

BRDC Communications and Outreach Team

Meeting Minutes

June 11, 2008, 5:00 – 6:00 PM

NMC University Center
2200 Dendrinos Drive, Room 211
231-995-1233

Purpose Statement

“The purpose of the Communication/Outreach Team is to develop strategy and recommend tactics that will stimulate the interest and participation of potentially interested parties in the Boardman River Dams Committee (BRDC), ensuring their opportunity for input to the Implementation Team recommendations on the fate of the dams.”

Meeting Purpose

Follow-up on action items from previous Communication/Outreach Team meeting and monthly BRDC meeting

Attendees:

Carol Groves, Herb Lemcool, Susanne Biteman, Troy Naperala and Meral Jackson

I. Introductions

II. Review Agenda

III. Assignment updates

Blog Update : The blog is being monitoring and new users are joining although there have been no new blog posts.

Distribution of Posters and Spring Newsletter: Susanne has created a smaller file size newsletter which she will distribute directly to the CT for distribution to friends and family. It will also be sent to the wider BRDC distribution list with the June meeting announcement. Feedback on the Newsletter and Poster was all very good.

Articles/Posters in other media: Additional sources to distribute BRDC information, such as NMC's Water Studies Institute emailed newsletter, were discussed. An article needs to be written which summarizes information to date, so that a short blurb is available which can fit into organizational newsletters and is a quick read. Some suggested organizations include the Paddling Club, the Hiking Club, Audubon, TART Trails, and other similar groups. The BRDC already sends a short article out for township newsletters, we may be able to just use that rather than create a new one. Troy suggested approaching the Record Eagle since they publish the State of the Bay for the Grand Traverse Bay Watershed Center. Also discussed is possibly getting something published in Northern Express.

IV. New assignments

Pot Luck at June BRDC monthly meeting: It was decided by a show of hands at the last BRDC meeting that the group was interested in having a social potluck before the June BRDC meeting. It can also be a bit of a going away celebration for Todd Kalish, who is moving to a new position with the DNR in Newberry. Sandra will provide utensils and plates, Herb will bring drinks, Susanne will make iced tea. A potluck reminder will be distributed with the June BRDC meeting reminder.

Summer Newsletter: Susanne has a list of potential articles for a summer newsletter, and the list is still longer than there is available room in our currently formatted 4-page newsletter. It was decided that people would submit articles, and as soon as there are enough articles to fill a newsletter, we would publish it, rather than set regular intervals for publication. Topics for articles include the historical structures report by ECT, vegetation establishment on exposed banks, and many other topics. Another part of the discussion concerned where to post the newsletters, both electronic and print versions. Troy suggested using only webpage updates to post current topics, rather than a full printed newsletter. However, one purpose of the CT is to document the BRDC process: a printed newsletter documents BRDC process and issues, and provides a permanent record for future reference.

Newsletter Content: The group as a whole stated that the primary purpose of the newsletter from now through December is to disseminate critical information that the community needs to make their recommendation on the fate of the dams. With this in mind, the newsletter will be structured to reflect this critical time in the process. And also will be structured to drive people to website.

Summer Volunteer Appreciation Party: The Appreciation Party at Appel Cottage was a success. The CT team unanimously decided another one would be a good idea, and Sandra will investigate potential dates when the Appel Cottage is available this summer.

V. Miscellaneous/Discussion

Reports/information on BRDC: The comment was made that BRDC reports that individuals are presenting to the city commission, trustees, groups and townships are disjointed. We need to have the same presentation/quality information given to all groups. Mike Donahue is working on a timeline for the synopses the BRDC will be presenting as part of the community information dissemination process, and we need to follow a similar format: all BRDC presentations need to be giving the same information and avoid redundancy. Similar to the Special Topics scheduling for the BRDC meetings, the BRDC needs to set a schedule for community presentations/updates; a one-page outline of the latest information and summary of prior results would keep speakers all on the same track. It was suggested that we present updates at County Commission meetings, especially since they are broadcast on TCTV2 and TV99. The BRDC is not taking advantage of the various media outlets, and we're not specific enough with our presentation information. Herb commented that there are many people running for public office for the next election, so the December decision on the fate of the dams might be made by people other than those individuals who have been involved all along. The new commissioners will need to be well informed citizens before they step into office. Troy offers to talk to Mike and put together a draft example of how to disseminate information as discussed.

Final reports to the public: Is Mike Donahue giving the final reports to the community? What is the process for updates on critical information? Troy offered to follow up with Mike to see if the process has been formulated. The CT will also need to know the timeline for information distribution and presentations.

FERC Licensing Presentation: Herb Lemcool informed the CT that Charles Peterson spoke at the June 17 City Commission meeting asking to apply for FERC licensing for the dams. If the license is approved, the owners (City/County) reportedly have to upgrade the dam structures to meet FERC requirements. If Mr. Peterson is granted the license to produce hydroelectric power, he has up to three years to make his request to the dam owners to bring the dams to code. Mr. Peterson's presentation to the commission was aired on TCTV2 beginning at 5pm Tuesday June 17.

VI. Meeting evaluation/agenda items for next meeting

VII. Action items identified during this meeting

- Susanne to email electronic copy of spring newsletter to C/O team
- Send email to BRDC email list with link to Newsletter and also Newsletter in PDF format attached.
- Investigate whether our mass email list includes the WSI list (per Troy's suggestion) and if it includes media list.
- Troy to draft example of how to disseminate information at Commissioners and Trustees update.
- Ask Sandra for short summary that goes into township newsletters, this is what should go in other organizations newsletters also (Carole specifically requested this).
- Include invite to Pot Luck in meeting reminder send by Sandra.
- Sandra to check on dates for volunteer picnic at Appel cottage.

VIII. Adjourn

Submitted by: Meral Jackson
Reviewed by: Susanne Biteman
June 18, 2008