a bit of a conflict of interest when we contracted Wendy to create the Waterwise Garden Booklet and the OWC Booklet. The Board has requested that the minutes, from the meeting in which it was decided to contract Wendy, are amended to state that all the proceeds for the 2 booklets will go directly to Wendy and that Cheryl will not receive any funds in this case.
- The Board is currently reworking its conflict of interest policy

10. Next Meeting

December 11, 10:00 am, at the Lethbridge Research Station Board Room

11. Adjourned!