

**Final: June 30, 2008**

**Summary of notes from the Communication Project Focus Team (PFT)**  
**6-30-08 Conference Call**

**Notes taken by:** Carrie E. Holtan

**Call Info:** 9:00AM – 10:00AM

**Call Participants:**

Jeri DeLange, Chairperson, Communications PFT (BEIPC)  
Bonnie Douglas, Member, Citizens Coordinating Council (CCC)  
Carrie Holtan, Environmental Specialist, Coeur d'Alene Tribe  
Tina Elayer, Idaho Department of Environmental Quality  
Andrea Lindsay, Community Involvement Coordinator, USEPA  
Toni Hardy, Citizens Advocating Responsible Treatment (CART)  
Rog Hardy, Benewah County TLG Rep. Member

**Call Notes:**

The Chairperson, Jeri DeLange, reviewed comments emailed from Cathy Cochrane of the Washington Department of Ecology (as she was unavailable for the call) regarding the purpose of the PFT's draft brochure and other suggestions. Toni Hardy asked the Chair to send out Ms. Cochran's comments to the PFT (i.e. which was done during the call). A roundtable began on the group's general comments on the brochure and previous meeting minutes.

Bonnie Douglas said that she did not see a note in the draft minutes about the possibility of a link from the BEIPC website calendar to meeting agendas. Bonnie also suggested that names be removed from the minutes to condense them and just report the general discussion. Toni Hardy brought up the other point of view and indicated that it was useful to keep names associated with statements made within conference call notes and meeting minutes. Jeri DeLange agreed that names would be helpful in recording minutes and notes. Andrea Lindsay, Rog Hardy (further noting that names are important especially if a person is not available for the call), and Toni Hardy all agreed. Carrie Holtan agreed to go with the consensus of the group. Tina Elayer also liked having the names associated. The group decided collectively to continue noting names with comments in meeting minutes and call notes.

▪ **Brochure Comments**

Bonnie Douglas mentioned that she did not like the inside panel of the original version of the brochure designed by Carrie Holtan, and Toni Hardy agreed. Jeri DeLange observed that the clean-up work within the "Box" had been completed, so having a more

general map and text within the brochure was more appropriate. Bonnie emphasized that the other version leaves out much of the “bigger picture.” Toni Hardy pointed out that illegal parking and trail access (i.e. Trail of the Coeur d’Alenes) has begun on her property, and one individual trespassing was clearly not aware that she was within a Superfund site, or illegally trespassing on the Hardy’s property. She feels that the bigger picture version of the map would be more helpful and appropriate.

Tina Elayer’s comments were discussed next. She first asked whether locations of stops for the upcoming BEIPC field trip would be placed in the brochure. Jeri DeLange indicated they would not be. Rather, the brochure will be used for the future and for more general applicable purposes. Jeri also pointed out that she spoke with Andy Mork, of IDEQ (while she was in Boise last week), who liked the brochure and mentioned its usefulness at an open house for the East Mission Flats (“EMF”) 60% design report coming up on July 31 at the Canyon School in Rose Lake. If the PFT can fast-track preparation of the brochure, it could be distributed at the open house meeting. Tina Elayer had discussed with the Hardys about getting information avenues established. She indicated that she would like to send the PFT a list of overall Basin outreach opportunities and contacts, and encouraged everyone on the call to provide feedback for the list. Tina Elayer and Andrea Lindsay will be working together on fine-tuning their EMF Open-House press releases. It was noted that Terry Harwood (BEIPC Executive Director) is the media contact for the BEIPC and Communications PFT.

Toni Hardy asked about the scope of the comments presently and inquired about the latest EPA Fact Sheet. Rog Hardy then drew the group’s attention to the June 2008 EPA Fact Sheet regarding the Page Repository. Andrea Lindsay discussed the Fact Sheet and summer activities that are going to be completed at the Page Pond, and the general purpose of EPA’s Fact Sheets. Rog Hardy inquired about how EPA develops criteria for development of its fact sheets. Andrea Lindsay responded that there is no set of criteria, and Rog commented that it seemed “arbitrary” as to when fact sheets are created and distributed. Bonnie Douglas brought up that the expansion of Page Pond was not explicitly mentioned within the EPA’s Fact Sheet and suggested that when expansion information subsequently surfaces, then the public’s impression is one of being left out of the information loop. Andrea Lindsay then drew everyone’s attention to Page 2, and pointed out where expansion of the Page Repository is discussed within the Fact Sheet. Rog Hardy noted that the heading stated “Further Studies Planned,” and does not reference anything about expansion. Toni Hardy feels that the community may perceive that the expansion is a “done deal.” Bonnie Douglas suggested that the public may be misled by the way the information is presented as she feels the pertinent information is “hidden.” She is trying to anticipate if there will be another “blow-up” when the repository is expanded, and suggested that there does not seem to be any place for the public to comment. Jeri DeLange said that she had not seen the Fact Sheet yet. Andrea Lindsay stated that people should be receiving it soon. Andrea acknowledged that article titles could include “expansion.” Toni questioned why she did not receive an email on the Fact Sheet. Andrea said that will check into this point too, and was very receptive of the group’s comments regarding the June 2008, Page Pond Fact Sheet.

Jeri DeLange then directed the group's discussion to commenting on the brochure. Andrea Lindsay had sent comments back and the Hardys indicated they did not receive these redlined changes. Carrie Holtan sent these comments to the Hardys during the call. A suggestion was made that maybe an insert regarding the upcoming Basin Commission field trip would be useful to both advertise the field trip for purposes of the upcoming EMF open house without limiting the general shelf life of the document. The group agreed. Carrie Holtan's comments were to include credit for the maps, etc. and that she liked Andrea Lindsay's comments on the text, and that the reference to the Lake Management Plan should reflect the 2008 Draft Coeur d'Alene Lake Management Plan. Carrie will take revisions and integrate them into another draft for everyone's review. The group decided that the revised inside panel would be used. Bonnie Douglas suggested that the pamphlet could include signing up for the Basin Bulletin as well as an address for an online calendar (i.e. public meetings, or what the public may become involved in).

Jeri asked for more comments about the text on the brochure from Tina Elayer. Tina liked the revised text, keeping the text general, and emphasized again the importance on how we get the information about the Basin out, and where the brochure itself will be distributed (especially for people who do not have web access). Rog Hardy noted that the map is taken from the ROD, and thinks that a map including the outline of the actual Upper and Lower Basin, the Lake, and especially the actual delineation of the hydrological basin would be more appropriate. Carrie Holtan later asked for clarification on this point, and Rog Hardy indicated that he would locate and email a suitable map showing this delineation. Jeri DeLange will also send a map. Tina Elayer asked about the purpose of the map's information. Jeri pointed out that it's to show the general area of the Superfund site for the Box and Basin cleanup. Bonnie Douglas also likes the bigger map because members of the Spokane Tribe, for instance, are involved in the BEIPC (i.e. TLG and PFTs). She added that there are interests downstream, and this is not just a "Silver Valley" issue, and the map should show the bigger picture. Tony Hardy had been reviewing Andrea Lindsay's comments on the brochure during the call and indicated that she liked them, and noted that they didn't "gloss over" the truth.

The group then discussed a general "To Do" List to guide future activities, as follows:

- Carrie is going to take comments (from the call, Cathy Cochrane's email, and EPA's strike-through) and prepare another draft.
- Carrie will send a revised draft out to the PFT.
- Brochure Insert draft: Group agreed that an insert for the brochure would be useful which will contain upcoming BEIPC field trip information and possibly an itinerary on the back. Jeri volunteered to prepare the draft insert for the PFT's review.
- Jeri would like to get the draft brochure and insert approved by PFT as soon as possible. Then, it will go to the TLG for review and be discussed on the TLG call in two weeks. It will also go to the CCC for their feedback. Around mid-July, once the PFT gets an "ok" from the TLG and CCC, it will go to the BEIPC for review and approval. Then, 100 copies would be printed by July 31 for the EMF

open house. Any copies remaining would be used for the BEIPC field trip on August 13.

▪ **Other Discussion**

Jeri DeLange will also prepare a brief article in draft on the Communications PFT for the EPA's Basin Bulletin for review by the PFT. The call for articles went out today, and articles are due on July 15. Andrea Lindsay noted that she had a place holder in the Basin Bulletin for the article. Bonnie Douglas asked about the procedure for getting the article published; and Jeri DeLange indicated that it will need to go to the CCC and be reviewed by Terry Harwood since the article will just contain basic information.

Bonnie Douglas suggested that she would like to develop a "FAQ" sheet for web posting on the internet and invited PFT members to send her any information they thought would be valuable.

Jeri DeLange brought up the next meeting/call. The group decided another call would be held on July 14 at 9:00AM (*Editor's Note: This call was cancelled*). Tina Elayer inquired about the PFT's presence at the field trip and how it should prepare.

The call concluded at 10:00AM.