Community Engagement Committee – Final Notes

Skagit Watershed Council
September 6, 2016 -- 9:30 am – 11:30 am, SWC office at 815 Cleveland Ave, Suite 201

Attending (alphabetical)**:** Kristi Carpenter (SCD), Alex DuPont (WSU Extension), Lucy DeGrace (SFEG), Richard Brocksmith – Chair (SWC), Cody Hamlin (NCI), Leah Kintner (PSP) (by phone), Allison Roberts (Kulshan Services), Scottie Schneider (SWC), Karen Summers (SCEA)

- Welcome and introductions

  Leah spoke about her role with PSP, as well as a program she facilitates on Human Health and Community Well-Being. ***It would be helpful to hear more about as we would have more definition about socio-economic influences in our community engagement programs.**

- Agenda and Notes

  The committee agreed that it would be ok to put the notes online. Notes looked fine with the change on page 2 under Observations – bullet 2 – SCD doesn't do Shore Stewards. Change to Watershed Masters.

- Campaign discussion

  Richard provided an overview of the SWC Community Engagement Campaign document in their packets that he presented to the SWC Board on September 1. He cited good feedback from the Board who indicated support for a community-based approach; more input on taglines before adopting one; more focus on identifying potential behavioral changes that might be outcomes of the effort to better guide community outreach; more development with partners on the themes and their implementation plans; and resource development and fundraising. He outlined one of the uncertainties we should resolve: whether we should try to alter behaviors from the outset or alternatively to foster deeper community engagement before getting more specific about behavior changes over time as we hear more. His belief is that it is the latter, but the question was raised about how focused we can be in a broad campaign without prioritizing those behaviors upfront.

  Richard met with BrandQuery, business next door, who agreed that no one has done this in Skagit before and that it needs to be done, while emphasizing it will take broad support and more funding to be effective. He discussed audience and how to tackle the middle 60% of adopters with more outreach, education and meeting them where they live, and finding commonalities in our community.

  He's looking for SWC members to champion the campaign and provide staff and financial support. He asked for suggestions on how to garner that support and/or input from SWC members for the campaign? He indicated the September 14 Annual Lunch focus will be on the positive and building resilient communities with a message that we have more in common than apart and are stronger together and that we all rely on the healthy function of the watershed as a community.

Suggestion: At the beginning of the annual lunch, we could have the three speakers briefly describe what they love most about this community and what characteristics make this a really great place. This is a way to cue up an opportunity to gather audience input on what they love most and could provide an opportunity for interaction. ***Richard will provide guidance to the speakers to incorporate this into their presentation – what resonates to them about what makes this community special and unique. *SWC staff could also ask for participant input via individual surveys.**

Suggestion: At the Salmon Festival, the SWC booth could have a whiteboard where we gather input on "What is most important about the Skagit community and place for you?" While their kids are coloring the scales, the adults could write on the whiteboard.

- Confirm discussion of Taglines

  Not ready to go yet with one tagline. ***Reach out to more people and gather input and the best ideas for a tagline.** Should we do a survey with broader audience?

- Discuss Community Themes

  o Strong theme: Choose the strongest themes and tie to events that tie in the best.
  o Healthy Quality of Life which brings in clean water, clean air, healthy food, open spaces, human health, jobs and a supporting economy.
  o Scenic beauty and healthy are relative and subjective – park-like beauty or the ordered chaos of a forest; food from a grocery store that's quality-controlled or dug from a farm.
  o Pull from regional work on well-being (PSP) – ***Leah will provide their one-pager they gathered from several communities.**
  o The ability to be unique is a part of our sense of community. (example of the EU) – we can be fractionated. What makes up a Sense of Place is a core of what NCI does – Getting people to fall in love with a place. Community isn't just about people – it could be the greater ecosystem.
  o Sense of Community – (Read The World Without Us) – PBS has a show on this book as well.
  o Cultural Heritage - the old guard is passing away. What sensitivities need to be brought to the early pioneers. (Pioneer Picnic). How does our different heritage merge in future needs?
  o Power of Future Generations – faith and concern in our youth – so many aren't getting an outdoor experience. Can people care about that which they don't know about? Get outside theme. If you are recreating, you may not necessarily be appreciative of the ecosystem. A lot of these themes are talking to adults, so we want to make sure we are targeting youth. So this engagement needs to be working on several tracks.
  o Community Resilience – can be looked at alignment on floodplain and ecosystems as well as the whole issue about how a community responds to threats.
  o How many ways can a person appreciate this area and see the commonalities? What is it that makes a river healthy? What makes a place beautiful?
  o Seek epiphany moments – cultivate cross-generational moments that surprise us and feed the need to learn something new today. Wake up / Speak up
  o Healthy Economy – unless you have a healthy economy, it's hard to appreciate or commit to much else.
  o Choice of words for instance: what does "watershed" mean to you vs "community"? What is a watershed? It's about the land; it's more abstract and technical; harder to define and requires explanation; place-based. Is it similar in connotation to the word environmental or environment? We don't think about people in the watershed. Community is about people.

- CEC Implementation Plan Suggestions:
  - ***Learn more about sense of place information from NCI**
  - ***Learn more about well-being planning and research from PSP**
  - ***Solicit more members of this committee** - Include tribes on the committee? Samish, Swinomish, Upper Skagit, Sauk/Suiattle? The goal is to get more folks to help us champion – within our organizations and outside of those organizations.
  - ***Seek out partners** – Chamber of Commerce, males, engaged youth or Americorps? Leadership Skagit, EDASC, Skagit Land Trust, Skagit/Island County Builders Association (SICBA), Tourism/ Information Center (Chamber), Skagit Valley College.
  - Get local breweries involved – they use the water. This creates community buzz and attracts a whole new community to the discussion. (Kristi)
  - How and could we connect the SWC strategies to the Monitoring and Adaptive Management framework to anchor this community campaign with protection and restoration strategies? See where the themes fit or cross over to create a framework and narrow the scope. ***Richard and Leah will brainstorm on what this could look like and think of areas of behavior change within this framework.** (Leah)
  - ***Ask the CEC committee to contribute 3-5 areas of behavior change they are working on.** (Richard) Use a survey or email?

- October 11th: 12 – 2 pm – Eco-Net Agenda discussion:
  - Should we host a training on social marketing?
  - Community engagement planning – How to discuss the engagement campaign - What needs are out there? Should we get EcoNet input on tagline? Report on CEC progress
  - Look at one-pager on well-being
  - Review results/outcomes/lessons learned from summer activities
  - Share dates for future events
  - Water Weeks – in doing it again, how to expand for next year and include more organizations? 14 events.
  - Find a date and draft an agenda for an Educators Summit – hold an event at NCI with an opportunity to share resources together. The challenge is when – late fall – when school programs are done – early December.

- Member sharing –upcoming events (10 minutes)

  SFEG
  - Spawner Survey on October 8
  - Salmon Sightings (Coho) 12 pm – 3:00 pm on October 15 and November 5
  - Wild and Scenic Film Fest on October 22
  - Nursery Work Party at Oyster Creek, November 29
  - Planting Parties (one with Skagit Land Trust and NCI on the Diobsud) November 12, 19

  NCI
  - Ramping up first week of Mountain School Mid-September through end of November
  - Mt. Vernon SD is paying for all 5th graders to go to Mountain School (All of BSD will do Mountain School, Concrete, all of Mt. Vernon, a couple from Anacortes and LaConner, and some from Burlington SD?
  SFEG will connect service projects with these 5th graders.

- Cody will be representing NCI at the CEC meetings

SCD
- Stream Team: Deadline to apply September 2 and trainings are September 7, 8, and 10
- Storm Team is moving to Padilla Bay – storm monitoring
- Watershed Masters – September 28 start for 8 weeks
- Awards Banquet – September 20
- Festival of Farms – October 1, 2
- LID Training for engineers and developers with cities & building organization (SICBA)– Nov.4
- Free Nitrate Testing of people's wells – November 10, 6–8 pm, Alger Hall
- Note: They are kicking off small grants program to benefit schools this fall

SWC
- SWC Annual Lunch on September 14
- Salmon Festival on September 10
- Surge Festival at MoNA with Climate Science Consortium September 17 - 25
- Note: SWC can help with funding for buses to events

SCEA
- H20 trivia Night – September 15, 7 – 9 pm sponsored with SCEA
- Water Weeks is August 27 – September 30

WSU
- Busy time. Only 5 hours a week for this, but very committed.

Kulshan Services
- Just updated the LID codes for City of Anacortes and City of Lynden – great in-house resource on LID and stormwater

- Next steps (10 minutes)

  Upcoming Dates

  - September 10 – Salmon Festival
  - September 14 – SWC Annual Lunch
  - October 4 – Next CEC meeting, 9:30 – 11:30
  - October 6 – SWC Board meeting