

COMMUNICATIONS PFT
MEETING MINUTES

Thursday, October 2, 2008

10:15 a.m. – 4 p.m.

Coeur d'Alene Public Library
(Basement Floor Conference Room)
702 E. Front Street, Coeur d'Alene, ID

Meeting Attendees:

Jeri DeLange, Communications PFT Chair, BEIPC
Cathy Cochran, Communications Manager, Washington Department of Ecology
Tina Elayer, Mine Waste Program Specialist, IDEQ
Terry Harwood, Executive Director, BEIPC
Carrie Holtan, Environmental Specialist, Coeur d'Alene Tribe

Meeting Notes: Taken by Carrie Holtan.

Call to Order & Introductions

The meeting was called to order at 10:30 a.m.

Meeting Overview and 2009 Work Plan Section Briefing

Jeri DeLange presented a brief agenda summary for the meeting.

Review and Discussion of 2008 Work Plan Accomplishments

Jeri then moved on to accomplishments of the PFT since its inception in early 2008:

1. Produced BEIPC brochure for public outreach/education
2. Developed promotional tools for public relations and presentations
 - a. Banner
 - b. Foam board of brochure section
 - c. Brochures (w/CCC membership application)
3. Developed communications strategy (still in process of developing)
 - a. Identified issues of concern for more elevated approach
 - b. Identified groups for outreach avenues
 - c. Identified list of suggestions and ideas to improve BEIPC website
 - d. Identify speakers for various groups and organizations
 - Terry Harwood mentioned some of his previous presentation work, in particular, a joint presentation in March 2007 to students of the University of Idaho by Terry, Phillip Cerna, and Carrie Holtan.

- Curt Fransen, EPA, and other staff regarding the Basin Commission, CERCLA, etc.
- Jeri discussed a possible future speaking presentation involving same staff before local chamber's Leadership classes in 2009
- e. Identified alternate communications tools
 - f. Offer of courtesy review to BEIPC-related agencies
4. Promoted BEIPC Field Trip – Invited local legislators and members of other organizations (invited as a result of PFT input)
 - a. BEIPC provided 2 buses
 - b. EPA provided 3rd bus
 - c. Brochures available to participants
 5. Two articles in the Basin Bulletin published about Communications PFT
 6. Communication PFT link on web site
 7. Communications PFT to help sponsor EPA training – “Building Trust and Resolving Differences” in November 2008
 8. Developed Master List of Avenues for Outreach
 9. Projected accomplishments: Web site layout modifications; possible newspaper advertising

Terry Harwood noted he will need a summary of 2008 accomplishments for the BEIPC annual report. He will call for the summary after the November 19 Basin Commission meeting. For web page improvements, Terry would like to meet with the PFT subcommittee to begin implementing the subcommittee's proposed modifications.

Terry also expressed concern about “old hands” not showing up at meetings. He sees attendance dwindling at PFT meetings and other BEIPC meetings in general, and indicated there is a perception the Basin Commission no longer serves a purpose. Terry suggested the Communications PFT may be of assistance in helping to educate people on this issue and improve involvement.

Review and Discussion of Communications PFT Brochure

Discussion of brochure layout and content then ensued. Cathy Cochrane provided the following comments: (1) no call to action – what will happen if I join the CCC?; (2) make the text leaner - make layout less text heavy; (3) educate and persuade to be involved in BEIPC process – too much content - break these topics into a couple of brochures. (4) a target audience is needed – Who is it? Mothers? Kids? New residents? (5) More pictures, less text. Cathy also suggested making the brochure about the CCC itself, and then passing out an accompanying FAQ sheet, with a brief summary of issues (contamination); and that the BEIPC is striving for

increased public input through the CCC. Jeri DeLange pointed out the brochure serves a purpose as a handout for information and suggested keeping it for that purpose after revisions are made.

PFT members agreed to start working on a new brochure. Cathy Cochrane spoke about her idea to do an audience analysis. Carrie Holtan is highly in favor of the audience analysis because it forms a solid platform for all further brochure work. (The entire general public may not necessarily be the audience, and maybe a smaller group should be targeted). Cathy discussed the concept of an audience analysis – which is a brainstorming session and opportunity to challenge assumptions (it can be done in-house by the PFT members themselves). To lower costs, Cathy discussed sending cost effective information out by email, for instance, and then following-up with direct calls and inquiries – Did you get the information? Was it effective? Terry Harwood mentioned that he believed the best focus audience would be from Kingston east.

The group then discussed the suggested revisions provided by Ed Moreen. Terry Harwood noted that there seems to be a shift in presenting the Basin cleanup generally, as opposed to the “Box” versus the “Basin”. Cathy Cochrane noted the language of the brochure needs to be tailored to reach a larger cross section of the audience.

Terry explained why the brochure is not posted on the web. He felt it should be placed on the web page when it is finalized. A challenge for the PFT is keeping communications open, yet not providing a forum for inappropriate discourse or negative attacks. Cathy Cochrane volunteered to do a workshop training on short-term crisis and longer-term risk communications. This training will be an item for our workplan in 2009. The group was very supportive of this further training.

Discussion of Training – “Building Trust & Resolving Differences”

The group discussed the importance of this training, in conjunction with Cathy Cochrane’s crisis communications. PFT members decided that regularly scheduled training sessions would be a permanent part of the PFT’s future work plans. Terry Harwood indicated that he would like to see written proposals for new ideas, funding requests, etc., forwarded to him from the PFT through the Chair.

Break for Lunch

The meeting reconvened at 1:00 p.m.

Review and Discussion of Draft Action Item Summary

The group discussed the Draft Action Items Summary, and the following changes will be made:

- By revising item 1) to remove “refining the mission statement.” Members agreed the language of the mission statement did not need to be changed.

- The “Overall Goal” language was revised as follows: *Ensure public and stakeholders are fully informed*, avoid misunderstanding (i.e., accurate facts, public outreach/education); maintain and build public trust.
- First bullet Number 2, 2)a) – revise to read *Provide assistance as a PFT to BEIPC staff in addressing public comment*.

Tina Elayer had prepared a document entitled “Avenues for Outreach in Northern Idaho CDA Basin.” Terry Harwood recommended adding 91.1 FM, and adding Bonners Ferry. Other resources to include: Liberty Lake Splash; Spokane Valley Herald; Shoshone News Press; The Rathdrum Star. Other resources to add: Panhandle Health District (Cathy Cochrane suggested inviting a member of the PHD staff); agencies, and generally; Tribal Resources. This document is still a work in progress, and PFT members are encouraged to continue to add to Tina Elayer’s existing list.

Discussion of Ideas/Suggestions Action

The group discussed an issue raised during the last PFT conference call about the mission statement language. Cathy Cochrane moved to finalize the Mission Statement, as written. Motion seconded by Tina Elayer, 4 for, 0 against – **Motion passed.**

Discussion of Communications Strategy

Discussion ensued about the role of the PFT, as support for Terry Harwood. Terry is the gatekeeper for all Communications for the BEIPC, but did express interest in providing an opportunity for the PFT to give feedback on a presentation to community members. Carrie Holtan suggested making a list of items that Terry Harwood would be “accountable” for sharing/coordinating with the PFT on. Jeri indicated she did not support this idea and clarified that Terry needs to be able to use his own discretion in making those decisions. The Communications PFT’s role is to provide assistance when it is requested by the TLG, CCC, BEIPC, Executive Director, or agencies; and the PFT does not have the authority to act on its own on issues.

Discussion of 2009 Work Plan Items

Jeri DeLange presented a flip chart with targets for the 2009 Work Plan.

The group also discussed making suggestions for holding BEIPC meetings or CCC meetings in other locations to be accessible for people having to travel long distances, but decided that having meetings in a more central location made more sense logistically.

The following items will be submitted to the Executive Director for inclusion on the 2009 Work Plan:

- (1) Work with Executive Director on requests for presentations to public groups.

- (2) Conduct audience analysis; reworking brochure/new brochure preparation; mass distribution of revised/new brochures.
- (3) Provide assistance to BEIPC groups and staff who are making verbal or written public presentations on issues such as: information sessions; Op-Eds, news articles, public releases, display ads, etc.
- (4) Conduct series of workshops/training sessions in 2009 on risk communications and other communications-related issues, to be determined.

During this discussion, the following topics also arose:

- Terry Harwood committed to sending the PFT his standard powerpoint presentation to the PFT for its review and feedback.
- The group decided to have Jeri DeLange present the proposed 2009 Work Plan Items from the Communications PFT at both the 10/14 TLG meeting and the 10/29 CCC meeting for each group's feedback, comments, revisions, etc.

Discussion of BEIPC Recommendations

The group agreed there were no recommendations to make to the BEIPC at this time.

Email Communications

The group revisited and discussed the email communication protocol. Tina Elayer moved to keep the current email protocol consistent, as is, and to have the Chair send the Communications PFT roster (with names and emails) to the PFT members on a regular basis, motion seconded, 3 in favor, 0 against, **Motion passed**.

Adjourn

Jeri DeLange adjourned the meeting at 4:00 p.m.