

Thames River Clear Water Revival
Communication Committee Meeting Draft Minutes

Monday, October 27, 2014, 10 am - 12 pm
UTRCA Watershed Conservation Centre, South Thames Room
1424 Clarke Road, London

Attendance:

Bonnie Carey, LTVCA
Carine Schofield, MOECC
Eleanor Heagy, UTRCA
Aimee Johnson, Walpole Island First Nation (via teleconference)
Luca Cargnelli, Environment Canada (via teleconference)
Dave Richards, MNRF (in place of Jenn Richards)
Tara Tchir, Project Manager, UTRCA
Tara Thomas, City of London

Regrets:

Jennifer Jarvis, OMAFRA
Rob Wallis, MNRF

Agenda

1. Welcome, Review Agenda and Past Minutes

- Eleanor welcomed everyone and introductions were made around the table as there were many new members of this committee. Aimee Johnson will be replacing James Jenkins on this committee.
- Agenda was reviewed and item 4 (symposium discussion) was moved to second item given that it is scheduled to occur soon.
- Minutes of December 3, 2013 meeting (attached) were reviewed and the action items from that meeting were discussed:
 - ✓ Tara corrected the names of the First Nations on the presentation provided at the December 3 2013 communications meeting
 - ✓ Eleanor is developing a generic overview presentation that will be placed on the website www.thamesrevival.ca for partners to use when discussing the Clear Water Revival initiative and its components (e.g. Water Management Plan). The presentations developed thus far have been for specific target audiences. The focus of the generic presentation will be an explanation of the overall initiative, the management plan, and the specific projects and committees.
 - ✓ Tara and Eleanor attended the Healthy Lake Huron meeting last spring. The meeting focused on activities occurring in the watersheds of Lake Huron.
 - ✓ Terms of Reference for the Communications Committee needs further revision before approval (see item #3 below).
 - ✓ Eleanor continues to update the website with media links, branding information, plans, etc. She is also investigating different website hosts for easier updating.
 - ✓ Tara will continue to provide Eleanor with minutes from the various committee meetings, and other public background information for the site.

2. Thames River Symposium - Showcasing Water Innovation projects – December 2/3, 2014

- Eleanor and Tara provided an overview of the SWI projects and how they fit in with the Water Management Plan process and how that process is part of the larger Watershed Strategy (Clear Water Revival initiative). The different committees and next steps were also discussed.
- Eleanor reviewed the Symposium agenda, mentioning that the timelines are draft and flexible at this point. As well, the entire symposium will be video recorded (similar to the LID conference held in March 2014, see links at <http://thamesriver.on.ca/low-impact-development/lid-symposium/>).
- Additional audiences to consider include other conservation authorities, NGOs (Carolinian Canada, Thames Talbot Land Trust, Ducks Unlimited, Nature London and Nature Conservancy of Canada).
- Dave agreed that an overview of the Great Lakes and its connection to the initiative and water management plan is necessary to set the context.
- Dave mentioned seeing a Species at Risk TEK workshop about three years ago.
- Carine recently saw a TEK presentation to MOECC staff.

ACTION: Tara to send Bonnie a copy of the list of potential future projects. This list will be provided to the Steering Committee as well.

ACTION: All Communication Committee members will encourage the Steering Committee members to provide Eleanor with a list of contacts to invite to the symposium. Looking at a maximum of 80 people.

ACTION: Dave, Luca and Cheriene to develop an overview presentation of the Great Lakes for the Symposium (incorporate the one to be developed for the Steering Committee meeting November 2014) and to locate the map showing inputs of Phosphorus to Lake Erie to set context for this initiative.

ACTION: Aimee to work with Dean and James on presentation of historical ecology focused on the Thames River and watershed.

ACTION: Tara to reach out to other First Nations about presentations on traditional ecological studies and securing an appropriate person to do the welcoming ceremony.

3. Communications Committee Terms of Reference

- Eleanor reviewed the draft Communication Committee TOR developed for the water management plan.
- All agreed that this scope is too narrow, and that the TOR needs to be developed for the overall initiative (Clear Water Revival).
- Luca mentioned that the Steering Committee did a large amount of work on a Charter for the overall initiative, and that some of that work (goals and objectives) may be useful in developing the TOR for the Communication Committee.

ACTION: Tara to send Eleanor a copy of the most recent version of the Charter.

ACTION: Eleanor to incorporate relevant parts of the Charter into the TOR and send out to the Communications Committee for comments.

4. Communications Plan (draft attached)

- All agreed that a budget also needs to be developed to cover costs associated with implementing the strategy (e.g., products with logos, attendance at functions, etc.).
- All agreed that some early successes are needed.
- All agreed that we should identify and prioritize target audiences (e.g., agencies, municipalities, landowners, etc.).
- Committee brainstormed possible events where the TRCWR can be promoted:
 - Local Children’s Water Festivals
 - Carolinian Canada Forum
 - Conferences of Association of Municipalities of Ontario (AMO) and Rural Ontario Municipal Association (ROMA) (when in the watershed)
 - Ontario Land Trust Alliance conference (may be too general a group)
 - Local land trusts – Canada South Land Trust, Rural Lambton Stewardship Network, Thames Talbot Land Trust, Walpole Island Land Trust
 - Latornell Conservation Symposium (may be too general a group)
 - MNRF Alymer District Leadership Committee
 - MOECC Divisional Directors Committee
 - City of London Clean and Green
 - Thames River Clean-up (Todd Sleeper is the organizer)
 - TD / RBC events
 - Plowing match, farm shows

ACTION: Eleanor to provide committee with graphics and text (common messaging) around the initiative to be used on websites, flyers, etc. and when informing co-workers, peers and partners about the initiative. Goal is to provide more clarity and to develop some key messages around the initiative to use at the “top ten places” including goals, successes (findings), and next steps.

ACTION: All agreed to ensure that their websites link to the Thames River Clear Water Revival website (www.thamesrevival.ca). All will share the link with appropriate partners, NGOs, municipalities, etc. and encourage them to share the link as well.

5. Communications Products and Branding

- Eleanor provided some background on the logos and the name of the initiative.
- All agreed that a product should be handed out at the Symposium to participants and to guest speakers.
- All agreed that a budget also needs to be developed to cover costs associated with implementing the strategy (e.g. products with logos, attendance at functions, etc.).
- All agreed that the brand needs to be more visible.
- The committee brainstormed a list of products including: t-shirts, buttons, water bottles, rain gauges, thumb drives (memory stick), hats, umbrellas, travel mugs, stuffed toy frogs, puzzles, children’s books. All have value depending on the target audience.

- The memory stick may be a good give-away at the Symposium and other technical meetings. Can load a presentation / text about the Clearwater Revival.
- Water bottles or travel mugs may be a good second giveaway item (memory sticks not appropriate for some audiences). Focus on items that are useful.
- All products should display logo and website, as well as directional statement if there is space (“Committed to a healthy and vital Thames River”).
- Other ideas include:
 - Website with messages, apps, games, maps and stories
 - Developing a teacher toolkit for the school curriculum (City of London working with TVDSC on water conservation unit)
 - “Passport” of the Thames River
 - Geocaching
- Dave said MNRF may be able to contribute funding towards a product.
- Dave has a children’s turtle book that was produced for the Long Point Causeway project.

ACTION: Eleanor to research price point of 250 – 500 giveaways for Symposium participants and guest speakers, as well as for broader use.

ACTION: Carine to research price point of memory sticks.

ACTION: Eleanor to develop a draft brochure describing the initiative (update of the May 2010 brochure with project manager name and contact information).

ACTION: Tara to forward Pat Donnelly’s text (City of London) on branding for review by committee.

ACTION: Tara to forward the Steering Committee minutes that discuss branding to the committee.

ACTION: Tara to share the First Nation presentation with Aimee.

ACTION: All members will look for money to help fund the products. Tara will ensure that emails regarding funding opportunities are forwarded to the Communications Committee in addition to the Steering Committee.

ACTION: Eleanor and Tara to ensure the presentations at the Symposium include the TRCWR brand.

6. Next Meeting

ACTION: Eleanor to send out a save the date reminder for **Tuesday, January 20, 2015, from 10 am to 12 pm at the UTRCA Watershed Conservation Centre**. Committee members are welcome to participate via conference call if they are not able to be there in person.

ACTION: Dave asked if we can meet with an expert who could talk about communicating a brand.

ACTION: Tara to present a summary of the Communication Committee minutes to the Steering Committee.