

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

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**June 24, 2009  
Conference Call**

**Meeting Minutes**

**Attendees**

**Phil Boehme**, Alberta Environment

**Darcy Allen**, Encana

**Maureen Lynch**, BRWA Communications & Education Coordinator

**David Samm**, BRWA Manager

**Regrets**

**Kelsey Spicer Rawe**, Cows & Fish

**Business Arising**

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

Darcy welcomed committee members to the conference call at 10 am and offered to chair the meeting. He asked everyone if they had a copy of the agenda and the May meeting minutes. He also asked if there were any agenda additions. Darcy reviewed the May minutes with the committee; they were approved.

The committee reviewed the May Action Items.

√ **Remaining Action Items**

- **Maureen to provide Kelsey with BRWA playing cards, tattoos**
- **Maurice to provide Strome CFOW update to Darcy**
- **Contact library regions**
- **Discuss library list with Agrium and Augustana College (David knows librarian)**
- **Maureen to prepare WPAC Summit article for Camrose Booster/Canadian (early Oct)**
- **David to add to Summit agenda discussion on how WPACs can best engage in legislative change**

√ **Chair Resignation**

The committee discussed the resignation letter from Tim Belec, as Chair of the BRWA Communications & Education Committee. Darcy suggested that BRWA not accept the resignation and to ask Tim to reconsider. The committee agreed that the BRWA Chair should contact Tim to discuss.

**Action Item Follow Up**

√ **BRWA Wetlands Project**

Maureen stated that a stewardship meeting was held at Don Ruzicka's cabin near Killam to discuss the Iron Creek wetlands inventory and possible next steps for the BRWA Wetlands Project. Shane Mascarin agreed to Chair the BRWA Stewardship Committee. An additional

stewardship meeting was held at the BRWA Office to discuss the difference between stewardship and communications & education efforts.

#### √ **Media Relations**

Maureen stated that the Board approved the BRWA Media Relations Guide as BRWA's media relations guidelines. The committee discussed the draft key messages and media contact list. David said that Dan McFerson is the contact at the Camrose Canadian. Phil suggested adding LeeAnne Bateman at AgriNews (Phil to forward contact info to Maureen). Other suggestions included adding Western Producer, Call of the Land, CAM FM, WSG/WPAC newsletters, county newsletters, BRRG, Water Portal, and Oil Bulletin

#### **Action**

- **Maureen to continue to work with Phil to update draft key messages, media contact list and identification of media training opportunities at WPAC Summit.**

#### √ **Communications Plan Priorities**

Phil walked the committee through a review of the draft BRWA Education Plan. Maureen and Phil will continue to refine it.

Maureen and David will follow up on next steps relating to the library resource list, including contacting library regions and discussing the list with Agrium and Augustana College.

#### **Action**

- **Maureen and Phil to prepare revised draft Education Plan for circulation to the committee.**

#### **Updates**

##### √ **Board Update**

Darcy stated that the BRWA Board met in Stettler in May to discuss the BRWA budget; the Board approved funding for the C&E Coordinator contract, annual report, AGM, website, and newsletter.

##### √ **Communications & Education Committee Update**

The committee discussed existing vacancies.

Maureen stated that the June BRWA newsletter had been distributed to members and the Board. Darcy said that he liked the issue and suggested adding more content on activities going on in the watershed in future issues, as well as information on how to get involved in BRWA activities. Phil said he would like to see more photos. Darcy said it would be good to include the Battle River Watershed map, as well as profiles of people doing on-the-ground activities.

#### **Roundtables & Watershed Event Updates**

Maureen stated that David was on his way to the Partners FOR Saskatchewan River Basin State of the Basin launch in Saskatoon. She said that the BRWA Municipal Forum on June 5<sup>th</sup> went well at Augustana College in Camrose; it featured tours of the City of Camrose Water Treatment Plant and Augustana Library and a variety of presentations as well as a BBQ.

Maureen stated she is working on the BRWA presentation paper for the September WaterEdWest Conference in Banff, due June 30<sup>th</sup>.

Darcy stated that David would be contacting Gary Redmen to discuss the possibility of a WPAC presentation at the Synergy Alberta Conference in Red Deer on October 26<sup>th</sup>.

Phil said the Alberta Environment Central WPAC meeting on June 23<sup>rd</sup> went well.

Maureen stated she gave a BRWA presentation at the TSAG/Cows & Fish Riparian Health Assessment Training with First Nations in Ponoka on June 23<sup>rd</sup>. Darcy said it would be worthwhile exploring opportunities to work more closely with TSAG.

Maureen also conducted AWQA Day activities with a Grade 5 class in Viking on June 18<sup>th</sup>.

### **Adjournment**

Darcy thanked committee members for their participation and adjourned the call at 12 noon.

### **Future Meeting Date**

- **July 21<sup>st</sup>: 10 am – 2 pm: Meeting in Lacombe (with tour of Whelp Creek project)**