

**Summary of notes from the Communication Project Focus Team (PFT)**  
**4/9/08 Meeting**

Meeting Info: 9:30AM – 2:30PM  
Idaho Transportation Dept. (1st floor conference room)  
600 W. Prairie, Coeur d'Alene, ID

Notes taken by: Carrie E. Holtan

**Meeting Attendees:**

Jerry Boyd, Vice Chairperson, Citizen's Coordinating Counsel (CCC)  
Jeri DeLange, Chairperson, Communications PFT (BEIPC)  
Bonnie Douglas, CCC Member  
Terry Harwood, Executive Director, BEIPC  
Jim Hollingsworth, The Lands Council and CCC Member  
Carrie Holtan, Environmental Specialist, Coeur d'Alene Tribe  
Evan Lauterbach, Project Engineer, ACOE, Seattle District  
Debra Sherbina, Community Involvement Coordinator, USEPA  
John Snider, Chairperson, Citizen's Coordinating Counsel (CCC)  
Rebecca Stevens, Program Coordinator, Coeur d'Alene Tribe  
Julie VanMiddlesworth, Geochemist and CCC Member  
Brian Walker, Watershed Director, The Lands Council

Chairperson Jeri DeLange called the meeting to order at 9:40 a.m. beginning with attendee introductions and a brief overview of the agenda and purpose of the first meeting of the new Communications PFT.

**Email Communications:**

- Following a general discussion facilitated by the Chairperson, the Communications PFT members decided that all email correspondences among the members would be sent out to members using the "blind cc" feature and that the PFT Chair would distribute a separate attachment with contact information to all members of the PFT.
- The purpose of designing this general procedure is to protect the members' privacy and to prevent email boxes from being inundated with a high volume of messages.

**Flip Chart Discussion – Issues for a More Elevated Approach:**

- The meeting's substantive discussion began with a general brainstorming session identifying communication issues that require "a more elevated approach." While a wide variety of topics were touched upon, the group developed a list of issues and ideas as follows:
  - Repository Sites (East Mission Flats, future sites, management, etc.)
  - Role and Accountability of BEIPC Communication

- Jim Hollingsworth stressed the importance of the Communications PFT calling for each Commissioner on the BEIPC to present progress reports at each BEIPC meeting to review his or her individual, as well as staff, accomplishments and progress made through the past quarter. The group discussed this item at great length in this segment of the meeting, which provided a segway into the following, more generalized “elevated approach issue.”
- Clarification/expansion of the extent of necessary and appropriate BEIPC Commissioner communications with staff, TLG members, PFT members, and public
- BEIPC’s creation of action items resulting from public input
- Recreation Site Clean-up
- New and Different Tools for communicating with public and within organization (including formal vs. informal events and networking; EPA tools and possible Community Involvement University training through EPA National Headquarters)
- Email and web/internet-based communication alternatives (including discussion of how to avoid “reinventing the wheel” and “what is available now”; possible creation of a web PFT Subgroup; Bonnie Douglas and Brian Walker are going to start reviewing the existing BEIPC web page)
- Look at new methods to keep the public informed, avoid misunderstanding and maintain trust
  - Have “courtesy review” opportunity of controversial subjects such as EMF, etc. when requested by other agencies to provide input before communications made public
- LMP
- Sediment Disturbance

**Rebecca Stevens – Consolidation of Recreation PFT’s sub-group on Communications and Strategies with new Communications PFT**

- Rebecca Stevens provided a summary of the communication-related ideas that the Recreation PFT had been working on. Since there is now a new Communication PFT, the group agreed with Rebecca that it made sense to consolidate the Communication and Strategies sub-group work within the new Communication PFT to prevent overlap or repetition.
- Rebecca shared the Recreation PFT’s ideas for continued communications work, summarized briefly as follows:
  - Work generally on giving community members a sense of being welcome into the BEIPC process and programs and encouraging public support
  - Recreation PFT also had ideas for “new and different tools:”
    - EPA
    - Local and regional (i.e. Spokane) newspapers
    - Basin Commission website

- Communication to and identification of local grass-roots organizations also at the table
  - Local radio and television shows
  - Link BEIPC website with more local organizations' websites and establish key contacts to forward information to
  - Identify and foster strong local contact in newspaper media (engage or foster stronger relationship with local media contact)
  - Kiosks at trailheads and boat launches
- Rebecca then provided a master list of local organizations interested in water quality and Basin clean-up issues to the Chairperson and emphasized the importance for creating a mission statement and goals for this new PFT.

### **Ideas on CCC Interface**

- The discussion then moved to the "Ideas on CCC Interface" item on the meeting agenda.
- The discussion focused on the need to increase general public attendance at the CCC meetings and the many variables and challenges presented in generating continued sustainable public interest in meeting content and attendance.
- Points emerging from this discussion included:
  - Identification of specific interest areas that still could draw larger groups to meetings (i.e., LMP drafting, repository matters, Upper Basin issues)
  - Tremendous amount of outreach opportunities exist to foster positive public perceptions of the government entities involved with the BEIPC by disseminating information/communications through outside groups with related interests or subject matter
  - Ideas for improving web page interface were discussed (such as more direct email inquiry links)
  - Providing unified support, as a PFT, to BEIPC staff in handling inappropriate public commenting (i.e., inaccurate information, personal attacks)
  - Finding ways to "enliven" our message for the public

### **Mission Statement and Goals and Administrative Matters**

- The final phase of the meeting involved discussing "Ideas/ Recommendations/ Actions" and "Involvement Categories," and culminated in the group preparing the following Mission Statement for the Communications PFT to present to the TLG, the CCC, and the BEIPC:

#### **COMMUNICATIONS PFT** **MISSION STATEMENT**

THE COMMUNICATIONS PFT IS A DIVERSE GROUP FORMED TO STRENGTHEN PUBLIC INVOLVEMENT AND ADDRESS COMMUNICATION-RELATED OPPORTUNITIES WITHIN THE COEUR D'ALENE WATERSHED.

- The group also began to identify a more succinct list of goals for presentation to the BEIPC based on the discussion and summary of the day's meeting. The goal list begins as follows:

**COMMUNICATIONS PFT GOALS**  
**APRIL 9, 2008**

1. CREATE AN OVER-ARCHING COMMUNICATIONS STRATEGY THAT CAN BE INDIVIDUALIZED AND TAILORED FOR PARTICULAR GROUPS, PROJECTS, ETC.
  2. WORK WITH THE BASIN COMMISSION STAFF ON UPDATING AND IMPROVING THE CONTENT AND INTERFACE OF THE EXISTING WEB SITE.
  3. EXPAND THE EXISTING NETWORK AND WORK WITH ENTITIES THAT HAVE EXISTING COMMUNICATIONS AVENUES.
  4. GENERATE NEW COMMUNICATION AND INFORMATION DISPERSAL TECHNIQUES.
  5. ORGANIZE, IDENTIFY, AND ESTABLISH SUB-TEAMS FOR SPECIFIC IMPLEMENTATION OF GOALS.
- By way of conclusion, a few administrative matters were covered:
    - The group agreed that Carrie Holtan would take meeting notes. Carrie would send the meeting notes to the Chairperson in electronic format; the Chairperson will disburse to PFT members for review seeking comments and revisions; once the Chairperson incorporated members' comments and revisions, Chairperson will resend for a second review by PFT members.
    - It was discussed that some meetings could possibly be held by conference call. Terry Harwood said that the BEIPC's conference line could be made available if needed.
    - The Chairperson mentioned again that in order to make sure all members had an opportunity to speak at PFT meetings, all members should raise hands and be recognized by the Chairperson prior to making comments.
    - The Chairperson will present a PFT progress report to the CCC on April 23<sup>rd</sup>, the TLG meeting on April 21, and will make a brief presentation to the BEIPC at its next meeting.
    - The group discussed days and times for future meeting scheduling. Mondays and Wednesdays seemed to be the most desirable, and the group agreed that holding a meeting from 8 a.m. 12 noon would be more efficient for everyone, as opposed to the 9:30 a.m. through 2:30 p.m. time block.
    - The group did not make a final determination as to PFT meeting frequency, but left it open for the time being until they could get a better sense of the time needed to complete the PFT's developing goals.
  - The Chairperson adjourned the meeting at approximately 2:30 p.m.