

**THAMES RIVER CLEAR WATER REVIVAL  
STEERING COMMITTEE MEETING  
TUESDAY, JANUARY 17, 2012 (9AM – 12PM)**

**MEETING NOTES**

**ATTENDEES:**

City of London: Pat Donnelly  
Tom Copeland  
Env. Can.: Luca Cargnelli  
LTVCA: Jason Wintermute  
MOE: Ted Briggs  
OMAFRA: Dan Carlow  
UTRCA: Chris Harrington  
Tara Tchir  
Walpole Isl. FN: Dr. Dean Jacobs  
James Jenkins

**REGRETS:**

OMNR: Dave Richards  
MOE: Ian Kerr  
Mary Ellen Scanlon

**1. WELCOME AND INTRODUCTIONS**

- a. Review of agenda and additions noted
- b. Roundtable introductions
- c. Article on the Thames River Clear Water Revival
  - o Chris mentioned article on that was done for the London Free Press on Saturday January 7, 2012 that stressed many different concepts including that this is a multi-partner, multi-year project
  - o Pat provided some context regarding the interest of Randy Richmond who has been focusing on the river over the past year and was very keen to run the story.
- d. MOE's Showcasing Water Innovation (SWI) fund
  - o Chris mentioned that we were successful in receiving funds of \$402,562 for the next three years (October 2011 – Dec 2013) for this project. The fund will be targeting four main areas:
    - o Work Plan / Terms of Reference
    - o Water Quality
    - o Water Quantity including Flood Forecasting and Climate Change
    - o Development of innovative BMPs
  - o There will be a press release regarding this funding coming soon.

**2. MINUTES OF NOVEMBER 21<sup>ST</sup>, 2011 STEERING COMMITTEE MEETING**

- a. Review and business arising out of Minutes
  - o Tara reviewed the action items of the minutes and mentioned the living "Summary of Action Items" table, which will be attached to all minutes so that the committee can see what is being done and when.
  - o Tara asks that members review the summary table and note the items **written in blue** as these will be topics for the upcoming meeting that may require work from the steering committee to complete.
- b. Minutes approved

### 3. BRAINSTORMING SESSION

- a. Background on project brand
  - Pat provided some background (see also November 21 minutes). When project was initiated, it was decided a marker was needed so that people can identify with the project.
  - It was decided that the logo (Jeremiah the bullfrog) should be an aquatic animal that relates to the Thames River and water quality.
  - The brand (Clear Water Revival) is meant to represent a both a clear vision and a river not laden with sediment.
  - They did not want a City of London fingerprint on the branding of the project.
- b. Purpose of session
  - Chris introduced Steve Sauder (Marketing Specialist at UTRCA) and Eleanor Heagy (Communications Specialist at UTRCA) who facilitated the session to develop a directional statement for the project based on the existing brand and logo.
  - The steering committee was broken into 3 groups and rotated to 4 different stations to answer the following four questions:
    - i. What is the personality of Clear Water Revival?
    - ii. What will the Clear Water Revival have accomplished?
    - iii. What is the promise of the Clear Water revival to the territory and the watershed?
    - iv. What will Jeremiah be known to symbolize?
  - The answers to these questions and results of voting are found in a separate document that will be circulated with the minutes.
  - Steve and Eleanor then took the work and developed the following:
    - Title** – Clear Water Revival
    - Directional Statement** - Committed to a Healthy and Vital Thames River
    - Who** – List all organizations supporting the Clear Water Revival (letters, displays, etc)
    - Icon** – Frog
    - Story** – Connection of frog and Thames River, possibly based upon First Nation stories
    - Symbol** – Consider using different coloured frogs to indicate health of the river based upon report card results (sick to healthy)

### 4. REVIEW OF BUSINESS RATIONALE FROM DRAFT CHARTER (Table 1)

- a. Background Information
  - Tara discussed the importance of this table with respect to agency buy-in and project scope. Therefore, the information in the table needs to reflect the specific rationale as to why each steering committee member should be involved in the project without getting too mired into the details.
  - The members were asked to think in terms of a three year commitment. After that point it will be evaluated if the charter needs to be revisited.
  - The table includes a broad policy rationale column, as well as a more specific strategic alignment.
  - Tara then reviewed the UTRCA example.

b. Roundtable discussion

- Each member explained why their respective agencies and organizations are involved in the project.
- It was noted that many of the comments will be addressed in the timeframe of this part of the project. Those that cannot be addressed will be identified for either future work, or work being conducted in other studies.
- In addition to the oral feedback, Tara has requested that each member provide a written summary of the points they mentioned at the meeting so that they can be accurately captured in Table 1. Tara will facilitate this collection of feedback from each member so that all will be circulated a new draft of the charter prior to the next meeting.

**5. NEW BUSINESS**

- a. University of Western (UWO) Masters in Environment and Sustainability (MES)
- Pat provided an overview that this is a Masters program where four students will work with Tara, the City of London, and First Nations exploring different communications / engagement models.
  - A few potential models include one being developed with the MOE, as well as the Source Water Protection Liaison Model.
  - Dr. Jacobs also emphasized the importance of understanding the structure of First Nations councils and that it would be a good idea to present this visually (posters, presentations) to the steering committee as background information.
  - Tara acknowledged that developing connections with other important representatives in the watershed, such as First Nations and larger municipalities, is the next objective in developing the charter.
  - Tara also suggested that in the future, it would be a good idea to spend some time at each meeting with a focused presentation from one of the members on topics that come up, such as the operation of First Nations councils.

**6. NEXT STEPS**

a. Next Meeting

- Tara to set up the next Steering Committee meeting date sometime in mid-February 2012, via Doodle.
- The meeting location will be determined by Ted Briggs (MOE) who will also chair the meeting.
- The meeting will be a full day (10 – 330) with lunch and snacks.
- An agenda will be prepared one week prior to the next meeting.

## 7. SUMMARY OF ACTION ITEMS

Table 1. Summary of Action Items (**bold** is complete, blue text indicates items to be worked on prior to next meeting)

ITEM	PERSON RESPONSIBLE	COMPLETION DATE
<b>Brainstorm Tag Lines</b>	- <b>Committee members to brainstorm ideas and present to Tara</b>	<b>January 17, 2012</b>
<b>Finalize Tag Lines</b>	- <b>Tara to engage communications specialists with committee ideas</b>	<b>January 17, 2012</b>
Review Table Of Contents	- Committee members to review - Tara will incorporate and send out a draft for comments	Discuss at February steering committee meeting
Draft Table of Contents	- Tara will send some surveys out to help draft Table of Contents	Discuss at February steering committee meeting
Business Rationale	- Members of the steering committee to provide Tara with business rationale - Tara to incorporate and circulate prior to February meeting	Discuss at February steering committee meeting
Complimentary Projects	- Tara to send out list and committee to review and supply information	In progress
Funding Sources	- Tara to look into other funding sources to determine which are worth chasing	Discuss at February steering committee meeting
First Nations Liaisons	- Tara to coordinate with MNR and MOE to meet with their First Nations liaisons - Also seek contact with Source Water Protection Liaison Drika Snake - Work with UWO MES students, City of London and First Nations to develop model - City of London to coordinate with SFNS in Bothwell to meet Tara - MOE and Dr. Dean Jacobs to send more information to Tara regarding liaison model	In progress
Municipal Presentations	- Tara to set up dates and presentation - Committee members to attend	In progress
<b>Steering Committee Meetings</b>	- <b>Committee to decide how it wants to run future meetings (e.g. rotating chair?)</b>	<b>November 21, 2012</b>
Communication	- Committee to consider feasibility of communication options and brainstorm other ideas	In progress
Other Stakeholders	- Tara to send out stakeholder list and committee will brainstorm other stakeholders - Tara will make initial contact with new stakeholders	In progress
<b>Next Meeting</b>	- <b>Tara will set up survey for possible meeting in January. MNR will secure a location</b>	<b>January 17, 2012</b>
Next Meeting	- Tara will set up survey for possible meeting in January. MNR will secure a location	In Progress