

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

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**January 7, 2009**

**Alberta Agriculture Building, Lacombe**

**Meeting Minutes**

**Attendees**

**Tim Belec**, Battle Lake Watershed Enhancement Society

**Kelsey Spicer Rawe**, Cows & Fish

**Phil Boehme**, Alberta Agriculture & Food

**Greg Nelson**, Alberta Environment

**Maurice Samm**, BRWA Management

**Maureen Lynch**, BRWA Communication Education Coordinator

**Business Arising**

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

Tim welcomed committee members to the meeting at 10:15 am and asked if everyone had a copy of the agenda and November meeting minutes. He reviewed the November meeting minutes and action items with the committee. The minutes were approved.

Greg provided an update to the action item on establishing a BRWA Stewardship Committee; he said the BRWA Board accepted the proposal at its December meeting and BRWA is looking to pull together a working team to develop a Committee Terms of Reference. He stated the Stewardship Committee would eventually look to the Communications & Education Committee for support.

√ **BRWA State of the Watershed: Draft Communications Plan**

Maurice reviewed the *Draft* BRWA State of the Watershed (SoW) Communications Plan and the committee provided their comments. Maurice will circulate a revised SoW Communications Plan with budget to the group, as well as a draft power point presentation and dates/location schedule for upcoming SoW presentations.

**Action:**

• **Maurice to circulate to committee:**

- √ **Revised SoW Communications Plan with budget**
- √ **Draft SoW power point presentation**
- √ **Dates/location schedule for Phase 1 SoW presentations.**

√ **Website Updates**

Maureen stated that she and David Samm have been working with Focus Design to update the BRWA website with new images and information. The page is wider and contains a new button to edit more pages in-house. Google Analytics has been added to the site and linked up with the Battle River gmail account to provide more reporting information. Focus Design now hosts the site.

### √ **Groundwater Model Discussion**

Maureen followed up with the committee on a suggestion that David had made in December for the BRWA to purchase an Envision 3000 bedrock groundwater model. Committee members stated that a number of models are available for loan from PFRA, Alberta Environment and Alberta Agriculture, and suggested that BRWA follow this route rather than purchasing its own model. Watershed tables are also available for loan from NSWA, Ducks Unlimited and Department of Fisheries and Oceans.

### √ **Newspaper Column Outline**

Maureen followed up on a request from Don Ruzicka at the Iron Creek Watershed Improvement Society for assistance with a weekly newspaper column on riparian issues. She stated that she would develop a newspaper column outline for review at the committee's next meeting.

#### **Action:**

- **Maureen to circulate newspaper column outline for review at February meeting.**

### **Action Item Follow Up**

#### √ **BRWA Communications Strategy: Final Review**

The committee reviewed and approved the final draft of BRWA Communications Strategy and agreed that it should be forwarded to the BRWA Board for approval. Tim suggested that the strategy be included in the BRWA Central Policy Binder. Greg asked what sort of budget would be needed for 2009/10 communications activities and encouraged the committee to formulate a ballpark budget. Tim and Maureen agreed that they would meet with David to align the Communications Strategy with the existing BRWA budget and identify additional communications requirements. Greg encouraged the committee to ask for adequate budget funding to complete BRWA's communications priorities.

#### **Action**

- **Maureen to forward BRWA Communications Strategy to Board for approval.**
- **David to add approved Communications Strategy to BRWA Central Policy Binder.**
- **Tim & Maureen to meet with David to discuss communications budget needs.**

#### √ **BRWA Atlas & Information Fact Sheet**

Maureen reviewed the fact sheet templates, designed by Focus Design, with the committee and members provided their comments. Suggestions included: including more graphics/photos/white space; using column layout vs. text across the full page on page 1; including room for photo captions; and being consistent with corporate colours in headers, font text and logo.

Greg provided a quote of \$3,800 to reprint the Battle River Watershed Atlas for distribution to Battle River School Division libraries (40 copies). The reprinted atlas will be coil bound with no overlays; it will include an electronic CD version and maps will be updated to include the Sounding Creek area of the watershed. Phil presented the Alberta Agriculture Land Resource Atlas as a possible template to follow; the committee reviewed the atlas and agreed it could serve as a good template to follow. Maureen stated that she would draft some Fact Sheets for review at the next meeting, starting with information on BRWA, Battle River watershed and the uniqueness of the Battle River.

## **Action**

- **Maureen to circulate draft Fact Sheets for discussion at the February meeting**

## **Updates**

### √ **Board Update**

Phil stated that the Board met in December and nominated its Executive. It also received a presentation from Michael Sullivan (Alberta Sustainable Resource Development) and Cam Stevens (Alberta Conservation Association) on the *Battle River Index of Biotic Integrity* (fish community measurement that changes in response to human impacts) and discussed land use and changes to aquatic communities including answers to questions such as ‘*what was the fish community like prior to us?*’

Greg added that the Board approved a six-month lease for BRWA office space in Camrose. It also approved a \$20,000 sole-source contract recommendation to complete phase one of the State of the Watershed project, to SammIam Consulting, with the proviso that the State of the Watershed Committee oversees the contract; the Board also recommended that the Policy Committee develop a policy on sole source contracting.

Greg noted that the Board also approved a proposal to develop a First Nations Involvement Program, as well as a proposal to form a BRWA Stewardship Committee.

### √ **State of the Watershed Committee Update**

Maurice stated that, as State of the Watershed Project Manager, he is working on a Phase One Project Workplan. Tim asked for a copy. The committee is meeting on January 13<sup>th</sup> in Camrose. Maureen stated that the BRWA had received, for review, Chapter 7 of the Partners FOR Saskatchewan River Basin Report on the southern tributary sub-basins of the North Saskatchewan River, and suggested that once approved this information would be valuable to the BRWA SoW Report. Greg stated that he was reviewing it. Phil suggested that Maurice provide Focus Design with a copy of the Milk River Council of Canada’s State of the Watershed Report.

## **Action**

- **Maurice to provide Tim with a copy of the State of the Watershed Phase One Workplan.**
- **Maurice to send a copy of the MRCC SoW Report to Focus Design.**

### √ **Committee Update**

Maureen stated that she is working on draft 2 of the Signs of Life – Battle River Fact Sheet. She brought copies of the December BRWA newsletter; Phil asked if this had been distributed to members, as committee members noted that they had not received it. Maureen also brought copies of the BRWA Folder, Annual Report and Magnets for the committee. Tim stated that BRWA playing cards and tattoos are ready; Maurice agreed to bring these to the next meeting. Maureen asked if the committee would like an update from Strome School on their progress of Caring for our Watershed project activities; the committee agreed that it would. Maureen will contact Mike Allaway for an update at the February meeting. Greg suggested that Maurice provide a Strome School update to BRWA Board Member Darcy Allen at Encana

### **Action**

- **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**
- **Maureen to contact Mike Allaway for a Strome School update for February meeting**
- **Maurice to provide Strome School update to Darcy Allen**

### **Roundtable/Watershed Event Update**

Phil, Tim, Maurice and Greg stated that the BRWA AGM held November 28 in Killam went well, with a good turnout, meeting, election and speakers.

Phil stated that the Alberta Agriculture & Food Water Conference held in Lethbridge on November 27 & 28 went well.

Kelsey stated that the Cows & Fish Gala held December 3<sup>rd</sup> in Edmonton was a success with approximately 140 people in attendance. It celebrated 18 years of Cows & Fish and featured a five-minute talk by Don Ruzicka on the importance of Cows & Fish partnerships.

Kelsey also stated that Cows & Fish would be holding an evening event, showcasing digital storytelling on February 27<sup>th</sup>, likely close to Red Deer. She invited all committee members to attend.

Maureen noted that NSWA and Partners FOR Saskatchewan River Basin are holding a workshop in February; Greg is attending. She also stated that she and Kelsey, along with Kerri O'Shaunnessy and David Samm, would be participating in the Canadian Bull Congress Education Day on January 22<sup>nd</sup>. She also noted that author Andrew Nikiforuk is speaking at Mameo Beach on January 17<sup>th</sup>; Tim is attending.

Phil stated that an Environmental Goods & Services lecture is being held next week at the U of A in Edmonton; he agreed to forward details via email.

Maureen briefly noted that a number of resources are available including Alberta Environment's State of the Watershed Handbook, the Land Use Framework and an EPA online training tool in watershed management. Greg noted that Doug Thrussell is working on development of a watershed tools handbook from Alberta Environment.

### **Adjournment**

Tim thanked committee members for their participation and adjourned the meeting at 2:15 pm.

### **Future Meeting Date**

- **February 13<sup>th</sup> from 10 am – 11:30 am: Conference Call**