



**18 July 2014 Minutes
Joint Meeting of Technical and
Communications and Community
Engagement Committees
Boardroom D, Fortis Building
250 Diamond Ave., Spruce Grove**

Present: Donna Mendelsohn, Kai Ma, Wayne Brehaut, Doug Badger, Janice Pitman, Bill Grieve, Dave Loyie, Dean Lindsey, Dave Mussell (recording)

1. **Call to Order:** Interim CCEC Chair, Janice, called the meeting to order at 9:05 AM.
2. **Interim Committee Chairs**
 - Janice was appointed by the President as Interim Chair of the Communication and Community Engagement Committee with the consensus support of attendees.
 - Formal naming of chairs or co-chairs will occur at the next full meeting of the committees.
3. **Review Terms of Reference for Committees**
 - Bylaws are vague regarding membership of committee.
 - Committee minutes should be placed on the web site within 10 days of each meeting.
 - Minutes should be publicly available after approval.
 - TOR should be revised to include a section on accountability to the board for reporting, providing recommendations, the extent of decision-making power.
 - Committees will report regularly to board in the form of written report with a verbal summary provided by committee chair as a standing agenda item.
 - Committee chair must call meetings, also if two members of the committee call for one.
 - Committees cannot make decisions with financial implications without board approval.
4. **Communications and Outreach Activities Review**
 - Include "aboriginal" in outreach messages to be more inclusive.
 - Connect with existing watershed-based groups in the Athabasca Basin where there is interest and opportunity for further partnership and communication work.
 - The previous on-line survey was possibly poorly designed and provided poor value.
 - Organization of public meetings and meeting activities must be planned carefully.
 - Personalized direct communication is the best way to get people to meetings.

- Timing, location and promotion of meetings make a big difference in turn-out.
- Community groups and clubs are looking for interesting new topics to present.
- Offer content for clubs and organizations (like Rotary).
- Promotion can include school outreach, presentation to clubs, articles in local papers.
- Need up-to-date presentation materials.

5. New Outreach Activities

- Planning and messaging must be considered before convening regional teams.
- Develop regional outreach teams of interested and knowledgeable local volunteers.
- Use discussion groups on the web site to solicit content for communication pieces.
- Understand gaps and issues, and include in a process to prioritize and summarize concerns identified by people in the basin.
- Develop a variety of communication tools and methods, appropriate for schools, First Nations, industry, the general public, and other audiences.
- Regional groups and interested board members are encouraged to participate in facilitation training workshops that may be offered by the ESRD or other GoA agencies.
- Develop timeline for the execution of the communication work plan.

6. Short Term Communication Actions

- Organize the next CCEC meeting as soon as possible.
- Determine immediate communication tasks.
- Update the web site to serve the board and the public.
- Ascertain present staff capacity to complete necessary tasks.
- Create fact sheets on a range of topics including groundwater, riparian health and fish.
- Compile names and contact information of people to help with communications.
- Plan how to coordinate outreach and communication activities with the IWMP.
- Develop a strategy that details what messages and questions need to go out, to which communities and what media might be most appropriate to solicit this information.

ACTION A: Update Terms of Reference and submit to board for approval.

ACTION B: Collect names and contact info for key regional communication contacts.

ACTION C: Donna will circulate a contact list for the board, and for specific committees.

ACTION D: Donna will request passwords and access to web site from Big Pixel.

ACTION E: Wayne will contact Big Pixel to discuss the web site structure, and any possible need for training in maintenance of the site.

ACTION F: Donna will assign staff to develop new fact sheets for groundwater, riparian health and native fish populations.

ACTION G: Janice will bring existing, but not yet approved, information sheets to the board for further discussion and completion.

7. Funding for Outreach

- Review budget for hiring a communication coordinator if necessary.

TABLED for the present

8. Technical Committee Next Steps

- Update Terms of Reference and submit to board for approval.
- Inventory all existing AWC scientific reports and data, including authorship location, backups, digital source files and hard copy reports.
- Establish a 4 month work plan for technical tasks needing completion.
- Quality control: Identify edits for most recent SOW reports (if not already completed)
- Establish an external review process for SOW reports.
- Request GOA data on groundwater, wetlands, and riparian areas
- Identify key questions foundational to the IWMP.
- Inform and support development of materials to address public concerns.

ACTION A: Update TOR and submit to board for approval.

ACTION B: Establish a 4 month work plan for technical tasks needing completion.

ACTION C: Kai will investigate availability of GOA groundwater, wetland and riparian mapping.

ACTION D: Donna will assign staff to inventory all existing AWC scientific reports and data, including authorship location, backups, digital source files and hard copy reports.

ACTION E: Donna will assign staff to create a layman's language summary of the state of the watershed, with maximum 3 month timeline for completion.

9. Other recommendations

- Bylaws: All board and management staff must be members in good standing (to be defined) of the AWC.
- Board meetings are open to the public. Committee meetings are not.
- Staff complement will include a watershed science coordinator.

11. Meeting Adjourned at 2:37 PM

Summary of CCEC Actions Arising from 18 July 2014 Meeting

Action Item	By Who	By When
A. Update TOR and submit to board for approval.	CCEC	25 Sep 2014
B. Collect names and contact info for key regional communication contacts.	CCEC	Ongoing
C. Circulate a contact list for the board, and for specific committees.	Donna	ASAP
D. Request passwords and access to web site from Big Pixel.	Donna	ASAP
E. Contact Big Pixel to discuss the web site structure, and potential need for training.	Wayne	ASAP
F. Assign staff to develop new fact sheets for groundwater, riparian health and native fish populations.	Donna	ASAP
G. Bring existing, but not yet approved, information sheets to the board for further discussion and completion.	Janice	26 Sep 2014

Summary of TC Actions Arising from 18 July 2014 Meeting

Action Item	By Who	By When
A. Update TOR and submit to board for approval.	TC	25 Sep2014
B. Establish a 4 month work plan for technical tasks needing completion.	TC	25 Sep2014
C. Investigate availability of GOA groundwater, wetland and riparian mapping.	Kai	ASAP
D. Assign staff to create a layman's language summary of the state of the watershed, with maximum 3 month timeline for completion.	Donna	ASAP
E. Assign staff to inventory all existing AWC scientific reports and data, including authorship location, backups, digital source files and hard copy reports.	Donna	ASAP