

## Communications Committee Meeting Minutes

Tuesday, March 31, 2015, 10:00 am – 12:00 pm

London Civic Garden Complex, 625 Springbank Drive, London

### In attendance

Bonnie Carey, LTVCA

Eleanor Heagy, UTRCA

Dan McDonald, MOECC

Jenn Richards, MNRF

Tara Tchir, Project Manager, UTRCA

Tara Thomas, City of London

### Regrets

Luca Cagnelli, Environment Canada

Jennifer Jarvis, OMAFRA

Aimee Johnson, Walpole Island First Nation

Carine Schofield, MOECC

Donna Shaw, MOECC (Healthy Lake Huron Communication Committee) (GUEST)

Rob Wallis, MNRF

### 1. Welcome, Review Agenda and Past Minutes

- Review agenda – no changes.
- Review minutes of January 20, 2015 meeting (attached) – approved.
- Review action items – see table below.

### 2. Common Message/Text for the TRCWR

The following text was agreed upon as a brief description of the project, to be used on websites, letterhead, etc.

*The Thames River Clear Water Revival (TRCWR) is a long-term partnership initiative that is committed to a healthy and vital Thames River, which will ultimately benefit Lake St. Clair and Lake Erie. The TRCWR brings together all levels of government, Conservation Authorities, First Nations and the local community to achieve this common goal. Jeremiah the Bullfrog represents all the interactions of land, water, plants, animals and people in the watershed.*

### 3. Terms of Reference for the Communications Committee

The committee reviewed the draft terms of reference, which now includes information from TRCWR draft charter (which was developed by the Steering Committee). The question arose as to whether this is the communications committee for the Water Management Plan or for the Clear Water Revival. The committee members indicated that it should be the CWR communications committee, but that the steering committee should approve.

**ACTION: Tara will ask the steering committee to approve the recommendation that the communications committee be for the CWR, at the steering committee meeting later today.**

**ACTION: If you have any comments about the draft TOR, please provide them to Eleanor by April 17.**

#### **4. Water Management Plan – Communications/Engagement Strategy**

The Thames River Water Management Plan (WMP) is to be written by the end of 2016. Tara Tchir has drafted a table of contents (attached) for the WMP based on the Grand River WMP. Target stakeholders identified for input into the WMP are First Nations, agricultural community and municipalities. General public awareness is a secondary goal. Timeline for developing a communications/engagement strategy is June 2015.

There is a First Nations engagement committee in place already. The agricultural community and municipalities are key sectors because there may be recommendations that directly impact them (e.g., Low Impact Development, Best Management Practices, Stormwater Management).

How to access: Agricultural community – there are representatives on the Clean Water Program and Source Water Protection committees. OFA and CF are also useful. Municipal contacts – SWP, municipal factsheets, CA boards, plus CAs have many municipal contacts. We can target drainage superintendents, planners. Our website is a good tool, we could produce an enewsletter (need permission from recipients). For SWP, the communications group produced municipal update factsheets every couple of months.

**ACTION: Jenn Richards will investigate how the Grand River CA engaged municipalities.**

The WMP is a technical document. Tara is not looking for input into the plan; we will be focusing more on providing information to stakeholders. In the long term, input into how to implement the plan (i.e., what actions to take to achieve goals) will be useful. For example, we know we have to reduce phosphorus loadings; stakeholders can provide input into how best to do this. A possible model is the Oxford Natural Heritage Study, where there was a committee of stakeholders to develop ideas on how to implement the study recommendations. Please give some thought as to targets for communication (one way) and for engagement (two way).

**ACTION: As a standing item for the agenda, ask MOECC/MNRF to provide an update on target setting for phosphorus reduction coming out of COA, as well as any updates from GLWQA/LAMP/COA.**

**ACTION: Jenn R will send Tara Thomas information on Great Lakes initiatives, to help her get up to speed on the various programs.**

**ACTION: Eleanor will ask Carine to extend an invitation to Donna Shaw again.**

#### **5. Next Meeting**

We will coordinate with the steering committee again for our next meeting, April 27, 29 or 30.

<b>Actions Items from March 31, 2015 Communications Committee Meeting</b>		
<b>ACTION</b>	<b>LEAD</b>	<b>DATE COMPLETED</b>
Tara will ask the steering committee to approve the recommendation that the communications committee be for the CWR, at the steering committee meeting March 31	Tara	March 31, 2015 SC approved recommendation
Provide any comments about the draft TOR to Eleanor by April 17	All	
Jenn Richards will investigate how the Grand River CA engaged municipalities	Jenn R	
As a standing item for the agenda, ask MOECC/MNRF to provide an update on target setting for phosphorus reduction coming out of COA, as well as any updates from GLWQA/LAMP/COA.	MOECC MNRF Eleanor	Ongoing (include on agenda, report out)
Jenn R will send Tara Thomas information on Great Lakes initiatives, to help her get up to speed on the various programs.	Jenn R	
Eleanor will ask Carine to extend an invitation to Donna Shaw again	Eleanor	
Develop overview presentation of the TWCRW and TRWMP (carried forward from October 2014 action items)	Eleanor	Underway, will provide draft to committee in April
If feasible, link CC member websites to the TRCWR website ( <a href="http://www.thamesrevival.ca">www.thamesrevival.ca</a> ), 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	Underway (will use ppt text as basis)
Bring in an expert to talk to the CC about communicating a brand (carried forward from October 2014 action items)		Deferred
Review website and provide suggestions	All	