

**Summary of Notes from the Communications Project Focus Team (PFT)**  
**9-24-08 Conference Call**

**Notes taken by:** Jeri DeLange

**Call Info:** 1:30-2:30 PM

**Call Participants:**

Jeri DeLange, Chair, Communications PFT (BEIPC)  
Cathy Cochrane, Washington Department of Ecology (DOE)  
Debra Sherbina, Community Involvement Coordinator, USEPA  
Tina Elayer, Idaho Department of Environmental Quality (IDEQ)  
Bonnie Douglas, Member, Citizens Coordinating Council (CCC)  
Julie Van Middlesworth, Citizen Participant  
Rog Hardy, Benewah County TLG Member  
Toni Hardy, Citizens Advocating Responsible Treatment (CART)

**Call Notes:**

Jeri DeLange reminded everyone about the upcoming Communications PFT meeting next week on October 2. She is working on scheduling the meeting at the CDA Library and will notify everyone after final arrangements are confirmed. DeLange said the main purpose of the PFT meeting will be to discuss work items for 2009 to provide a draft work plan section to Terry Harwood by October 3 as he requested this information for the draft BEIPC one-year work plan. DeLange noted the purpose of today's call is to discuss suggestions for possible agenda items.

Toni Hardy brought up the Communications PFT mission statement and suggested changing the word "diverse" as she feels the PFT is not made up of a diverse group. She commented that the PFT is comprised of the same agency people and same particular group of citizens. DeLange clarified diverse means "various" and pointed out the PFT is comprised of representatives of different agencies and organizations as well as individual citizens.

Rog Hardy requested the issue of local control needs to be added to the "hot topics" list since the County Commissioners are left out of decision making. Julie Van Middlesworth added the topic of Blackwell Island to the "hot topics" list. DeLange will update the Communications PFT's draft action items summary and also prepare a draft agenda to send out before the meeting.

**EPA Community Involvement Training Update** – Debra Sherbina gave an update about the free training the EPA is providing on "Building Trust and Resolving Differences" which the Communications PFT is helping to sponsor. The training will be held on November 20 at the same location as the BEIPC meeting on November 19. Additional details on registration and a course description will be provided later.

DeLange explained the training was being scheduled the day after the BEIPC meeting to allow more people from various agencies to attend as it will help reduce travel costs. Toni Hardy suggested it may be difficult for individuals to attend both the BEIPC meeting and training because they may not be able to get time off from work. DeLange noted the training session was already scheduled, but she will keep this in mind for future planning. Bonnie Douglas asked if she could have a list of who will be invited to the training. (*Editor's Note: The Communications PFT will invite the following: BEIPC, TLG, CCC, PFTs, etc. along with members of the public who are involved or affected by the CDA Basin Cleanup project. There will be a cap of 40 people.*)

**Communications PFT Brochure Revisions** – DeLange indicated the Communications PFT brochure will be an agenda item at the PFT meeting to discuss possible revisions, or improvements to the design. She explained that comments submitted by Cathy Cochrane (DOE) and Ed Moreen (EPA) were not able to be addressed previously due to the need to expedite printing of the brochure for the East Mission Flats (EMF) 60% design community open house on July 31.

PFT members then briefly discussed the purpose of the brochure and inquired about posting it to the BEIPC's website for information. Rog Hardy commented that Harwood said it would not be posted on the web during a TLG call; and asked why. DeLange replied the reason may be because the brochure is not a final document and some modifications may be made after the PFT meeting. If it is revised and ran through the BEIPC process, she will then check with Harwood to see if it may be posted. PFT members feel this would be useful for obtaining information and brought up additional ideas for other communications pieces.

**Other Discussion** - Rog and Toni Hardy brought up email communications for the Communications PFT members by blind copy (bcc) and expressed dissatisfaction with this method. They feel it is not conducive to effective communications and asked if it could be changed. DeLange replied the Communications PFT voted to approve this method at its first PFT meeting. She explained it is the same method the CCC utilizes for email communications and they have not experienced any problems. DeLange also pointed out this was discussed at a subsequent PFT meeting a second time and members voted to approve continuing this method. Rog Hardy voiced his personal objection to it as he does not know who is receiving the Communications PFT emails. DeLange explained that when she sends out an email addressed to the Communications PFT, it is sent to the "whole" group. Hardy said he still does not know who the emails are going to.

DeLange clarified that emails addressed to the Communications PFT are sent to all the members (i.e. the same way as Tom Beierle sends out the CCC emails). She also sends out a revised member list along with email addresses to the Communications PFT whenever the list is updated. DeLange will bring this topic up again at the PFT meeting. Rog Hardy commented that he feels communication is being stifled, the PFT is dysfunctional, and is not accomplishing anything. DeLange pointed out the Communications PFT is fairly new and has only been in existence for a little over six months. However, she noted the PFT has accomplished a lot in that short timeframe such as the following:

- Produced a tri-fold/color informational brochure about the BEIPC that was distributed at the EMF Community Open House, BEIPC field trip and BEIPC office;

- Developed promotional materials for public relations and presentations;
- Developed a draft communications strategy and list of draft action items;
- Identified list of groups for outreach avenues;
- Promoted the BEIPC field trip by inviting local legislators and members of other organizations;
- Identified list of suggestions and ideas to improve the BEIPC website; and
- Increased CCC participation by one new member.

DeLange suggested that some of the other PFTs may not even meet during a six-month period, so she feels the Communications PFT is off to a good start.

PFT members then discussed other topics for consideration. Brock Baker commented about ideas for increasing BEIPC and CCC participation, and suggested that science students from some of the universities may be interested if they are made aware of the process. Cathy Cochrane brought up pollution problems on the Spokane River and how the Spokane River Forum used creative ideas during the summer to address public outreach/education on this issue. She suggested that maybe the Communications PFT could do a spin off. Bonnie Douglas also commented on the success of the Spokane River float trip that was sponsored by the Spokane River Forum. She recommended that forming subgroups in the PFT process may be more effective. Tina Elayer brought up the EMF site visit during the field trip and how it made public participation interactive. Julie Van Middlesworth agreed the forum idea would be good to try and do on a weekend, possibly with different groups.

After further discussion on possible agenda items, DeLange concluded the call. She will send out a draft agenda for the PFT's review and confirm arrangements for the PFT meeting on October 2.