

Boardman River Dams Committee Communication/Outreach Team

1. Revised Purpose Statement

The purpose statement for the Communication/Outreach Team was revised as stated below:

“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, ensuring their opportunity for input to the Implementation Team recommendation on the fate of the dams.”

The purposed statement as originally drafted was:

“When the fate of the dams is decided, we know we have done everything possible to inform the public about the project and to engage interested parties in the Boardman River Dams Committee.”

2. Review Previous Communication Strategy

The Boardman River Dams Committee Communications Strategy (dated October 31, 2005) was reviewed. The Team agreed to continue using this document as the basis for the ongoing strategy and continue implementation by Project Facilitators as indicated in the plan. Ongoing Strategies include:

1. Communication Distribution List: Email and Regular Mail
2. Web Site Establishment and Maintenance
3. Dissemination of Routine Information: post on web site, distribute hard copy on request
 - Meeting Announcements and Agendas
 - Meeting Summaries
 - Draft Reports, Assessments, Plans and Studies Posted for Comment
 - News Releases
4. Dissemination of Non-Routine Information: post on web site, distribute hard copy on request
 - Technical reports
 - Case studies
 - Information involving options and implications for large dams
 - Media Relations
5. Response to Questions
6. Information Forums

3. Review Draft List of Products/Deliverables

The Team reviewed the draft deliverables and agreed they are representative of the general desired accomplishments of the Team.

- Speakers Bureau/Presentation
- Strategy to keep City and County officials informed and engaged throughout the process
- Strategy to communicate project basics to every household
- Strategy to sustain interest and participation of all stakeholders and groups

4. Set Priority Objectives for April - June (Or until contractor for E&F study is named)

Develop and Distribute Invitation to Participate

1. The Project Facilitators will develop a camera-ready template inviting all interested persons to participate in the Boardman River Dams Committee (BRDC). The content of the invitation will be simple, brief and will include:
 - Call to Participate with Brief Project Description
 - Web Site
 - Meeting Dates
 - Contact Information: Where to Request to Receive Email Updates
2. The Invitation to Participate will be distributed to the following entities with a request to include it in newsletters or other communications to constituents.
3. Grand Traverse County
 - City of Traverse City
 - Townships located in the Boardman River watershed
 - Chamber of Commerce
 - Nonprofit Organizations Represented on BRDC
 - Commercial and Nonprofit Web Sites that List Traverse City Events
4. All riparian property owners will be invited to have a one-on-one conversation with the Project Facilitator to answer questions about the project and encourage participation in the BRDC.

Recruit Additional Committee Members

An effort to recruit additional committee members will be launched. The Team is particularly interested in recruiting additional members who are:

- Communications or public relations professionals
- Planning professionals
- Members of the media
- Property Owners
- Recreational Users
- Business Owners

In addition to a press release announcing the opportunity to join the BRDC Communication and Outreach Team, the Project Facilitator will explore opportunities to recruit members through Leadership Grand Traverse and the Northern Michigan Ad Club.

Develop Strategy

A comprehensive strategy for communication and outreach for the duration of the Engineering and Feasibility Study will be developed to align with and support the approach and timeline the contractors for the Study will implement. The Communication Team will develop a budget proposal based on this comprehensive strategy.

Develop Project Presentation

A PowerPoint presentation that can be used by multiple presenters will be developed to inform public officials, citizens and interested groups about the project and the opportunity to participate in the Boardman River Dams Committee. The Project Facilitators will make a request to County, City and Township officials to have an opportunity to make a presentation at a public meeting.