

**Summary of Notes from the Communication Project Focus Team (PFT)
Conference Call**

Notes taken by: Carrie E. Holtan, Environmental Specialist, Coeur d'Alene Tribe

Call Info: 9:00AM – 10:15AM

Agenda: Discussion of agenda items for upcoming Communications PFT meeting on June 9, 2008

Call Attendees:

Jeri DeLange, Chairperson, Communications PFT (BEIPC)
Julie Van Middlesworth, Geochemist and member, Kootenai Environmental Alliance
Debra Sherbina, Community Involvement Coordinator, USEPA
Bonnie Douglas, member, Citizen's Coordinating Council (CCC)
Carrie Holtan, Environmental Specialist, Coeur d'Alene Tribe
Cathy Cochrane, Communication Manager, Washington Department of Ecology
Tina Elayer, Idaho Department of Environmental Quality
Andrea Lindsay, Community Involvement Coordinator, USEPA
Jerry Boyd, Vice Chairperson, CCC

Meeting Notes:

Prior to the formal call beginning, attendees briefly introduced themselves. The Chairperson Jeri DeLange then called the conference call to order at 9:12 AM.

The call began with a continuation of the discussion about the EPA Community Involvement training from the first meeting. Jeri DeLange inquired about the possibility of scheduling training and whether it was available to other agencies. The U.S. EPA Community Involvement University is the source of the training. Andrea Lindsay explained that she and Debra Sherbina would like to see the PFT's general interest in the training; and based on that interest, would then need to file a proposal for the training with the EPA's Headquarters. Timing and logistics of the training would be determined with the EPA. The workshops are a significant time commitment (one to two days). Training could be located in the Coeur d'Alene area; and Jeri DeLange volunteered to assist with providing logistical support. The group agreed that this topic will be an item on the agenda for the June 9th meeting, and PFT members would be emailed a link to the EPA's Community Involvement Tool Kit and a copy of the training information opportunities prior to the June 9th meeting. Feedback from the agencies and opening up the training to larger audiences (TLG, other PFTs) could be discussed at the meeting on the 9th as well.

Regarding a web page review update, Bonnie Douglas and Brian Walker will have a brief report for the June 9th meeting.

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Jeri DeLange brought up that the next Basin Commission meeting will be on August 13, 2008, and will be a field trip rather than a formal meeting. The group discussed Communication PFT members attending the field trip, and the possibility to supplement advertising (i.e. specifically inviting the legislators to attend and sending invitations to grass roots organizations). The June 9th agenda will include this item.

PFT members agreed that another agenda item would be fine-tuning the Mission Statement, if necessary.

Email communications protocol was also discussed for the new PFT members. The group agreed that further discussion of email communications was not necessary at the next meeting as a specific agenda item.

Another agenda item will involve discussion and brainstorming on identifying and contacting existing media outlets (newspapers, radio programs).

Bonnie Douglas asked: 1) how items get into the EPA's Basin Bulletin; 2) who writes the articles; and 3) what are the mechanics for publication? Andrea Lindsay replied that EPA maintains editorial and publication review and oversight of the newsletter. One option that was suggested would be to possibly have a regular Communication PFT column in the Basin Bulletin. This will be included on the agenda for further discussion.

Bonnie then suggested having an agenda item for the larger group to brainstorm ideas for revitalizing interest in the Citizen's Coordinating Council (CCC). Bonnie sees the CCC participation by Silver Valley residents appearing to dwindle, and re-energizing attendance would help the overall process.

Carrie Holtan brought up Jim Hollingsworth's idea about preparing an information response packet to send out when inaccurate information surfaces in the public sector. Bonnie Douglas asked if the BEIPC had a brochure about the general clean-up and an overview map. The group decided that this idea would be a useful agenda item.

Julie Van Middlesworth brought up the radio station at Channel 95.3, which might be another possible venue to disseminate BEIPC information.

Tina Elayer brought up the idea of creating placemats, door hangers, etc. to disseminate information. Tina will be familiarizing herself with what information and dispersal methods already exist. Jeri DeLange offered to collect some of Panhandle Health District's information and look at methods of distribution. She will also bring some extra copies of the Basin Bulletin. Carrie Holtan will look into the Coeur d'Alene Tribe's information and existing media outreach possibilities.

Cathy Cochrane suggested identifying a single point person for media contact. Jeri DeLange indicated that developing a strategy to adapt information dissemination to a particular situation is key. She noted that issues should be responded to by the appropriate agencies.

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Bonnie Douglas mentioned that the Communications PFT is not getting input or reports from agencies and Basin Commission staff about what information is being communicated to the public sector, generally. Cathy Cochrane indicated that an audience analysis would be useful to be more effective for writing publications, as well as identifying talking points for presentations in the public. Bonnie Douglas recommended establishing a regular update media communication system from key agency and Basin Commission staff contacts. In addition, it was suggested that it may be good idea to have a complaint or comment feedback tracking system, so that the Communications PFT may be informed and be of optimal assistance/support to the Basin Commission.

Jerry Boyd asked if anyone had seen the article in the Spokesman Review regarding the East Mission Flats (EMF) audit by the EPA Inspector General's office. He also inquired about the effects of the recent flooding on the EMF and suggested that the information about the flooding and effects on the EMF (if any) be gathered, so that if there are inquiries, the information is readily available. The group then discussed the status of the flats after the flooding. Andrea Lindsay indicated that the next Basin Bulletin will be coming out in August and will provide information on the 60% design document for EMF as well as information about what was learned during the recent flooding. EPA will be issuing a fact sheet within the next few weeks.

The newspaper article also mentioned that there will be a "peaceful protest" by a local group at the EMF site on June 1, 2008. Carrie Holtan asked if the Communications PFT should be involved. Jerry asked whether anyone from the agencies would be there to answer questions. Andrea Lindsay responded that the EPA will not have a presence at the site and explained the reasons why. After additional discussion, it was decided to add an agenda item for the June 9th meeting to talk about improving public education on the EMF. Tina Elayer will check with Rob Hanson (IDEQ) about providing information to the group on placing signs or other general public education/out reach material on-site for potential future activities.

The call concluded at 10:15AM. Jeri DeLange will send out a draft agenda before the Communications PFT meeting on June 9. Carrie Holtan will send the conference call notes by email.