

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

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**May 19, 2009  
BRAED Office, Camrose**

**Meeting Minutes**

**Attendees**

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

**Phil Boehme**, Alberta Environment

**Darcy Allen**, Encana

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

**David Samm**, BRWA Manager

**Regrets**

**Kelsey Spicer Rawe**, Cows & Fish

**Guests**

**Robbin Nikiforuk**, AESA Program Manager, County of Wetaskiwin

**Sheila Logelin**, BRWA Office Manager

**Business Arising**

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

Tim welcomed committee members to the meeting at 10 am and asked everyone to introduce themselves to guests Robbin Nikiforuk (AESA Tech, County of Wetaskiwin/Leduc) and Sheila Logelin (BRWA Office Manager). Tim confirmed that everyone had a copy of the agenda and April meeting minutes. He also asked if there were any agenda additions; Tim stated that he had one, relating to budget. Tim reviewed the April minutes with the committee; they were approved.

Maureen circulated a Committee Contact List and asked members to review/update their information.

The committee reviewed the April Action Items. Tim asked David if he had raised the concerns relating to government staffing changes and WPAC-ERCB response at the WPAC Manager's Meeting. Tim and Darcy discussed the roles of WPACs in responding in a coordinated effort as well as possible opportunities to discuss this issue further at the WPAC Summit. Tim offered to talk to the ERCB to request that future changes be sent formally to WPACs. Tim also offered to draft a 'resolution' for consideration by the Board for the Summit. Darcy asked how BRWA currently addresses issues of policy and legislation and wondered if there might be a role for Alberta Water Council to play.

√ **Remaining Action Items**

- Maureen to provide Kelsey with BRWA playing cards, tattoos at next C&E meeting
- Maurice to provide Strome CFOW update to Darcy

√ **Budget**

David stated that Alberta Environment announced \$250,000 in core funding to BRWA; the committee reviewed projects listed under the Communications & Education heading of the BRWA budget to identify where cuts could be made. Tim raised the issue of funding challenges.

### **Action Item Follow Up**

#### √ **BRWA Wetlands Project**

Maureen stated that Tracy Scott would still like to attend a future committee meeting to discuss the role of the communications and education in the BRWA Wetlands Project.

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

Maureen stated that work continues on the BRWA Atlas and Information Fact Sheets.

Phil stated that he is looking into creating/printing a cover for the IBI Report.

#### √ **Media Relations**

Maureen stated that the BRWA Media Relations Guide has been forwarded to the Board with the recommendation to adopt it as BRWA's media relations guidelines. She is working with Phil on the development of key messages, the media contact list and identification of training opportunities at the WPAC Summit.

### **Action**

- **Maureen to continue to work with Phil to develop draft key messages & media contact list and identify potential media training opportunities at WPAC Summit.**

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

Maureen briefly stated that she, Phil and Greg had met to create a first draft of the BRWA Education Plan (which was circulated to the committee). The committee agreed to discuss it at its June meeting.

Maureen stated that Shelia had priced out the library resource list, with the total cost coming in at approximately \$800. Darcy suggested visiting the Encana website and looking at applying for funds through the community investment program. The group discussed additional next steps including contacting library regions and discussing the list with Agrium and Augustana College.

### **Action**

- **Committee members to review draft BRWA Education Plan**
- **Contact library regions**
- **Discuss list with Agrium and Augustana College (David knows librarians to conduct first step discussions on possibly housing the library resource collection).**

### **Updates**

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

David stated that the BRWA Watershed Committee has put the State of the Watershed project on hold, pending review of Alberta Environment contract funding.

#### √ **Board Update**

Darcy stated that the BRWA Board held its annual retreat in April in Wetaskiwin, where it discussed BRWA's funding strategy. The retreat included a board meeting, where the board approved a three-month extension of Maureen's contract and discussed ongoing projects and funding.

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

Maureen stated that the committee still has two vacancies to fill; Darcy asked if the committee had considered putting an ad in the paper. The committee discussed additional options such as county newsletters, Pipestone Flyer and Horizon Magazine, Volunteer Alberta/Camrose, and Battle River School Board Division (Diane Hutchinson, Communications – Sheila).

Maureen stated that all articles have been sent to Don Ruzicka for the Iron Creek Watershed Improvement Society newspaper column; Don is collecting the clippings for BRWA.

Maureen stated that she, Sarah Hipkin and Wayne Ungstad continue to work on the *Signs of Life* project.

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

David stated that invitations have gone out for the BRWA Municipal Forum, scheduled for June 5<sup>th</sup> at Augustana College, Camrose. The Forum will feature tours in the morning of the City of Camrose Water Treatment Plant and Augustana Library and presentations in the afternoon by John Parsons, Stephanie Newfeld, and SRD; David will circulate the agenda to the committee.

Maureen stated that Maurice made a BRWA presentation at the Waterlution Workshop at Pigeon Lake on May 1<sup>st</sup>; Jim Stevens said the presentation was well done.

Maureen stated that the BRWA presentation paper for the September WaterEdWest Conference in Banff is due in June.

David stated that the dates for the WPAC Summit are October 26-28<sup>th</sup> at the Norseman Inn in Camrose; he said that the WPAC Managers reviewed the agenda at their May meeting. Darcy stated that it would be helpful to have a discussion at the Summit on how WPACs best engage in legislative change; the committee agreed. Darcy said it might be helpful to put together an article for the Camrose Booster/Canadian to promote the Summit. Darcy is working with David to arrange for a WPAC presentation at the Synergy Alberta Conference being held in Red Deer on October 26<sup>th</sup>.

Maureen and Tim stated they enjoyed serving as judges for the *Caring For Our Watershed Contest* on May 2<sup>nd</sup> at Augustana College in Camrose. Three university presentations and eight elementary presentations were made, on topics ranging from paper recycling to exhaust farming. Darcy asked if additional information would be made available; Maureen will contact Maurice for an update in the June BRWA newsletter.

Other upcoming events include the PAMZ AGM on June 17<sup>th</sup> at Ponoka Fish & Game Hall and the Energy and Water Law Conference on May 20-21<sup>st</sup> at University of Calgary.

#### **Actions**

- **David to circulate BRWA Municipal Forum agenda to committee**
- **Maureen to contact Maurice for CFOW update for June BRWA newsletter**
- **Maureen to prepare WPAC Summit article for Camrose Booster/Canadian**
- **David to add, to Summit agenda, discussion on how WPACs can best engage in legislative change**

### **Adjournment**

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

### **Future Meeting Date**

- **June 24<sup>th</sup> 10 – 11:30 am: Conference Call**