

**Boardman River Dams Committee  
Communication/Outreach Team  
Meeting Minutes  
February 9, 2007; 9:00 - 10:30AM**

**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:**

Suzanne Biteman, Jennifer Jay, Ashley Nelson, Amy Packard, Bill Plough, Jennifer Poniatoski, Sandra Sroonian,

Please refer to the meeting agenda and supporting documents which were reviewed at this meeting. Minutes, agendas, and supporting documents are located on the website: <http://www.theboardman.org>

**I. Introductions**

The team was joined by Ashley Nelson and Jennifer Poniatoski, NMC Visual Communications students who will be assisting the Communications Team with print materials and brainstorming.

**II. Review Agenda**

**III. Review Communication Team Purpose Statement**

Sandra Sroonian gave an overview of the Communications Team Purpose Statement, citing meeting minutes from May 16<sup>th</sup>, 2006 that give a comprehensive list of desired communications strategies that were identified early on. The list includes a quarterly newsletter, mailing inserts, a traveling photo display, an info table at community events, info boxes with literature at dam sites and trailheads, a comprehensive website and postcard mailings of meeting notices. (Please refer to May 16<sup>th</sup> Communications Team meeting minutes posted at [www.theboardman.org](http://www.theboardman.org) for further detail) This gave the Team an opportunity to introduce Ashley and Jennifer to what has been discussed, what has been accomplished to date, and what other needs have been identified.

**Discussion:** What mailings have been done? Postcards are sent announcing all meeting dates and locations. Meeting minutes are sent to interested parties who do not have access to email.

**IV. Brainstorming**

The session began with Ashley and Jennifer identifying three items that they are prepared to assist with:

- Logo
- Brochure
- Newsletter Template

**Discussion:**

**Logo:** The logo should incorporate the current work of the BRDC but also look towards application for the group that will continue to work to protect the river long after the fate of the dams has been determined. There are many organizations with “Boardman” in their title. The logo will be a strong visual interpretation of the larger mission.

**Brochure:** The brochure needs to be a “one stop” piece that can be distributed amongst varied constituencies: potential donors, media outlets, interested citizens, and larger groups such as the Governor’s Conference or the River Rally. This piece will need to be incredibly comprehensive and, as part of a national model, should emphasize the PROCESS of the BRDC. Knowing that this piece will be expensive to produce, it should also be developed with longevity in mind. The Communications Team will help to identify key items that will be included.

**Newsletter:** The newsletter will be a two-sided single sheet that will come out quarterly. It will contain regular Standing Team updates as well as a ‘Hot Topic’ section for issues that arise. For example, the newly established Bottomlands team will need help disseminating ongoing information regarding the proposed drawdown and the ensuing issues. The Communications Team has developed a prototype newsletter that was presented to the group for review. If it is agreed that this format meets the needs of the Team, Ashley and Jennifer may be able to help develop other pieces. This led to additional suggestions:

**Poster:** A laminated poster could be used for placement within info centers at trailheads and nature centers. This could also be utilized in any portable table top displays that might be developed.

**Power Point:** The Communications Team has a Power Point developed for educational use and for presentations to funders. Rather than reinvent, it was suggested that Ashley and Jennifer could review with fresh eyes and make suggestions to the Team regarding additions and refinements. The Team will also review it as a group. It was also suggested that a section on bottomlands issues be added.

**Orientation Packet:** This would be used for new meeting attendee’s and other interested parties. Suggested content items were shared with the Team and will be reviewed before the next meeting.

**Follow-up action:** The Team identified their ‘Top Five’:

- Logo – to be developed by student designers
- Brochure - to be developed by student designers
- Poster – to be developed by student designers
- Newsletter – current version to be reviewed by Team
- Power Point – current version to be reviewed by Team

Jennifer Jay will email PDF versions of images and info to Ashley and Jennifer for use as they develop concepts. This will include a secure link to the current Power Point presentation for review. Sandra Sroonian will also share comments already gleaned from members. Ashley and Jennifer will begin gathering quotes for 5, 000 full color brochures in a range of styles. The Communications Team will meet again on Friday, February 23<sup>rd</sup> to review the Power Point, printing quotes and logo development. The Team will also review the draft newsletter and orientation packet idea’s.

## V. New Business

Jennifer Jay presented a Project Coordinator’s report, identifying actions completed to support the Communication Team, upcoming “Speaker’s Bureau” opportunities, upcoming training opportunities, and requests for assistance auditing the web site and asking for a volunteer to develop a short written piece for YourPlace, a web based magazine that supports a broad based community discussion about our “place-based values” and “sense of place”. The magazine also publishes articles related to land use planning and community development.

**Follow-up action:** Amy Packard volunteered to work up a brief article that may be appropriate to submit to YourPlace. This will be distributed to the Communications Team for feedback at their next meeting.

**IV. Agenda Items next meeting:**

- Jennifer and Ashley: review print quotes, logo development
- Team review of Power Point
- Team feedback on Orientation Packet contents
- Team feedback on draft newsletter

**Next meeting: Friday, February 23<sup>rd</sup>, 9:00 – 10:30 am  
Room 210, Haggerty Center**

**Meeting Adjourned: 10:30 a.m.**

Submitted: February 9, 2007  
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