

# Community Engagement Committee – Final Notes

## Skagit Watershed Council

November 29, 2016 -- 9:30 am – 11:00 am, SWC office at 815 Cleveland Ave, Suite 201

Call to order: 9:35 am

**Present:** Richard Brocksmith (SWC), Scottie Schneider (SWC), Codi Hamblin (NCI), Leah Kintner (PSP) (by phone), Alex DuPont (WSU), Kristi Carpenter (SCD), Karen Summers (SCEA), Hannah Williams (SLT), Lisa Miller (SLT), Lucy DeGrace (SFEG), Allison Roberts (Kulshan Services), Katie Moore-Drougas (Kulshan Services)

**Absent:** Lindsay Warne (SFEG)

1. Welcome and introductions
2. Approve November meeting notes. Review action items

Corrections to the notes: Sprint (not Spring) for Samish Health (SCD event) on the last page, corrections on three names made (Codi, Warne, and DuPont)

3. Discuss progress on engagement program implementation (45 Minutes) Update on social media progress

- **Facebook** – Katie has been busy getting the Facebook page set up prior to launch on December 1, 2016. There are six to seven posts, has liked all of the member pages, posted a few photos, and set up the photo contest app. She has been trickling photos from a separate, but cross-linked Instagram account. Using an app, the Facebook administrator can share to Facebook from Instagram. The main portal for the photos is Instagram. We can link the blog as well. One suggestion was to check out Iconosquare.com which is a 3<sup>rd</sup> party website that takes Instagram insights (best times to post as well) and analytics. Instagram’s business feature is what we are using now. The Photo Contest App is attached to our Facebook page and will be embedded on the SWC website page.
  - **Architecture of the site** – SWC Facebook page is how you search for it with the name of Our Skagit. This solved the problem of two pages which dilutes your influence and is hard to maintain both. There are two additional SWC pages which are empty – (general account seemed like a great idea at the time, but if it’s still live until December 12, then will be deleted.) She merged them together.
  - **What to post...** How far outside the box do we go – national, state, local? The group agreed our focus should be on people who live work and play in Skagit. One member suggested we could occasionally post on our “sister counties” and what they are doing that could relate to our mission.
  - **Hashtags** – #skagitabundance, #ouraskagit, #skagitplaces, #skagitpeople, #seasonsofskagit, #skagitlife. You can tag directly in the photos as well as locations (Skagit, Mt. Vernon, other cities). The group agreed that we don’t want to overdo hashtags in a post since it’s a turn-off. A balance seemed to be best at 2-3 hashtags as a standard, always using #ouraskagit, and then look into other local hashtags that have a lot of people using them to broaden our reach.
- **Survey results** – The committee reviewed the results from the community engagement survey with 22 responses coming in over the past month. This led to a robust brainstorm about who to interview for the blogs. Interviews will result in a 600-700 word blog and then feature people

living, working, and playing in the Skagit. Nathan Rice of Kulshan Services will interview 3- 4 people who are doing noteworthy things in the Skagit over the next month or so to get a good start with a goal of 8 to 10 interviews by March 2017. It was felt that the list of those interviewed should represent a broad spectrum of people from different sectors and cultures including influencers, generalists, and people with a compelling story. If they are well-known, then their story will connect us with their audience. Since the project has a capacity limitations, does SWC need to conduct and write all of these blogs? Lucy suggested that Lindsay from her office would be available through July to help. SFEG has already been thinking about doing this. These are stories we can all share.

Additionally, Richard spoke of the goal to capture short video sound bytes captured on a phone and based on two simple questions: 1) What do you love about the Skagit? 2) What would you like for the Skagit of the future? These 20-30 second videos will have an informal, organic feel with hopefully compelling content. He envisions that others from our community could do these sound byte videos as well.

- Richard shared an informal list of sectors we want to represent to guide CEC discussion about who might be on the first four interview list. The group thought that each sector could include three picks since some people may not want to be interviewed. The following emerged during the brainstorm:
  - Oscar Lagerlund - Ag Pioneer
  - Deanna Ammonds and Andrea Xavier (Nookachamps historian and researcher), Pat Buller – photographer, rancher, upriver in Marblemount
  - Jay Bowen and Peter Whited – Tribal - metal totems being designed for the RiverWalk. One is a tribal member. SWC is a major funder through Kiwanis and City is helping as well.
  - John Scurlock – pilot, photographer, recreationist, artist
  - Steve Jones – bread pioneer at WSU (Alex knows him)
  - Larry Campbell (Swinomish) Janie Beasley (Swinomish) and Rosie Cayou – Samish
  - Labor/Immigrant connections
    - LaConner Museum will continue to feature an exhibit on immigrant families. (Karen can connect).
    - George Gutterez of Viva Farms (Alex knows),
    - Nelida Martinez (Viva Farms) and Lizette Flores (Alex works with Lizette at Extension);
    - Everett Chu – Azusa Farm and Garden (Kristi knows him – EcoPro certified designer, does rain gardens and involved in stream teams)
  - 8<sup>th</sup> grader who taught classmates conifers etc – Lucy knows him and others
  - Faith-based person and stewardship component – Cody Notlund (Bayview United Methodist Church) But be careful to not only represent one faith. Seek to find others.
  - Volunteers – Pete Haase is one choice. Maybe find others who haven't gotten as much press.
  - Upriver forester – Mike Olson (also a volunteer who plants trees)
  - Teachers
    - Laure Brooks (Mt. Vernon teacher) ;
    - Mary Janda (Marblemount local, teaches in Concrete, sits on the SCD Board;

- High School Band teacher (younger guy);
  - Ann Chase Stapleton (teacher at Anacortes – gardener);
  - Victor Garcia – Anacortes HS;
  - Suzy Wittman (art teacher in Burlington)
- Recreationist – young man who is going to navigate the Skagit River (Allison knows his name)
- The group considered the questions Nathan provided in draft for the interviews. The liked the questions. Richard indicated CEC members can suggest additional questions they think might round out the list. The following suggestions emerged:
  - **\*Add something like: What’s changing in your world? How can this change be an opportunity?**
  - **\*Of those interviewed, send a survey to them afterwards to get their input/feedback on the process.**
  - **\*We could ask them if they have a Fun Fact to share on our Fun Fact Friday on Facebook and we could credit them.**
- **Populating the calendar** – Katie searched all of the member pages for events as well as SWC events and put them on the calendar. She also liked all of the partner pages.
  - The calendar is a public Google calendar (not just SWC) Intern will know that events on member FB pages can be posted on the calendar and share on the SWC Facebook. We’ve gleaned what we could from calendars.
  - **\*To post an event to the calendar, who will be the point of contact and what’s the preferred message? \*Add to Social Media Policy - Better for organizations to create an event on their Facebook and to share the event.** Send an email noting details of the event using a form. We could invite all our members to the calendar and then members could just post events on the calendar – self-generating. **\*Start with 3-4 administrators who can post to the calendar.**
- **Social Media policy review** – Katie pulled together a working draft of a social media policy using several existing examples. The committee reviewed the document.
  - **\*In place of the elevator speech under Communicating on Social Media, put just the SWC mission and the goals of the community engagement program.**
  - Can organizations comment on our page? We have security features in place. We could preface this in our intro if they have an event to share.
  - **\*Add to Social Media Policy Instagram tagging. SWC’s Instagram requires approval of tags.** @ourskagit on other’s Instagram accounts can tag @ourskagit and it will appear on the SWC Instagram account. Example: I Heart Skagit just shared the SLT post and tagged it.
  - **\*Start with liking and interacting on member’s pages and re-share their articles.**
  - Regarding geographic focus of national, state, or regional, **\*the committee agreed to focus on people who live, work, and play in Skagit. Make the connection in the post to how it is related to the community engagement mission – communities, people, and abundant resources.**
  - **\*SWC member posts – Administrators and others on the CEC can now invite personal friends to get the ball rolling ahead of our launch. Anyone who likes the page can invite them to OurSkagit.**
  - **\*Under All Posts add posts should be locally- relevant, nonprofit**
  - **\*We agreed that post frequency of 5 times a week is sustainable at this point.**
  - **\*SLT will share an outside party app for scheduling posts to Instagram.**

- **\*Richard will share the draft policy with our membership and as well as posting tip sheet about how they can engage in our social media.**
  - **Website** – The SWC webpage is getting a blog feature built out and should be done this week.
  - **\*Richard indicated that he will start doing press releases by next week.**
  - **Photo Contest** – Members got copies of the Photo Contest poster to copy and distribute through their circles. **\*Scottie will send out electronic copies in JPG and PDF format to members.** Scottie will post them around downtown. Richard will announce the launch of the photo contest with a press release. It was suggested that photography clubs in schools be encouraged to participate. **\*CEC members can send the names to Scottie and she'll email to folks.** Small cash prizes. Community calendar in 2018.
4. The committee discussed dates for an educator's retreat. There has been talk for a long time to do this and the group agreed that all day February 22 and a half day on February 23 was the best timeframe for most members. (The May 30-31 date wasn't as favorable.) The goal is to build relationships and share knowledge and learn new things. The committee liked the idea of doing breakout groups – high school and curriculum and others focused on other topics. NCI has indicated they can provide the space at cost (\$70) and SWC will pay ½ of cost (\$35). Organizations will be responsible for paying for half of costs and staff time at the event. **\*The SWC, NCI, and WSU will start drafting an agenda and secure the February date with NCI.**
  5. Meeting sharing - none shared although some are busy and some are not.
  6. Intern position – Daniel Billick – environmental studies, economics, Spanish. He was the distribution coordinator at WWU's publicity center and looks like a strong candidate. Richard will be meeting with him shortly.

**\*Suggestion to get the Photo Contest Flyer in Spanish. Do an all-Spanish interview with English subtitles. Allison will send a PDF and JPG to Scottie. She will change the prize range to \$50 - \$150.**

Meeting wrap-up and options for next meeting date

Last Tuesday of the month which is most of the time the week before the SWC Board meets. Richard will send out a Doodle for early to mid-January. Note: Mondays are very bad for Alex.

- January 3 or 5? 2017 9:30-10:30am (maybe 1 hour check-in?)
- January 31, 2017 9:30-11:30am
- February 22 and 23 – proposed educator conference
- March 28, 2017

Adjourned 11:25 am