



Lakeland Industry and Community Association
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Education & Outreach Committee Meeting Minutes Wednesday, September 15, 2021 1:00 p.m. – 3:00 p.m. LICA Boardroom and via Microsoft Teams

Present: Duane Zaraska
Sheena Oman (via teleconference)
Carrie Baumgardner
Kristen Berezanski (via teleconference)
Desiree Parenteau (via teleconference, left at 2:55 p.m.)

Staff and Contractors: Kristina Martel, LICA Executive Director
Rachel Bates, Education & Outreach Coordinator
Tina Johnson, LICA Administrative Professional

Regrets: Cody Jacknife
Amanda Avery-Bibo

1.0 CALL TO ORDER

Duane Zaraska, the Committee Chairperson, called the meeting to order at 1:09 p.m.

1.1 Introductions

1.2 Vision, Mission and Values

1.3 Roll Call

The Committee was reminded of a member stepping down from their seat. The Executive Director noted that the position will be filled at the Organizational Meeting in October.

1.4 Approval of Agenda

#1 Moved by Carrie Baumgardner AND CARRIED that the September 15, 2021, Agenda be approved as presented.

1.5 Approval of Minutes

1.5.1 June 23, 2021

#2 Moved by Sheena Oman AND CARRIED that the June 23, 2021, Minutes be approved as presented.

2.0. ONGOING BUSINESS

2.1 Education & Outreach Update

The Education & Outreach (E&O) Coordinator presented the E&O Program Update to the Committee, noting:

- There were many workshops held over the summer, which were well received. Kids seem to be very familiar with LICA from presentations and Stream of Dreams held at schools.
- She completed an Adobe Creative training program over the summer to enhance her poster and advertisement design abilities.
- A BIG thank-you for our Summer Student and all she accomplished over the summer. One major task undertaken by the Summer Student was updating all LICA classroom presentations with the new school curriculum and indigenous traditional knowledge.
- The Mad About Science Coordinators in Lac La Biche were excellent to work with for the Vermicomposting workshop they hosted.
- LICA's Facebook and Instagram accounts have received more engagement over the summer than before, including an increase in shares, likes, and comments. She believes LICA has better gauged the audience in terms of what piques their interest.
- The Battle River Watershed will be providing training to her on the delivery of X-Stream Science.

2.1.1 Recorded Presentations/Workshops

The LICA Summer Student recorded all the workshops she held over the summer. Healthy Waters Lac La Biche is also having an open house the same day as the LICA AGM, so the LICA E&O Coordinator will be producing a video for them to present. The E&O Coordinator asked the Committee what should be done with these recordings.

The Executive Director suggested that we post these videos to LICA's YouTube channel, as one was created to house the LICA introductory video. The Committee was strongly in favor of posting the videos to LICA's YouTube Channel as it may generate more traffic to the website and awareness of the organization. A recommendation will be presented to the Board of Directors for approval. A link to the videos will be sent to the Board for information to support their decision and feedback. This will provide context to what the Committee is proposing to publish externally.

2.2 Little Green Thumbs

The Board had requested the E&O Coordinator attempt to contact a higher level of the Little Green Thumbs program due to the lack of response from the local organization. She spoke with the Saskatchewan division of Agriculture in the Classroom, the organization that provides the Little Green Thumbs Program, and was told that each province operates separately so they couldn't assist her. The Saskatchewan Agriculture in the Classroom did attempt to contact the Alberta Agriculture in the Classroom Coordinator, on LICA's behalf, to request they get in touch with us. Nothing came of the request. The E&O Coordinator spoke with other participants in the program and discovered they were also having difficulty getting in touch with the Little Green Thumbs Coordinator. There have also been a couple teachers requesting their gardens be picked up, due to Covid-19 concerns of sharing a garden. The E&O Coordinator expressed that she has various tasks to complete under LICA's grants this year and she feels that she does not have the resources to further pursue the investigation into this program at this time.

The Committee expressed that they would like the E&O Coordinator to contact the schools to see if the gardens are in use or if other schools would like to return their gardens or need supplies. Schools not implementing the gardens this year can return them to us. LICA has the resources to assist the teachers who wish to continue with the gardens and require more supplies.

A quick investigation during the meeting left the Committee wondering if the Little Green Thumbs Program was still running in Alberta. The LICA Administrative Professional offered to research the Agriculture in the Classroom structure and attempt to contact someone who could assist with the issues LICA has experienced. The Committee also discussed the options of funding the supplies of currently existing school gardens, including seeking donations. The Committee is highly supportive of continuing this program, if possible, and will revisit this topic at the next committee meeting.

2.3 Keep Our Lake Blue (KOLB)

LICA partnered with the Moose Lake Watershed Society (MLWS) again during Summer 2021. The kick-off event was well attended; however, most participants were from the campground beside the Shaw House and not landowners from around the lake. Yoga for You hosted a class during the event which was well received. One LICA Board member and a member from Healthy Waters Lac La Biche also attended the event, but there was no community interest.

The next KOLB campaign event was to be a Moose Lake shoreline clean-up, but the only location put forth contained large items, such as tires and furniture, that would require equipment to remove and posed a liability to participants. As this was not an option for LICA, a clean-up was done at Jessie Lake instead.

A campaign wrap-up event is being planned, but the main presenter is not able to participate until after the elections are completed.

The E&O Coordinator expressed some challenges in working with the MLWS over this year's campaign, which included a lack of volunteers participating in the campaign and external communication regarding our partnership in the Campaign. She recommended that LICA play more of a supportive role in the Campaign, should MLWS wish to proceed with the KOLB campaign next year and focus our efforts in expanding our partnership of the KOLB Campaign with other watershed stewardship groups. This approach would mirror our current partnership with Healthy Waters Lac La Biche.

The Executive Director reminded the Committee of the original intention of the KOLB Campaign. LICA planned to conduct a pilot in partnership with the MLWS over a few years to determine the campaign's success rate. Should it be successful, LICA's goal was to expand the Campaign into other areas in partnership with local watershed stewardship groups, individuals, or organizations.

The Committee members had a few suggestions going forward:

- More direct contact with the media to ensure clarity around the campaign being a LICA program, including a media release,
- The development of an MOU for MLWS to sign if they wish to continue the campaign on their own, and
- That the E&O Coordinator prepare a formal recommendation for decision to be presented at the next meeting.

2.4 Calendar Contest

2.4.1 Prizes

A LICA staff member inquired about the cost of the prizes for this event and the reasoning behind using VISA cards as they charge the user a \$4.95 fee. The E&O Coordinator brought this inquiry forward to the Committee for discussion and comment. The Executive Director ensured the Committee that the cost for the prizes is covered by the LICA budget in full. The Committee felt the cost was reasonable as getting a graphic artist to do the calendar pages would exceed the cost of giving the \$50 VISA card to all Calendar Contest winners. The Committee did brainstorm on prize options other than the VISA cards, such as purchasing local, but felt this would be quite difficult to do given the age group and required considerable time to invest in purchasing the prizes. The Committee agreed to continue with the same prizing as last year and is open to reviewing this in the future if budget becomes an issue.

2.5 2022 Photography Contest

The previous E&O Coordinator left notes on how the 2020 Photography Contest was implemented. After having ran the last contest under Advanced and Beginner categories, it was felt that the categories were as arbitrary as using the age categories. The current E&O Coordinator suggested LICA categorize the contest based on themes (i.e., landscapes, animals, etc.), as this would assist in procuring photos that LICA requires for publications. The Committee decided to change the ages of the categories to Youth, ages 12 and under, and Adult, aged 13 and up.

To increase contest visibility a Committee member suggested LICA also offer a Fan Favorite Vote. The Committee was all in favor of this idea. The E&O Coordinator will investigate an online platform for submission of entries and voting.

Finally, the E&O Coordinator asked the Committee if the contest should continue to be judged professionally and for ideas on who to contact if we went this route. The Committee felt that having professional judges was important to ensure fairness in choosing the contest winners. The Committee also felt that verifying the judges' credentials to ensure they were certified was important.

2.6 Bonnyville Community Garden

2.6.1 Phase 2 Construction Update

The E&O Coordinator has been in contact with the fencing contractor. He has requested we get an updated Click Before You Dig completed before fencing installation commences. This should be completed over the next few weeks.

A Garden Work Day has been planned for September 25, 2021, at 10:00 a.m. to finish building the remaining garden beds. The Bonnyville Pontiacs would like to volunteer but have a game the day of the event. They will be building the bed structures during the week prior so that the community volunteers will only have to line and fill them with soil.

A LICA staff member had suggested that LICA investigate having a permeable surface for the walkways and gazebo pad. In discussions with the landscapers, they expressed this would not be possible if LICA wished to keep the garden wheelchair accessible and durable because they would have to mix poly sand into the material to withstand the seasonal changes.

The gazebo planning and building will begin once the gardens beds are in place and the concrete for the paths and pad have been poured. This will allow for a better estimation of the size of gazebo that we will have space for. The E&O Coordinator expressed that the quotes received are from suppliers in Edmonton and welcome suggestions for a more local option. The Committee suggested reaching out to the Co-op and Peavey Mart in St. Paul and Lloydminster.

2.6.2 Budget Review

The E&O Coordinator presented a revised Phase 2 budget to the Committee. It was noted that the Community Garden has its own budget separate from the E&O budget. She also noted that the budget presented is overbudget due to over-estimation of costs, such as being unsure of the required gazebo size and does not take into consideration in-kind donations. The Committee was hesitant to motion an unbalanced budget, so they added the requirement that a smaller cement pad and/or gazebo be installed if budget shortages were expected and as more costs were solidified. The Committee also expressed that should the budget need to be reduced, the pathways to the gazebo may be removed as it should not greatly affect wheelchair accessibility to the Gazebo. The Executive Director also assured the Committee that each large expense is brought forth to the Board or Designates for approval prior to purchasing, with confirmation of being within budget.

#3 Moved by Carrie Baumgardner AND CARRIED that the revised budget be accepted as presented with the expectation that a smaller gazebo and/or cement pad be installed if budget shortages are experienced.

2.6.3 Fall Harvest

Gardeners have been asked to have their beds harvested by September 30, 2021. LICA is hosting a garden workshop on Cover Crops and Crop Rotation the following evening. Clover will be planted as a cover crop in the garden beds. The E&O Coordinator inquired what kind of celebration could be hosted for the gardeners due to the new, more restrictive Covid-19 protocols which will be in place. The Committee felt a group photo of the participants should be taken with masks. They also agreed that LICA should promote a recipe swap, where gardeners would submit recipe(s) that include at least one item grown from their garden to LICA. A cookbook with those recipes would be put together and provided to them as a gift.

2.7 Winter Workshop Topics

The E&O Coordinator suggested the following workshops to host over winter:

- AEP's Working Well,
- Waterlution Youth Presentation (which was postponed in August), and
- Photography Workshops.

She also requested the Committee to think about who may be able to host the Photography Workshops and share any other ideas at the next meeting.

3.0 OTHER BUSINESS

3.1 Volunteer Appreciation

On behalf of LICA, the Executive Director recognized all the volunteers who form this committee and thanked them for their dedication with a small token of our appreciation. She also requested that any members who either wish to serve or be removed from the committee in the next year, contact her directly with their intentions via email or phone.

4.0 ACTION LIST

4.1 Follow-up on Action List

4.1.1 June 23, 2021

The Committee reviewed the E&O Action List from the June 23, 2021, meeting noting:

- The writing contest winners will receive their awards shortly as school was over in the fall by the time the winners were chosen.
- There has not been enough moisture over the remainder of summer for us to tell if the Community Garden requires additional woodchips. This item will be amended to Fall 2021.
- The FCSS would like to move the Stream of Dreams program to the Spring of 2022 due to the increased Covid cases in the area and stricter restrictions being implemented.

5.0 UPCOMING MEETING DATES

5.1 Board Meeting – September 23, 2021

5.2 Governance Meeting – September 29, 2021

5.3 Annual General Meeting – October 6, 2021

5.4 Next Meeting – TBD

6.0 ADJOURNMENT

Meeting adjourned at 3:30 p.m.

#4 Moved by Carrie Baumgardner AND CARRIED that the meeting be adjourned.

Approved on: _____
Date

Signature