



Lakeland Industry and Community Association
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Education & Outreach Committee Meeting Minutes Tuesday, November 16, 2021 2:00 p.m. – 4:00 p.m. Microsoft Teams

Present: Shareena Wilkins
Stephanie Sitkowski (arrived at 2:11 p.m.)
Amanda Avery-Bibo
Duane Zaraska
Cindy Connolly
Carrie Baumgardner

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

Regrets: Evelyn Mondares
Gabrielle Wiskeyjack
Madison Rehm

1.0 CALL TO ORDER

Shareena Wilkins, the Committee Chairperson, called the meeting to order at 2:02 p.m.

1.1 Territorial Acknowledgement

1.2 Introductions

1.3 Vision, Mission and Values

1.4 Approval of Agenda

1.4.1 November 16, 2021

#1 Moved by Duane Zaraska AND CARRIED that the November 16, 2021, Agenda be approved as presented.

1.5 Approval of Minutes

1.5.1 September 15, 2021

#2 Moved by Duane Zaraska AND CARRIED that the September 15, 2021, Minutes be approved as presented.

2.0. POLICY REVIEW

2.1 Committee Terms of Reference

The Committee reviewed the E&O Committee Terms of Reference document. There were no changes recommended at this time.

#3 Moved by Cindy Connolly AND CARRIED that the E&O Committee Terms of Reference be accepted as presented.

2.2 Policy Review

2.2.1 Policy 1.5 Decision-Making Process

The E&O Committee reviewed Policy 1.5 *Decision Making Process*.

2.2.2 Policy 1.13 Volunteer Hours

The E&O Committee reviewed Policy 1.13 *Volunteer Hours*.

2.2.3 Policy 1.14 Confidentiality

The E&O Committee reviewed Policy 1.14 *Confidentiality*, and each member was requested to sign a copy for retention by LICA if they had not already done so.

2.2.4 Policy 2.8 Board and Committee Expenses and Remuneration

The E&O Committee reviewed Policy 2.8 *Board and Committee Expenses and Remuneration*.

2.2.4.1 Expense Claim Form

The E&O Committee reviewed the LICA Expense Claim Form.

2.2.4.2 Direct Deposit Option

The E&O Committee members eligible for stipends, were given the option to complete the Direct Deposit form noting that a VOID cheque will be required to accompany the form.

2.2.5 Committee Member Sign-on Form

The E&O Committee members were requested to complete the Board and Committee Sign-on sheet for retention by the Accounting Assistant. Members who have already completed this form, were requested to complete the form should their contact information have changed.

3.0 ONGOING BUSINESS

3.1 Education & Outreach Update

The Education & Outreach (E&O) Coordinator presented her E&O Program update to the Committee, noting the following additions:

- LICA has now complete the workplan target to deliver a total of seven airshed related presentations.
- Stream of Dreams meet and greets are planned with Aurora Middle school and FCSS in Cold Lake.

3.2 LICA Recorded Presentations

3.2.1 Review of Recorded LICA Presentations

LICA intends to create recordings of their presentations and events and publishing them on LICA's YouTube channel moving forward. The Board requested that the committee review the recorded presentations and determine what videos should be published on the YouTube channel.

The Committee determined that the purpose of LICA's published videos should be educational. Themes may include all aspects of LICA, including but not limited to, watershed (surrounding lakes and current initiatives), Airshed (comparison of real-time weather vs. AQHI lanterns) and other education and outreach initiatives.

Discussion was had on developing educational vlog posts that are demonstrational (first person) and are a maximum of 10 minutes in length. The Committee also recommended that the E&O Coordinator utilize the Communication and Design Manager's experience in video creation to assist her with creating the highest quality product possible. Applications like "InShot" or "After Shock" can be explored as tools the E&O Coordinator could add to her repertoire of video editing software, if necessary.

Stephanie Sitkowski volunteered to assist in re-recording the Community Garden workshops videos previously recorded this summer, as the audio quality was poor and are not able to be used on the YouTube channel.

3.2.2 Review of YouTube Channel

The E&O Coordinator shared the existing videos posted on the LICA Environmental Stewards YouTube channel. The Board requested that the Committee determine how the review of these videos would be managed over time to remain relevant to our membership, evolving technologies, and Alberta regulations.

The Committee felt there was not enough current videos available to give them a good idea of whether the LICA brand is being maintained adequately in video presentations. They would like to directly review the next few videos developed to ensure the videos align with LICA branding. Once the Committee is confident that LICA branding is being maintained in video productions, the Committee agreed to review one quarter of the videos on LICA's YouTube channel at every meeting, like how the Governance Committee reviews policies. The Committee requested that the E&O Coordinator email videos, created over the next quarter, directly to the Committee members for review and approval.

#4 Moved by Stephanie Sitkowski AND CARRIED that the E&O Committee review the first few videos created to ensure LICA branding, and then review a quarter of the videos annually thereafter.

3.3 Little Green Thumbs

The E&O Coordinator reviewed LICA's recent history and challenges with the Little Green Thumbs (LGT) Program and Agriculture in the Classroom. Agriculture in the Classroom is currently working on a solution to maintain provincial consistency with the Alberta Little Green Thumbs Program as there have been numerous organizations contacting them regarding the same issues. If the problem cannot be rectified across the province, Agriculture in the Classroom may consider bringing the Alberta LGT Program under their purview.

As requested by the previous E&O Committee, the E&O Coordinator followed up with all nine of the gardens provided to classrooms. Seven of them are currently not being used due to the pandemic and the garden being a high touch shared surface, but they wish to keep the gardens for when the Covid-19 restrictions have been lifted. One of the other two teachers who are using their LGT gardens purchased her own supplies. It was requested that we investigate reimbursing the teacher, with itemized receipts, as supplies are supposed to be provided by the LGT Program and LICA has the budget to assist in the purchasing of supplies.

3.4 Keep Our Lake Blue Campaign Proposal

The E&O Coordinator reviewed the Proposal with the Committee and provided additional background of the Keep Our Lake Blue Campaign (KOLB), held in partnership with the Moose Lake Watershed Society. Should the Committee wish to proceed with the proposal, an MOU will be developed, for Committee approval, to implement with all watershed stewardship groups going forward that will address some of the issues faced and outline expectations of the KOLB campaign partnership.

The Committee was in support of LICA moving into a more supporting role in future offerings of the Campaign. For the 2022 season, Healthy Waters Lac La Biche wishes to offer the KOLB campaign and will be required to sign the new MOU clearly outlining the duties, roles, and responsibilities required for delivery of the program. The Moose Lake Watershed Society will also be given the opportunity to continue our partnership, under the new MOU.

The Board Chairperson wanted to ensure, as we shift to a more supportive role, that LICA receive adequate recognition for the Campaign creation. In conjunction with the MOU, the E&O Coordinator will provide a Media Release in advance of future campaigns ensuring LICA receives adequate recognition. It was also suggested that LICA's logo and branding be added to KOLB Campaign materials to keep LICA visually present.

#5 Moved by Amanda Avery-Bibo AND CARRIED that LICA transition into a supporting role in delivering the KOLB campaign, while maintaining ownership, and expand the campaign to new lakes based on interested parties.

3.5 Calendar Contest

3.5.1 Contest Entries

There were an inadequate number of entries to complete the LICA calendar this year, with only 7 submissions. Last year we also had similar difficulty in obtaining enough submissions for the calendar. The E&O Coordinator suggested that this may be due to pandemic challenges faced by schools. The Board suggested that Youth Photos from past Photo Contests be added to create a complete calendar. The E&O Coordinator presented the combined pictures and photos to create a full calendar, to which the Committee agreed appropriate. She also mentioned that LICA has exclusive rights to utilize these photos as part of the contest rules.

3.5.2 Photo Additions

The E&O Coordinator asked the Committee if the \$50 prize should be awarded to the Youth Photo Contest photos chosen for the calendar. The Committee agreed that all pictures or photos included in the 2022 LICA Calendar receive the \$50 prize as budgeted.

3.6 Bonnyville Community Garden

3.6.1 Phase 2 Construction Update

The E&O Coordinator reviewed the progress to-date on the Bonnyville Community Garden. The fence around the garden has been installed with an equipment gate on the Community Church side. This has posed some issues as there is now no direct access to the compost for the gardeners. A man gate has been requested to be added on the Wholesale side to provide gardener access, which is anticipated to be installed in the Spring. There are now 41 completed and filled garden beds available for use. A local contractor has been chosen and construction of the gazebo and cement pad are expected for spring 2022. They have agreed to allow LICA to make payment in advance to ensure we are able to spend our funding prior to the March 31st deadline. For the 2022 year, LICA will still need to purchase the benches, tables, bushes, and trees for the garden.

3.6.2 Amended Community Garden Layout

An updated visual of the garden design layout was presented to the Committee noting that:

- The gazebo has been shifted to the edge of the garden instead of being in the center as there is not enough room to build the desired size within the center, and
- Concrete walking paths will either need to be removed or be planned for another phase of the Community Garden as current funding is inadequate to include them.

3.6.3 Revised Budget

A revised and balanced budget was presented to the Committee for approval now that some of the estimated expenses have been finalized.

#6 Moved by Duane Zaraska AND CARRIED that the amended budget be approved as presented.

3.7 Rain Garden Video

3.7.1 Board Brainstorming Results

The Board brainstorming results were shared with the Committee. The Committee felt that a purpose and target audience needed to be further defined. Discussions led to Landowner's being the target audience, while "How can you build and get the benefits of a rain garden on your property" was solidified as the purpose of the video.

3.7.2 Video Details

The Committee brainstormed the finer details of the video. The Committee members liked the idea of animation as it visually assists with understanding what is occurring, that can't be shown through a picture. The E&O Coordinator reiterated that the time-lapse would take up a considerable portion of our available video time. The Committee would like the animations to create a complete story of what is occurring as the rain garden is completed. The E&O Coordinator now has enough information to get quotes to provide at the next meeting.

3.8 Winter Workshop Topics

When the E&O Coordinator followed up with AEP on providing LICA members with the Water Well program, she was met with opposition from the LARA Environmental Program Manager who currently offers this program regularly. Due to this conflict, LICA will not be offering the Water Well program to LICA members this winter.

Waterlution, who were unable to provide a presentation during the summer, are now able to offer two Young Water Speaks Storytelling Workshops this Winter.

The Board Chairperson had suggested the E&O Coordinator get in touch with Salmtec, who offers natural resource training, to see if they could provide workshops over the winter. They have agreed to provide the "Wetland Policy Basics" to LICA members for \$60/hour, to cover the cost of the instructor. The Committee agreed that this cost is fair and recommends she move forward with booking at least two sessions over the winter.

The E&O Coordinator asked the Committee to provide further Winter Workshop ideas via email to outreach@lica.ca or discuss them at the next E&O Committee meeting.

4.0 **ACTION LIST**

4.1 **Follow-up on Action List**

4.1.1 **September 15, 2021**

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

- Items for 2.2 Little Green Thumbs have now been completed,
- An online platform for item 2.5 2022 Photography Contest has now been completed,
- The clover cover crop was planted in the beds used during the 2021 gardening season.
- The remaining items for 2.6.3 Fall Harvest require the timeline updated to Fall 2022
- Other actions brought forward:
 - All writing contest winners have now received their prizes, and
 - Further evaluation of the effectiveness of the wood chips at the garden has been updated to Spring 2022.

5.0 **UPCOMING MEETING DATES**

5.1 **Board Meeting – November 25, 2021**

5.2 **Next Meeting – TBD**

As there were many new committee members, the E&O Coordinator notified the Committee that the next meeting is traditionally held at the end of February or in early March. A DoodlePoll of potential dates will be sent out closer to that time.

6.0 **ADJOURNMENT**

Meeting adjourned at 4:13 p.m.

#4 Moved by Duane Zaraska AND CARRIED that the meeting be adjourned.

Approved on: _____
Date

Signature