

**Battle River Watershed Alliance
Communications/Education Standing Committee**

**February 13, 2009
Conference Call**

Meeting Minutes

Attendees

Tim Belec, Battle Lake Watershed Enhancement Society

Phil Boehme, Alberta Agriculture & Food

Greg Nelson, Alberta Environment

Maureen Lynch, BRWA Communications & Education Coordinator

Regrets

Kelsey Spicer Rawe, Cows & Fish

Maurice Samm, BRWA Management

Business Arising

√ **Welcome & Review of Agenda/Previous Minutes**

Tim welcomed committee members to the meeting at 10:10 am and asked if everyone had a copy of the agenda and January meeting minutes. He reviewed the January action items with the committee. The minutes were approved.

Remaining Action Items:

- **Maurice to circulate to committee:**
 - √ **Revised SoW Communications Plan with budget**
 - √ **Draft SoW power point presentation**
- **David to add approved Communications Strategy to BRWA Central Policy Binder**
- **Maurice to send a copy of the MRCC SoW Report to Focus Design.**
- **Maurice to inform committee whether Dec BRWA newsletter was sent to members**
- **Maurice to bring playing cards & tattoos to next face-to-face committee meeting**
- **Maurice to provide Strome School update to Darcy Allen**

√ **State of the Watershed Update**

Greg provided an update on the BRWA State of the Watershed Project. He said the Watershed Steering Committee reviewed the project's phase one budget and summary at its last meeting; he agreed to circulate this to the committee for information. He also stated that the municipal presentation to the Town of Ponoka went well; in addition, Ponoka representatives attended the Watershed Steering Committee meeting. Greg said the presentation to the Friends of Little Beaver went well and a presentation to the Pigeon Lake Watershed Association is planned for March 19th. The Steering Committee is working on populating both its committee and the Technical Advisory Committee.

Action

- **Greg to circulate State of the Watershed Phase One Budget and Summary**

√ **BRWA Communications & Education Budget**

Tim stated that he, Maureen and David had met to discuss the communications and education budget; these figures were added to the larger BRWA budget, which was approved by the BRWA Board and has been submitted to Alberta Environment for approval.

√ **Communications Strategies – Priorities**

Maureen stated that a number of tasks, outlined as priorities in the BRWA Communications Strategy, have yet to be initiated. These include a *Communications Audit (including a Newsletter Review)*, *IBI Project communications support* and *Education Plan*. The committee discussed the Audit and agreed it was a good idea; Tim is interested in assisting with it. Greg stated that the Education Plan is also a good idea and said he had a draft Terms of Reference for the Education Committee that he could circulate to the committee. The committee discussed the merits of dividing committee meetings into discussions where half of the meeting focuses on communications and the remaining half on education. The committee agreed to discuss this idea further at its next meeting. Greg stated that Red Deer River Watershed Alliance has an Education Strategy. The committee also discussed the need for IBI project communications support and suggested that IBI information could be used in the State of the Watershed Report as an indicator for ecosystem health; messages could also be developed for a traveling road show.

Action Item Follow Up

√ **BRWA Atlas & Information Fact Sheet**

The committee reviewed a draft fact sheet. Greg stated that David had mentioned he is considering getting rid of the BRWA Macintosh computer. Maureen said she would discuss MAC layout opportunities/programs with Focus Design as well as possible MAC training.

Action

- **Maureen to discuss MAC layout opportunities/programs & training with Focus Design**

√ **Newspaper Column Outline**

The committee discussed the newspaper column outline and asked for an opportunity to review the Augustana student articles. Tim stated that the column could focus on the historical significance of the Battle River watershed. Greg said that additional columns could focus on social science, First Nations and stewardship programs. Phil stated that it would be good to add more ‘newsy’ articles that are local in nature, including quotes, and interviews. The committee discussed the need to identify a BRWA spokesperson and the merits of getting media training. They agreed it would be good to bring this forward to the Board

Action:

- **Maureen to circulate Augustana student articles to committee for review.**
- **Issue of media spokesperson and training to be brought forward to the Board.**

Updates

√ **Board Update**

Phil stated that the Board approved the BRWA Communications Strategy.

√ **Committee Update**

Maureen stated that all of the BRWA giveaways that were ordered are now in. She said she had emailed Mike Allaway for an update from Strome School but did not hear back from him. Greg suggested that it might be worthwhile for Strome School to contact Royal Alberta Museum to help with board game development.

Roundtable/Watershed Event Update

Tim stated that author Andrew Nikiforuk's talk on his tar sands book on January 17th at Mameo Beach Library was well attended (50 in Mameo; 300 in Rimbey); he noted that Nikiforuk also publishes an on-line 'Land Advocate' bulletin that focuses on foothills issues.

Maureen said that she, Kelsey, Kerri O'Shaunnessy and David Samm, participated in Canadian Bull Congress Education Day on January 22nd. Approximately 150 Grade 3 & 4 students played the *Cows, Fish, Cattledogs & Kids* game, which included questions on Battle River watershed.

Phil said that the NSWA and Partners FOR Saskatchewan River Basin workshop went well; approximately 90 participants attended the day one municipal workshop and approximately 80-100 participants attended the day two/three Partners workshop.

Tim stated that the ERCB is seeking stakeholder consultation, for locating oil & gas facilities and wells within and near water bodies, on a draft directive – jurisdictional overview; he said he would review and provide comment by the March 10th deadline. Greg suggested bringing this information forward to the February Board meeting for information-sharing purposes and to include it in the Board Package.

Greg stated that the IBI project provides opportunities for partnering with others on research. He suggested that he has talked to David about placing a BRWA report cover on the IBI Report. Greg will ask Focus Design to draft a report cover.

Action

- **Tim to provide ERCB information to David for inclusion in February Board Package**
- **Greg to ask Focus Design to draft a report cover for IBI Report**

Adjournment

Tim thanked committee members for their participation and adjourned the meeting at 11:50 am.

Future Meeting Date

- **March 18th from 10 am – 2 pm: Rundell's Mission**