

Communications and Outreach Team Meeting

Monday, December 11, 2006

10:00 am – 12:00 pm

Lethbridge Research Centre

Attendance:

Stephanie Palechek

Maureen Elko

Leda Kozak

Andrea Hohne

Vic Brown

Cheryl Dash

Bonnie Hofer

Minutes:

1. Greetings and Coffee (All)

- Corrections to November 6, 2006 minutes
 - Page 1, under *Waterwise Garden Book update* delete the sentence “Cheryl received a grant from Alberta Environment Native Plant Council”
 - Page 2, under topic 7, change Saffron to Safran.

2. Waterwise Garden Book Update (Cheryl)

- Currently not much new to update
- Wendy will be getting Cheryl a draft copy later this week
- **Action: Cheryl will send out the draft copy to the C & O team**
- This book will be available to the public once completed

3. OWC Booklet Update (Stephanie)

- Bonnie has attended this meeting to present a rough copy of the booklet and to hear what our ideas are.
- **Action: Bonnie will send out a PDF copy of the booklet to Leda and Stephanie, to be sent out for review.**
- Booklet should be ready for AGM. The Booklet will need to be at the printers by February 15, to be ready for the AGM

- Printing 1000 copies? *Depends on pricing and where we want to distribute this booklet*
- **Action: Leda will find out the cost of printing the booklet**
- The costs for the booklet are being taken from the promotional items budget, which is \$10,000. To date, we have spent \$6,732.23 from that budget.
- **Action: Find out if we need to pay Bonnie GST**

4. Wetland Signs update

- Signs are done and ready to install
- Signs are about 2 feet x 3 feet in size
- No invoices have arrived as of yet
- The grand opening for the SunRidge area has come and gone. The City was to inform of the Grand opening dates, however a miscommunication occurred
- The trail around the wetland isn't finished. Some planting has occurred. The wetland development is a bit behind
- **Action: Stephanie will call Liz to find out where the signs are now**
 - Also talk to Barbara Lacey about lack of information from the City. Find out if we can have a plan/schedule
- **Action: Andrea will send Stephanie all the emails she has pertaining to the Wetland signs**
- A possible time to install the wetland signs could be during Environment Week (June 3 – 9, 2007)
- Could have signs available at the AGM

6. AGM 2007 planning (All)

- Stephanie has sent a letter to John Acorn, requesting him to be our Keynote Speaker at this year's AGM.
- **Action: Stephanie will send John Acorn a follow up email**
- Other possible keynotes included:
 - Severn Cullis-Suzuki. **Action: Cheryl will check into costs, and such for Severn**
 - Karen Emde – Water Quality. **Action: Maureen will look into this**
- Robbie Larson – Masters Student on Climate Change – has also expressed interest in speaking at our AGM
- The Bioengineering workshop was looking into schools to donate the admission costs they raised. The idea is to give a grant for an environmental project to a

few schools within Southern Alberta. The schools will be chosen on the basis of essays written by grade 5 students (winning essays will receive the grant). The students with the winning essays can come and present their essays at the AGM.

- Agenda
 - In the past, the team updates and a follow up to the election were held in the morning, with the keynote after lunch.
 - Another option is to have the Keynote speaker in the morning, and split the Team updates (some in morning, some in afternoon)
 - Keynote can also have some final comments at the end of the day to draw attendees to stay for the full AGM
 - Another option is to have the AGM start at 1:00 pm, and have the Keynote speak in the evening. We can provide a supper instead of a lunch. This would also appeal to the general public, who could not attend during the day.
 - Should have 2 draft agenda's to present at the Board meeting on January 5, 2007
 - **Action: Leda will come up with 2 draft agendas (one for day and one for evening), which will be passed to C & O team for review, and presented to board at January 5 meeting.**
- Promotional Items
 - Don't have a lot of money this year
 - We have: pens, postcards, annual report, and bracelets
 - We still have plenty of folders
 - Could have new folders made up to match the OWC booklet
 - **Action: Leda will find out the cost of having folders done the same as the OWC booklet**
 - Speaker gifts:
 - We still have mugs left
 - **Action: Leda will find out if there are enough mugs for the AGM. Need about 14 - 16**
 - **Action: Vic will look into where PFRA got their rain gauges and the cost**
 - Door prizes:
 - Rain Barrel. **Action: Maureen and Andrea will talk to Sean to see if we can have a couple donated.**
- Poster/Display session:
 - Could have the Urban Team's Home and Garden Show display
 - WID has a display we could request

- AIPA's display
- DFO's display – talk to Shane Petry
- PFRA models
- Sponsors for facility rentals and food costs.
 - Last year PFRA donated money for both facility rental and food cost

7. Board Retreat

- The Board will be having a retreat at the beginning of February (1st/2nd) and would like to meet with the Teams to talk about planning for the next year.
 - Most likely in Lethbridge
 - Will be in the format of focus groups
 - There will probably be a facilitator

8. Round Table

- In February, Alberta Environment is hosting a systems thinking course
 - It will be free of charge
 - Over 2 days, in Calgary
 - Looking at the Environment from a system's point of view
- Environment Week will be June 3 – 9, 2007
- The Rural Team will be hosting a workshop on January 23, 2007, titled Holding the Reins. It will be in Fort Macleod.

9. Next Meeting

TBA, possible dates are Jan 8, 9, or 10, 2007

Location: TBA

10. Adjourned!