

Thames River Clear Water Revival – Thames River Water Management Plan

Communications Committee Meeting

Tuesday, January 20, 2015, 10:00 am – 12:00 pm

Upper Thames River Conservation Authority – Watershed Conservation Centre (Boardroom)

1424 Clarke Road, London

In attendance

Aimee Johnson, Walpole Island First Nation (via phone)

Luca Cargnelli, Environment Canada (via phone)

Bonnie Carey, LTVCA (via phone)

Eleanor Heagy, UTRCA

Jennifer Jarvis, OMAFRA (via phone)

Carine Schofield, MOECC (via phone)

Tara Tchir, Project Manager, UTRCA

Tara Thomas, City of London

Rob Wallis, MNRF

Regrets

Dave Richards, MNRF (in place of Jenn Richards)

Draft Minutes

1. Welcome, Review Agenda and Past Minutes

- Meeting Agenda
The committee reviewed the agenda and no changes were made.
- October 27, 2014 Meeting Minutes
The committee approved the October 27, 2014 meeting minutes.
- Outstanding Action Items
Eleanor reviewed the action items from the October 27, 2014 meeting minutes. Items that have not been completed are listed on the table below.

2. Thames River Technical Symposium - Showcasing Water Innovation projects (December 2/3, 2014)

Eleanor reviewed the SWI symposium. Approximately 75 people attended over the two days, from the following organizations:

- Conservation Authorities – Ausable Bayfield, Catfish Creek, Grand River, Lower Thames Valley, Maitland Valley, St. Clair Region, Upper Thames River
- Ingersoll, London, Middlesex Centre, St. Marys
- First Nations – Aamjiwnaang, Caldwell, Chippewas of the Thames, Walpole Island
- Agencies – Environment Canada, Ministries of Agriculture, Food and Rural Affairs, Environment and Climate Change, Natural Resources and Forestry
- NGOs – Thames Talbot Land Trust
- Other – staff from Stantec Consulting, plus couple of individuals

The memory sticks imprinted with the TRCWR logo and website were held up at Canada Customs for several days and did not arrive in time to hand out at the Symposium. It was suggested that they be sent out to the participants, with copies of the generic TRCWR presentation on it (once the presentation is completed).

ACTION: Once the TRCWR presentation is complete, Eleanor will copy it onto the memory sticks and send them to the Symposium attendees.

3. Common Message/Text for the TRCWR

The committee reviewed the TRCWR brand directional statement (January 2012): *“A commitment to a healthy and vital Thames River.”*

The committee also reviewed text submitted by Pat with the suggestion that it be used in all proposals, summaries, presentations, on the website, etc. Pat’s proposed introductory wording is as follows:

“The Thames River Clear Water Revival Initiative is the multi-year collaboration by all levels of government to focus on the Thames River and the challenges that need to be addressed to improve water quality. These improvements will not only benefit the Thames River watershed, but they will also contribute to improvements downstream into Lake St. Clair and Lake Erie. Jeremiah the bullfrog is used as the logo for this initiative to remind us of the aquatic community that shares a reliance on river water quality with all of our communities. As one of the first phases of this initiative, the Thames River Water Management Plan is a ...”

DISCUSSION:

- We need a statement or brief paragraph that encompasses everything but that’s concise – short and clear. Would like to get it down to 2 – 3 lines.
- Link land, river and lakes; link health of river to health of people.
- Text shouldn’t go into detail, just get people to the website. Logo and website should be linked.
- Bonnie suggested adding the word “watershed” to the brand directional statement, so it reads: “A commitment to a healthy and vital Thames River watershed.” The issue with “watershed” is that many people don’t know what it means. However, any alternatives become very wordy.
- Include partnership idea but don’t name all the participants.
- Bring in idea of stewardship of land and water.
- Consider personality of statement, positive and hopeful message
- Why should readers care; what’s in it for them?
- Who is target audience? Agenda item for next meeting – identify target audiences – who are they, what do we want to tell them, etc.
- Everyone agreed that it is very difficult to brainstorm text over the phone. The people on the conference call found it very hard to hear the discussion in the room.
- Would be good to have a business card with logo and sentences about the initiative when talking to people about the land and river. A simple summary at events to direct audience to the website.

ACTION: Eleanor will schedule the next meeting for the same day as a steering committee meeting, so that people who are on both committees are able to be there in person.

ACTION: All committee members to give some thought as to possible text that can be used to describe the project.

4. Communications Products

a. Memory Sticks

We have 500 memory sticks with the TRCWR logos and website imprinted on them. Once the generic presentation is done, Eleanor will copy it onto the memory sticks and send them to the

symposium participants (see action item under #2 above). Remaining sticks to be used at other events to promote the initiative (e.g. Carolinian Canada expo, Farm shows, CA annual meetings)

- b. Website - www.thamesrevival.ca
Committee members recommended making the Thames River watershed map easier to find, and changing the link to Walpole Island First Nation (on the “about us” page). Eleanor is in the process of adding various items to the website (minutes, presentations, etc.)

ACTION: Eleanor will add a watershed map page to the website, and update the link to WIFN.

- c. Other Products
Eleanor said that the generic presentation and brochure are in progress. Bonnie suggested a pull up display about the project would be a useful product.

5. Next Meeting

Tuesday, March 31; time (morning or afternoon) and location to be determined. A steering committee meeting will be held the same day/location.

Action Items from January 20, 2015 Communications Committee Meeting		
ACTION	LEAD	DATE COMPLETED
Develop overview presentation of the TWCWR and TRWMP (carried forward from October 2014 action items)	Eleanor	
Revise Communications Committee Terms of Reference and incorporate relevant parts of the TRCWR Charter (carried forward from October 2014 action items)	Eleanor	
Provide CC members with graphics and text (common messaging) for use on websites, flyers, etc. (carried forward from October 2014 action items)	Eleanor	
If feasible, link CC member websites to the TRCWR website (www.thamesrevival.ca), and share the link with partners (carried forward from October 2014 action items)	All	
Develop draft brochure on the TRCWR initiative (carried forward from October 2014 action items)	Eleanor	
Bring in an expert to talk to the CC about communicating a brand (carried forward from October 2014 action items)		
Consider possible text that can be used to describe the project.	All	
Review website and provide suggestions	All	
Schedule the next meeting for the same day as a steering committee meeting, so that people who are on both committees are able to be there in person.	Eleanor	
Add a watershed map page to the website, and update the link to WIFN.	Eleanor	February 20, 2015