

Community Engagement Committee – Final Notes

Skagit Watershed Council

November 1, 2016 -- 9:30 am – 11:30 am, SWC office at 815 Cleveland Ave, Suite 201

Call to order: 9:32 am

Present: Richard Brocksmith, Scottie Schneider, Leah Kintner (called in at 10 am), Alex duPont, Kristi Carpenter, Karen Summers, Hannah Williams, Lisa Miller, Lucy DeGrace, Lindsay Warne, Allison Roberts, Katie Moore-Drougas

Absent: Codi Hamblin

1. Welcome, introductions, review notes from last meeting.

Notes looked fine with no changes. We introduced new guests, Hannah Williams and Lisa Miller of the Skagit Land Trust and Lindsey Warner of Skagit Fisheries Enhancement Group. Richard noted he had talked with Samantha Russell and invited her to participate in the future.

2. SWC Program Discussion

- General Overview – Implementation plan was adopted December 2015. Process has evolved from the current approach which talks with the early adopters to broaden our audience and hear what they define as important for the Skagit. Three phases – community focused messages; natural resources and economy; actions and challenges. Behavior change vs. engagement and community building.
- Implementation Plan – multi-media initiative with new material using various tools reaching the broader community.
 - SWC council is launching the campaign = if we are spearheading, then it should be held on the SWC Facebook page. Phase 1 of the campaign.
 - ‘threatening’ words or those with a negative connotation – resilience in particular, with some caution around watershed, sustainability, sustainable. Also, Skagit Valley since it doesn’t recognize Padilla Bay and Anacortes and Samish as much.
 - Be direct about what we want to achieve and use the right words to communicate that. The participants want to know what’s in it for them.
 - Photo Contest – let’s go
 - Interviews of community influencers – let’s go
 - Social Media – let’s go
- SWC profile page with a Facebook for ‘Our Skagit’, link newsletters and Instagram, calendar/events
 - Calendar – Discussion defined the need for a watershed-wide electronic calendar for regular member activities and community themed events. Multiple calendars exist already at SCEA and SWC. Could combine and expand to be a hub for greater efficiency and more effective coordination.

***There is no one group that has all of the connections we want, but SWC will start the first draft and populate it with events ahead of the launch. Events resulting from the SurveyMonkey will be incorporated as well.**
 - Facebook will provide a portal for updating people about events. Facebook pages can be connected/embedded into a Google calendar.

The committee wants this to be consistent so we need to post events with specific fields: event, location, date/time, contact person, website FMI.

***The intern can create an email list and request event updates on a regular basis, as well as searching many local, online calendars.**

- Source from other calendars – Scottie (SWC calendar has been SWC oriented to this point), Karen Summers (EcoNet), Samantha Russell (The WAVE), Skagit Land Trust (WordPress), SFEG (WordPress and MailChimp); WSU Ext (Wordpress calendar and e-blasts to segments); SCD (home page upcoming events and includes SCEA’s and extensive volunteer lists); MoNA, Farm events, volunteer opportunities etc. Christmas tree launch, tulip festival, salmon festival, Events – Story night and Skagit Topics series at MoNA
 - Facebook Page: The Group discussed how to format the Facebook page and whether to have two Facebook pages – one for SWC and one for ‘Our Skagit.’ This will be important to establish soon, but many felt that one Facebook page was good.
 - Interviews: Interviews are planned with ordinary people doing amazing things. This is a great way to sell the campaign. Richard will talk with the Skagit Valley Herald about whether these interviews could be featured there as well. Members wanted to know if the interviews can be videotaped? Interviews will be theme based such as seasonal, monthly, community-based. Maximum length wasn’t determined in this discussion, but there was talk about more informal short interviews with lots of community- members and then more in-depth interviews with people recognized as leaders in their field/sector/area of interest. Videos are very engagement oriented and drive engagement through Facebook. The group thought that these interviews as converted to blogs should encourage people to post comments.
 - Themes – This community-based engagement is focusing on themes: sense of place, sense of community, cultural heritage, future generations, scenic beauty, and abundance.
 - Website – has blog capabilities already, but not built out yet. Blogs drive website and Facebook traffic and should be linked. Keep them not too lengthy because people’s attention spans are short. Include photos and video to spark interest.
 - Richard updated the group on capacity-building efforts. We have decided to solicit an intern starting in December. In the meantime, we have secured Katie Moore-Drougas of Kulshan Services to assist with the launch. Richard submitted a Letter of Intent to the Satterberg Foundation for future funding. We should continue to look for grant funding to sustain our engagement efforts.
 - The committee discussed the title of this engagement effort – ‘Our Skagit.’ Kulshan Services suggested a motto to further define/target the campaign: Connecting people, places, and resources in the Skagit. They discussed adding the words for people who live, work, and play in Skagit.
3. Agenda for the upcoming SWC Quarterly Council of Members meeting
The meeting is November 9 from 9am–11:15. Part of the meeting will be to review the engagement process, seek information/input from the members, and seek partnering opportunities as we launch. It will be emphasized that the initial goal is not behavior change, but community and partner building. Richard will go through implementation plan and explain the tools: photo contest and social media. He will ask them to commit to completing the SurveyMonkey. Soon, they will get a request to ‘Like’ the Facebook page and send events to SWC for the calendar.
 4. EcoNet Follow up
Tuesday, January 17, 2017 next meeting, 2-4 pm, at Padilla Bay, followed by Taco Tuesday at The Corner Pub
 5. Eco-Net Agenda discussion

6. Member sharing –upcoming events

- Salmon Sightings – SFEG in partnership with NSEA, find the chum in Oyster Creek, 12-3 pm, meet at Taylor Shellfish Farm
- SLT Stewardship 1st Saturday and 3rd Friday, This Saturday, Butler and Wildes Creek ivy ripping
- SLT Conservation Social – Thursday, November 10 5 – 8 pm at MoNA, Local artist evening presentation and woodworking and Stehikin author of *Reclaimer*; RSVP, 125 capacity - limited space, free, ask at the end for donation
- SCEA – finishing up many fall activities; planning a 5K run February 25, 2017; tied to fecal coliform; Doing the Sprint for Samish Health (DASSH) – family friendly
- SCEA Kids for Conservation – launch next year – H2O trivia nights make money for this
- SCD – Watershed Masters has 23 participants in this fall class; Interview these folks, Wednesday evenings 6-9 pm at Padilla Bay Reserve. Last class November 16. Included 3 Saturday field days already – estuaries, beaches, hatchery, Baker Dam forest stewardship, shellfish, stormwater rain garden and LID, geology, creatures of the Salish Sea
- SCD LID Workshop – Friday, November 4, 9:30 – 2:00 at 1805 Continental, Police Station, Builders, contractors, and designers – LID rules
- Free Nitrate testing – November 10 4:30 – 7 pm Alger Hall, Butler Creek
- Stormwater media ads have been running in the Skagit Valley Herald
- SFEG Planting parties – November 12th in Burlington and on November 19th in Marblemount on Diobsud Creek.
- CBSM – Allison attended the Community Based Social Marketing course for four days. There is much that can be applied effectively to our engagement processes as well as the processes of our partners and members.
- PSP - Alexandra Doty is back now on the PSP – contact her as a resource
- Water Weeks – Allison should check in with Whatcom County Water Weeks; They are doing a Photo Contest with winners that will be on their calendar around water quality issues, speak to the person there for their contest lessons learned.

7. Meeting wrap-up

- Please watch for and complete the SurveyMonkey request that will come out after the Council of Members meeting. Deadline is November 16.
- Send photos of Skagit to Allison to feature in a PowerPoint at the Quarterly meeting and to use in our social media roll out.

Upcoming Dates

- November 3 – SWC Board meeting, 9 am – 12 noon
- November 9 – SWC Council of Members meeting, 9 am – 11:15 am
- CEC meeting – November 29, 9:30 am – 11:30 am
- EcoNet meeting - Tuesday, January 17, 2017 next meeting