THAMES RIVER CLEARWATER REVIVAL –
SPECIAL COMMUNICATION MEETING FOR WALPOLE ISLAND EVENT
November 26, 2012 at 9 am
UTRCA Watershed Conservation Centre
1424 Clarke Road, London
DRAFT MINUTES

ATTENDANCE

Tara Tchir (UTRCA)   Jim Durham (MOE)
Eleanor Heagy (UTRCA)   Bonnie Carey (LTVCA)

PURPOSE OF MEETING

To brainstorm tools, tactics and messages that will increase awareness of the Thames River Water Management Plan at the Walpole Island First Nation Annual Open House (December 13, 2012).

ACTION ITEMS

<u>TARA:</u>

1. Send Project Chronology, Governance model from Strategy, TOR of Water Management Plan, Work plan for strategy and SWI funding agreement to group.
2. Contact April White from E.C to discuss capacity funding opportunities
3. Contact James Jenkins, Cathy Quinlan and / or Pat Donnelly to get photos of First Nation people near the Thames River for the display
4. Contact Pat Donnelly / Glynis Tucker to ensure there are no copyright issues with either the icon or the logo (project name) and to get original artwork
5. Contact James Jenkins to determine:
    a. Who will be attending (elders, children, youth?)
    b. Who also will have a display
6. Send out list of possible dates for January communication meeting as well as develop draft agenda for meeting
7. Send minutes to this committee, as well as James Jenkins, Pat Donnelly, Glynis Tucker and Murray Blackie for comments / feedback.

<u>ELEANOR:</u>
1. Draft Clearwater Revival Communication Plan prior to January Communication Meeting
2. Develop a business card for Tara (Project Manager)
3. Develop text of display and send draft to James Jenkins and Derekica Snake to ensure information is correct and ideas resonate with First Nation people, as well as to the communication group.
4. Develop map and purchase push pins

<u>JIM:</u>
1. Send Healthy Lake Huron Communication Plan TOR and ABCA Communication Plan by Tim Cummings to Eleanor for information (not distribution) to assist in drafting Clearwater Revival Communication Plan
2. Review draft text of display

<u>BONNIE:</u>
1. Forward minutes to Derekica Snake
2. Review draft text of display

I. PROJECT BACKGROUND

a. Chronology and TOR
➢ *Tara provided a brief history of the project and will distribute a brief chronology table to the communication committee. It should be noted that the larger initiative is called the Thames River Clearwater Revival or the <u>Watershed Strategy</u>. One component of the strategy that is currently underway and has received funding from Showcasing Water Innovation is the Thames River <u>Water Management Plan</u>.*

b. Governance Model
➢ *A governance model has been developed in the Watershed Strategy document and will be distributed to the communication committee.*

c. Role of various committees
➢ <u>First Nation Engagement Committee</u>
   o *This committee has been established and is comprised of representatives from Oneida, Chippewas of the Thames, Walpole Island and Delaware Nation – Moravian of the Thames.*
   o *The committee is developing an engagement strategy for First Nations.*
   o *It is anticipated that a member of this committee will also sit on the communications committee*

- ➢ Technical Committee
    - o *This committee will be comprised of technical experts in water quality and quantity and will be developed once the Terms of Reference for the Water Management Plan have been finalized.*
- ➢ Communication Committee
    - o *This committee will be comprised of communication specialists from each agency on the steering committee as well as a First Nation representative and perhaps representatives from municipalities and the agriculture organizations*
    - o *Discuss capacity building and funding*
    - o *The first meeting will take place early in the New Year 2013 (see below)*
- ➢ Other Committees (Municipalities, Agriculture, others?)
    - o *There needs to be some brainstorming about how to engage these groups. This will be one of the responsibilities of the communication committee.*

WALPOLE ISLAND OPEN HOUSE (December 13, 11am – 3pm)

  a. Display
- ➢ 3 panel display to include:
    - o Logo (TRCWR) and icon (bullfrog)
        - ▪ *Need to determine that there are no copyright issues*
    - o Photo(s):
        - ▪ *First Nation people near water*
    - o Text to include:
        - ▪ *Catch phrases that signify importance of project that would resonate with First Nations*
        - ▪ *Identify importance of water to First Nations (fish consumption, upstream sewage treatment plants, water levels, drinking water, agriculture, youth) and discuss how this management plan will address these (holistic ecosystem approach, First Nations involved from the beginning, community input, etc)*
        - ▪ *Project Work plan*
        - ▪ *How to become involved will include a business card with Project Manager contact information and a website*
        - ▪ *This is not a call to action, but rather an information sharing venue to show First Nation involvement and importance throughout process*

b. Map
- *Tabletop display on foam board*
- *push pins to identify where people are from*

c. Factsheet
- *Flyer, bookmark or postcard of quick facts and contact information*

d. Business card
- *Project Manager contact information, website, icon, logo*

e. Website
- <u>Website URL: (.com, .ca, .org)</u>
  - *Thames (River?) Revival*
  - *Need to secure this url ASAP so that materials can be placed on the site prior to the open house, and so that it can be put on the display panels*

f. Snacks
- *No snacks at this time*

g. Activities
- *Possibly colouring contest for the kids*

h. Door Prizes for community centre
- *Book of the Thames (few copies)*

i. Give ways for the display table
- *Fish of the Thames Poster*
- *Jeremiah pins*

COMMUNICATION MEETING AGENDA ITEMS (early January 2013)

a. Membership of communication committee
b. Governance of the communication committee
c. Develop Communication Plan outline and brainstorm ideas
d. Budget for the Communication Plan
e. Launch Event(s)
f. Technical Workshops
g. Promotional items with icon and / or logo
- *Water bottles*
- *Pens*
- *Hats*
- *Magnets*