

SRRTTF Funding Work Group

DRAFT Meeting Notes

December 5, 2012 | 10:00am – 12:00pm

Department of Ecology

4601 North Monroe Street | Spokane, WA 99205-1295

Attendees:

Tom Agnew, Liberty Lake

Adriane Borgias, Ecology

Lisa Dally Wilson, HGC/SRSP (*on phone*)

Aubri Denevan, Ruckelshaus Center (*on phone*)

Kelsey Gray, Ruckelshaus Center

Sarah Hubbard Gray, HGC/SRSP (*on phone*)

Don Martin, EPA (*on phone*)

Diana Washington, Ecology

Fact Sheet Update

The fact sheet is posted with the changes requested by the Tribes on the Task Force web site.

Action Item: *Aubri Denevan to post revised fact sheet on website. (COMPLETE)*

Communication Plan

The work group discussed ideas for a Communications Plan such as:

- Spend time talking about the communication plan, audience (business, elected officials, Tribes and Tribal communities, Toxics reductions and the general public), and messaging you would like to get out. (What are we doing and who are we?)
- State the problem (where are we going?) with the goal of having a well-informed community-wide consensus about the problem and what we all are going to do about it.
- Clearly outline a framework of what the SRRTTF is working on. (This will be helped by the findings from the development of the Work Plan: what are the recommendations?)
- Create a message (or messages) that is universal and consistent in all outreach efforts done by organizations on or involved with the SRRTTF.
- Bring in members of the Task Force to do a “dog and pony show” to present to the community, and keep the communication lines open—stressing that they will be there for a while working on this issue. Seek the venues and deliver the message. Provide a narrative and a Speakers Bureau to do public outreach. Look for opportunities, such as the Valley chamber, involved community, etc.:
 - The Fact sheet fits for the first phase of a communications plan, if the communication plan is laid out in chunks.

- An adaptable PowerPoint presentation

It was discussed that it would be good to have the Tribes involved in the communications plan and other aspects of the Task Force. Outreach to the Tribes would be good in order to foster meaningful relationships.

SRRTTF Presentation

Adriane Borgias reported that she has prepared a PowerPoint presentation about the SRRTTF and has presented it to the Spokane Regional Clean Air Agency and the Columbia River Toxics Task Force. She also provided a copy to the SRSP.

Action Item: *Adriane Borgias to post PowerPoint presentation on the SRRTTF website*

Action Item: *Kelsey/Aubri to draft a communications framework.*

Action Item: *Kelsey Gray to call Tanya Riordan:*

- *Thank for attending meeting*
 - *Set up a meeting time between now and the end of the year (if this is necessary) to inform/educate about SRRTTF*
 - *May involve the use of Doodle Poll to choose between the best dates*
 - *January meeting to be used to articulate findings of meeting with Tanya*
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Funding Discussion

Kelsey and Adriane reminded the Work Group that the Ruckelshaus Center and Ecology cannot lobby for the Task Force due to agency restrictions. EPA doesn't have any grant funding specifically for the Task Force, but if one of their proposals that comes out that fits with the Task Force, then the Task Force can apply for it. However, EPA would not be able to coach the Task Force on the application process. When crafting a message for funding, it is important to be aware of the "asks" vs. "ask" and make sure the message is consistent.

Other funding ideas were discussed:

- Include Tanya Riordan from Sen. Maria Cantwell's Office in future funding discussions.
- Begin to establish relationships with state and local Universities. There was discussion that the small response to the RFP could be an indication of that need.
- As a Task Force, collaborate on grant proposals.

Action Item: *Diana Washington will give Dave Croston, EPA, a call to discuss funding opportunities, and she will report back to the Task Force at the Dec. 19 meeting.*

Action Item: *Adriane Borgias to do more research about the university group that may be interested in the SRRTTF*

Action Item: *Adriane Borgias to discuss with Doug and Rick the Ecology Focus Sheet for the budget item.*

Next Meeting

ACE will bring the scope of work, and a draft contract to the February Task Force meeting. Final approval could be at the February meeting if funding is in place.

Upcoming Meetings:

- Next Full Task Force meeting is December 19, 2012, 7:30am – 12:30pm
- Next Funding Work Group meeting is February 6, 2013, 10:00am – 12:00pm

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