

**Boardman River Dams Committee  
Communication/Outreach Team  
Meeting Minutes  
August 08, 2007; 5:00 – 6:00 PM**

**Statement of Purpose:**

*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.*

**Attendees:**

Sandra Sroonian, Jennifer Jay, Herb Lemcool, Amy Packard and Todd Kalish

**I. Introductions**

**II. Review Agenda**

Meeting agenda reviewed and no changes made.

**III. Bumper Stickers – Jennifer**

A BRDC member had bumper stickers made up that he would like to sell and the proceeds would go toward purchasing snacks, coffee, paper goods, etc. for the monthly BRDC meetings. He suggested selling them for \$5.00 each. Herb suggested having a donation jar at the food table each month with signage that would say that if you donated \$5.00 you would receive a free bumper sticker. Everyone agreed.

No one has volunteered to provide the snack for the next meeting. Sandra indicated that MACTEC Engineering and Consulting, Inc.'s (MACTEC) Traverse City office will sponsor the snack for the August 28<sup>th</sup> BRDC meeting.

**Follow-up action:** Sandra will provide the signage and a donation jar for next meeting. MACTEC will provide snack for the August 28<sup>th</sup> BRCD meeting.

**IV. Review website updates – Jennifer**

**Discussion:** Jennifer has been working on revising the website and will need the communication team to continue to review and provide feedback as it grows. Jennifer suggested paying an additional fee (\$10) to increase server size. Everyone agreed.

Blog site up and running. Increase in users continues. Jennifer has received feedback on dates with missing links, etc. and she is correcting. Carole Groves has suggested that we come up with blogger guidelines that encourage a healthy dialogue and respect towards others opinions. No foul language, etc. Carole will draft some ideas and send to the team for review.

**Follow-up action:** Jennifer will continue working on improvements to the website and will look into expanding the server size. Carole will draft blog etiquette guidelines.

**V. Develop Next Newsletter – Jennifer**

**Discussion:** Carol Groves unable to attend meeting, but met with Jennifer to discuss articles for next newsletter and assignments. Jennifer will send the assignments to each of us.

**Follow-up action:** Jennifer will email the writing assignments to us and everyone should have their draft articles completed by the next meeting which is Wednesday, September 12<sup>th</sup> at 5:00 PM.

#### **VI. Outreach Presentation – needs to address “alternatives/options” – Sandra**

**Discussion:** The next important phase of the project is to obtain feedback to the BRDC with regarding to alternatives/options that need to be considered as part of the Engineering Feasibility Study (FS). Suggestions included revising power point presentation and developing a form that individuals could fill out “fast and dirty” and mail and/or fax to Jennifer Jay or hand back at the BRDC meeting. Committee members were not sure if a form would be the best route.

**Follow-up action:** Amy will provide a form to accompany the presentation which will include information to encourage feedback from the community on alternatives/options to be considered during the FS.

#### **VII. Press Release Regarding FS Options, the BLOG and Next Meeting Dates - Jennifer**

**Discussion:** Important to develop a new Press Release to keep the community abreast of project status. Amy volunteered to work with Jennifer to draft. The press release should include the FS options, announcement of the Blog site and the next two monthly meeting dates and times, etc.

There are two outreach presentations scheduled for the next two months (Leelanau Rotary and MEA retired educators).

**Follow-up action:** Amy and Jennifer will develop the press release; Carole Groves will write the press release announcing content of August meeting.

#### **VIII. Record Eagle Forum Discussion – Jennifer**

**Discussion:** Jennifer suggests writing a “forum” for the Record-Eagle (need to check their guidelines/number of words, etc.) to help increase awareness to the process and to increase involvement.

**Follow-up action:** Amy and Sandra will develop by September 30<sup>th</sup> (draft).

#### **IX. Appreciation Picnic- Sandra and Todd**

**Discussion:** Susanne and Sandra have been working with Todd on the appreciation picnic. The date of the volunteer Appreciation Party is set for September 7<sup>th</sup> from 6 to 10 PM at the Appel Cottage, 1891 Sarns Road. The facility has gas grilles and chairs, etc. Todd and Jennifer will visit the site to confirm what is available. Food, drink and games will be provided and everyone is invited, including spouses, friends and children. Todd provided a copy of the invitation that will be posted on the BRDC website and also will be posted at the next BRDC monthly meeting. We agreed that we should add “no pets”. Other changes could include adding a photograph of BRDC meetings/members, if we have one. Any will check the website.

Todd will provide most of the food and Herb donated \$100 toward the event for prizes, food, etc. We will have games such as croquet (Amy), volleyball (Todd) and horse shoes (Sandra). The communication team members will also provide a dish to pass. Todd will develop a spread sheet and Jennifer will try to have it on the website or will email so members of the communications team can view/modify, etc. accordingly to track progress. We would like people to RSVP.

**Follow up action:** Todd to develop a spread sheet to Jennifer and to revise the invitation which will be posted on the website and perhaps mailed out.

**X. Other:**

The poster was never finalized. Suggest that we delete the logo on the draft poster and add the “theboardman.org” logo and add the names to the dams and final. Print out 20 posters initially (laminated). They should be posted at the Chamber of Commerce (Sandra), trailheads (Todd); NMC (Jennifer), Grand Traverse County and City of Traverse City buildings (Herb), the Civic Center (Jennifer) and each township (Carole)

**Meeting Adjourned: 6:00 PM**

**Next meeting: Wednesday, September 12th, 2007; 5:00 – 6:00 PM  
University Center, Room 211**

Submitted: August 26, 2007  
Sandra Sroonian