

1. Administration - call to order 9:27
  - 1.1. Welcome
  - 1.2. Review minutes
    - agreement
  - 1.3. Review agenda
    - agreement
2. Action Item List Review
  - updated Action Item List - this can be found in smartsheet
3. Review RfP
  - Ed brought up the issue of low flows in the last several years and can we actually achieve what we are proposing?
    - this is the challenge but a successful project will move us toward these goals
  - timelines were reviewed and adjusted
  - could the consultant do the evaluation of previous awareness and education efforts?

**ACTION ITEM:** Adam to update RfP

4. Review of Restoration Efforts
  - Sebastien is working on collecting these projects

**ACTION ITEM:** Everyone to forward any restoration/BMP projects that they know of in the Heart River Watershed to Adam

5. Outreach, Awareness & Education
  - a lot of discussion occurred around clarifying the project, project goals, how to communicate that and the audience to whom we need to communicate
    - focus on non-blaming communication and project approach
    - there is a lot of responsibility in being a landowner and we have to work with them, support them and not denounce their practices as negative. Look for opportunities not problems.
  - can we engage the local leaders to do work on their own land as an example?  
can we engage them to join us at events to promote this project
  - What works for engagement in this area?

- landowners will want to know exactly what is going on
- use local newspapers

**ACTION ITEM:** Adam to check about getting an article in the Peace River Gazette

- attend rate-payers events
- Kerri asked what one action we all will take to communicate about this project

**ACTION ITEM:**

Sebastien - Post project on website and talk to county managers about communication strategy

Monica - Put an article in their newsletter

Ed - Talk to people

KayeDon - Work with HRWAC to ensure communication and avoid duplication

Kerri - Learn more about the Heart River Watershed and contribute non-confrontational presentation material to the group

Gary - Bring up this project in his work with revegetation project to provide add-on value

Adam - Contact Tony Saunders, MPWA Board Member, to talk about the project and potential communication opportunities

- KayeDon asked do people care about fish in the Heart River? What are the values out there and how do we use these to engage people?
  - do we need a values survey?
- KayeDon suggested a poster with different sectors (o&G, Forestry, municipalities, crop farmer, cattleman, etc) all together and indicating we are all part of the issue and we all want to be part of the solution
- Kerri suggested a Life & Times of Watershed - history and ecological story
  - presentation or maybe print

5.1. Video testimonials

- put over till next meeting

5.2. AGMs

- see below

5.3. Organizational meetings

- see below
- 5.4. Social media
  - each organization can use their own social media platforms to communicate this
- 5.5. Videography
  - KayeDon gave an update of where this is at
  - we can use this to locate hot spots
    - Kerri mentioned that there has never been groundtruthing of this method - is there any way that we could do groundtruthing?
      - groundtruthing is very expensive
- 5.6. Small Coffee Table meeting
- 5.7. Mailouts
  - Monica noted that these can be useful purely to inform people of an event or service that we are offering
- 5.8. Surveys
  - Sebastien noted that response is only about 2-5% on mailout and surveys
  - surveys need an incentive to be effective - what could we use?
  - have to ensure that we reach all sectors

**ACTION ITEM: ADAM, GARY, KAYEDON, AND KERRI TO FORWARD WATERSHED VALUE SURVEYS FROM THEIR ORGANIZATIONS TO KAYEDON**

- 5.9. AGM, organizational or summer events
  - opportunities for us tag-on on to an existing event where there are already people
  - ratepayers BBQ
  - who can man the booth - ideally councillors along with us
- 5.10. Interviews/follow-up
  - Monica and Gary to do these as opportunities arise - spring/summertime
- 5.11. Demo-site
  - we can determine visible and appropriate sites initially with videography
- 5.12. Museum

- put over to next meeting
- 5.13. Placemats
- discussion about incorporating historical photos as part of promoting this project

**ACTION ITEM:** Gary to do initial design of placemat

- 5.14. Assessment of previous efforts (April 17)
- can the consultant do this?

**ACTION ITEM:** Adam to confirm if timelines and budget allow for consultant to do review of previous education and awareness efforts

6. Heart River Watershed Advisory Council update
- Gary
  - KayeDon mentioned the need to coordinate with HRWAC to ensure that there is no duplication of efforts and a maximization of effectiveness

Ed left 12:11 pm

7. Next steps
- Potential consultants
    - Nico Wyngaarden, Wanda Watts, Mike Rosendale, AECOM, Aquality, O2, Watrecon
  - Next meeting to be the afternoon of April 14th or the morning of April 16th

**ACTION ITEM:** Adam to confirm date of next meeting

8. Adjournment **12:51 pm**