

Communications Committee Meeting Minutes

Monday, December 14, 2015, 1-3 pm

Upper Thames River Conservation Authority – Watershed Conservation Centre, 1424 Clarke Road, London

Confirmed

Bonnie Carey, LTVCA

Carine Schofield, MOECC

Eleanor Heagy, UTRCA

Tara Tchir, Project Manager, UTRCA

Tara Thomas, City of London

Regrets

Aimee Johnson, Walpole Island First Nation

Jenn Richards, MNRF

Jennifer Jarvis, OMAFRA

Maryjo Tait, MNRF

Unconfirmed

Luca Cargnelli, Environment Canada

Minutes

1. Welcome, Review Agenda and Past Minutes

- The agenda was approved.
- Minutes of June 16, 2015 meeting were approved.
- Review action items (included in minutes)

2. Update on TRCWR Activities

Tara Tchir provided an update on several initiatives, including the First Nations Youth Engagement Program (<https://www.youtube.com/watch?v=hLCvYe44D3E>); software for water quantity/quality and ecological data (WISKI); rural landowners attitude survey analysis; phosphorus recycling; Water Management Plan.

3. New TRCWR Website - www.thamesrevival.ca

Eleanor reviewed the new website. She will add more links to funders and partners/other organizations:

- Great Lakes Agricultural Stewardship Initiative (GLASI)
- Ontario Soil and Crop Improvement Association (OSCIA)
- City of London “Growing Naturally” program
- Thames Talbot Land Trust – Vistas of the Thames poster
- Rotary Club in Chatham – “clean water for living”
- Back to the River project in London
- TRESS Centre (Adam Yates project)
- Comment form or blog opportunities

ACTION: Please review the website and provide any feedback to Eleanor, including additional information, projects, videos, links, etc.

4. TRCWR Presentation

Eleanor reviewed the presentation. It was suggested that the two satellite photos of runoff and algae in Lake Erie be updated with more recent photos, preferably from the same year.

We discussed the “take aways” from the presentation:

- WMP will have actions/recommendations, both general and specific
- We aren't ignoring problems; we're working on a plan. We will need help with actions and implementation.

ACTION: Please review the presentation and give Eleanor any feedback.

5. Water Management Plan

Tara is currently writing background information (what we know). The next section will look at what to do about issues. She will need input to write the actions. A group of experts will meet on January 19 to work on the water quality section.

WMP Communications Section

- Communications section should outline how information is going to First Nations, municipalities and agriculture about the target 40% reduction in phosphorus, and how we will gather input on actions to achieve this reduction.
- The outreach will need funding and staff. Tara suggested developing a rough work plan and draft budget.
- Carine will ask Donna Shaw to be involved. Donna presented the Healthy Lake Huron initiative to us earlier this year and has experience in developing a communications strategy for this type of project. Carine is also working with a FN and developing a communications strategy.
- **ACTION:** Tara will share the draft First Nation Engagement Plan with the committee.
- **ACTION:** Tara will email Carine two information papers on FN engagement (from Toronto Region CA and AECOM).
- **ACTION:** Our committee will draft a WMP communications plan and budget to take to the Steering Committee.

6. Other Business

None.

7. Next Meeting – Wednesday, January 27, 2016, 9:30-11:30 am at either the UTRCA or MOECC office.

ACTION: Eleanor will ask Jennifer Jarvis if meeting at the MOECC office on Exeter Road would be easier for her.

Communications Committee Action Items

Actions Items from April 27, 2015 Communications Committee Meeting		
ACTION	LEAD	DATE COMPLETED
Inform the Steering Committee that the CC Terms of Reference are approved	Tara	April 27 SC meeting
Compile list of groups to target with communications activities	CC	June 16 meeting
Develop plan to expand and update website	CC	June 16 meeting
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	June 16 meeting
Develop overview presentation of the TRCRW and TRWMP (carried forward from October 2014 action items)	Eleanor	Draft reviewed at June 16 meeting.
Develop draft brochure on the TRCWR initiative (carried forward from October 2014 action items)	Eleanor	To be completed once ppt is done
Actions Items from June 16, 2015 Communications Committee Meeting		
ACTION	LEAD	DATE COMPLETED
TRCRW and TRWMP presentation – add speaking notes, adjust satellite photo, add plan development graphic, add graphic re: WMP and other initiatives	Eleanor	October 2015
Website revisions – add projects, add map of project sites, add “what’s happening” section	Eleanor	November 2015
Actions Items from December 14, 2015 Communications Committee Meeting		
ACTION	LEAD	DATE COMPLETED
Website - review and provide any feedback to Eleanor, including additional information, projects, videos, links, etc.	All	
Presentation - review and give Eleanor any feedback.	All	
Email Carine two information papers on FN engagement (from Toronto Region CA and AECOM).	Tara	December 2015
Email draft First Nation Engagement Plan to the committee.	Tara	
Draft a WMP communications plan and budget to take to the Steering Committee.	Eleanor	