

**Boardman River Dams Committee  
Communication/Outreach Team  
Meeting Minutes  
February 13, 2008; 5:00 – 6:00 PM**

**Boardman River Dams Committee Statement of Purpose:**

*“To engage all interests in assessing and recommending the fate of the dams on the main stem of the Boardman River based upon a thorough analysis of options, including long and short-term economic, social, environmental, aesthetic, transportation and ecological impacts upon the community, individuals and riparian owners.”*

**Attendees:**

Susanne Biteman, Jennifer Jay, Barb Lemcool, Herb Lemcool, Erin Howard, Meral Jackson, Don Tilton (ETC), Todd Kalish and Sandra Sroonian.

**I. Introductions**

Erin Howard is a new member of the Communication/Outreach Team (Team). She is a volunteer from Americorps and she will be working with Team until the end of September 2008.

**II. Review Agenda**

**III. Review BRDC Decision Making Process – Todd Kalish**

**Discussion:** Todd Kalish of the Implementation Team provided a draft copy of a document for the Team’s review. The document discussed and outlined a formal written process for bringing recommendations (action items) to the BRDC monthly meetings from the task/standing teams. The background and purpose for the written process was presented by Todd. In summary, this is a formalization of the process that we have been using, but have never formalized (e.g., written document). Todd will be meeting with each of the BRDC existing task/standing teams and providing the same explanation. The Team provided comments to Todd and suggested that he should include adding the mission statements for each of the four existing teams and the mission of the BRDC with the process to the document. The Team also suggested that the language should be more concise and to the point. The goal is to make sure that all suggestions made to a team action are noted as a change or that the person would just want their comment noted for the record. If there is a change requested, the Team will refer back to their mission statement and the BRDC mission statement to assess whether or not the suggestion is consistent with these missions. If the BRDC cannot develop synergy on any action item, the item will be determined by the Implementation Team at the BRDC meeting.

**Follow-up action:** Todd will modify the document and incorporate the comments of the Team and revise prior to his next meeting with the remaining three teams (Finance, Bottomland and Scoping Team).

**IV. Factoid Box on BRDC Website - Blog – Jennifer Jay**

**Discussion:** Todd Kalish and Sandra Sroonian provided ideas/factoids for the website as discussed during the January 9, 2008 Team meeting. Jennifer has been working on the mechanics of incorporating a rolling “Factoid Box” on the website and it should be up and running very soon.

**Follow-up action:** None required.

#### **V. Identify and Contact Service Groups – Erin Howard/Jennifer Jay**

**Discussion:** Erin Howard has been contacting the various service groups with the goal of setting up presentation schedules for various groups interested in learning more about the BRD project and/or update since our last presentation. Sandra met with Erin last month and provided a summary of townships that have been notified to-date and Erin will continue to contact each of the Grand Traverse County townships and determine the best means to get the word out regarding the BRD project. This could include providing an overview of the BRD project during a township meeting, providing a link to the township website to the BRDC website, including an article regarding the BRD project in their individual township newsletter, etc.

**Follow-up action:** Erin will continue to contact the service groups and townships and provide an update at the next Team meeting.

#### **VI. Newsletter Mailing – Jennifer Jay**

**Discussion:** Jennifer mailed out the newsletters and a copy is on the BRDC website. .

**Follow-up action:** None required.

#### **VII. Ron Jolly Show – February 4, 2008 – Jennifer Jay**

**Discussion:** Steve Largent and Ron Alpers were on the Ron Jolly Show on February 4, 2008. The show went well and our time limited. Only enough time for a couple of people to call in and ask questions. However, it gave us an opportunity to reach out and provide information to the public which was our goal.

**Follow-up action:** None required.

#### **VIII. BRDC Meeting Comment Card Revisions – Jennifer Jay**

**Discussion:** Jennifer wants to create meeting comment cards to capture thoughts not expressed verbally during meeting evaluations. Comments received often conflict one another (too long, too short, too often, not often enough, etc.) so having comments in writing from each BRDC meeting will allow us to document and also address any concerns.

**Follow-up action:** Meral will create comment cards for use at the February meeting. These can be revised as warranted for future meetings. Comments received will be shared with the Communications Team.

#### **IX. Public Input Survey – Don Tilton**

**Discussion:** Don and Scott Parker of ETC met with Meral, Susanne and Sandra before the BRDC monthly meeting on January 22, 2008 (5:00 to 6:00 PM) to discuss the need to develop and implement a public input survey as a result of the Scoping Team meeting in December 2007, at which time it was suggested that the Team could perform the survey. The scope of work proposed was to develop an

internet-based survey on resource use preferences including frequency of participation, sites visited and activities in which stakeholders would participate. This survey was to build upon the earlier social economic studies and other recently completed survey information and would be used in conjunction with the economic model for the identification and evaluation of alternatives. ETC also suggested that the survey includes preferences for the disposition of the four dams. The purpose of the meeting was to discuss the goal of the survey with an outcome that ECT would prepare a goal statement for the survey and provide it to the Team for review and comment.

ECT provided the following Survey Goal to the Team for review and comment:

“The goal of the survey is to collect information on stakeholder use of the Boardman River and its impoundments. The purpose behind determining the manner and frequency of resource use of the Boardman River is to provide information on the current resources use preferences by stakeholders. This information will in turn be used to assess alternatives for the dams and to model the impact of various alternatives on resource users. The information collected by the survey will be used during the socio-economic portion of the analysis of alternatives”.

The Team discussed the goal and discussed the mechanics of developing the questions for the survey, constructing the questionnaire, survey implementation options (one or mixed-mode surveys), number of participants expected to take the survey, how would we determine who should take the survey, the cost of the survey and required level of effort (hours) required of the Team to develop, implement and tabulate results. The Team discussed the need to understand what types of answers are required by ETC since the results will be used in analysis of alternatives.

Don indicated that we would want to go back to the questions developed during by the BRDC (100 questions). This would be a starting point for developing questions.

Some of the Team members thought that perhaps we should retain a survey company to assist in the development of the survey due to time constraints and lack of expertise in this arena. Meral has experience in developing surveys and Jennifer indicated that Erin would be able to help out also.

Sandra will contact AmericanRivers to see if they have performed similar surveys in the past and Todd will also look to see what example surveys the MDEQ have available that may be helpful.

**Follow-action:** Jennifer will continue to work on finding grant money and she will develop a draft of hours by task that she estimates it would take to develop and implement the survey as a first cut.

Todd and Sandra will search for applicable surveys which may provide a template, etc. for the survey.

**X. Next meeting:** Wednesday, March 12, 2008.

**Meeting Adjourned: 6:00 PM**

Submitted: February 25, 2008.

Sandra Sroonian, Communication/Outreach Team Chairperson

Phone: 231-995-2617

Email: [jjay@nmc.edu](mailto:jjay@nmc.edu)