



Lakeland Industry and Community Association
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Education & Outreach Committee Meeting Minutes Thursday, January 13, 2022 9:00 a.m. – 12:00 p.m. LICA Boardroom and via Microsoft Teams

Present: Evelyn Mondares (via Microsoft Teams, left at 9:56 a.m.)
Shareena Wilkins
Stephanie Sitkowski (via Microsoft Teams)
Amanda Avery-Bibo (via Microsoft Teams)
Duane Zaraska (via Microsoft Teams)
Gabrielle Wiskeyjack (via Microsoft Teams)
Cindy Connolly (via Microsoft Teams)
Carrie Baumgardner (via Microsoft Teams)

Guests and Observers: Robert Machatis (via Microsoft Teams)

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

Regrets: Madison Rehm

1.0 CALL TO ORDER

Shareena Wilkins, the Committee Chairperson, called the meeting to order at 9:02 a.m.

1.1 Territorial Acknowledgement

1.2 Introductions

1.3 Vision, Mission and Values

1.4 Roll Call

The Executive Director mentioned that Madison Rehm has resigned from her position with the M.D. of Bonnyville effective the end of January. As such, we will remove her name from the attendance list and follow-up with the M.D. of Bonnyville to see if they are assigning a replacement to the committee.

1.5 Approval of Agenda

1.5.1 January 13, 2022

#1 Moved by Duane Zaraska AND CARRIED that the January 13, 2022, Agenda be approved as presented.

1.6 Approval of Minutes

1.6.1 November 16, 2021

#2 Moved by Cindy Connolly AND CARRIED that the November 16, 2021, Minutes be approved as presented.

2.0. ONGOING BUSINESS

2.1 Education & Outreach Update

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

- She has attended a lot of meetings over the last 3 months as demand for classroom presentations slowed down.
- The Young Water Speaks Workshop for ages 7-12 in December had one attendee as the other three who registered, all in the same family, were feeling unwell on the day of the workshop.
- Salmtec is modifying their Wetland Policy Workshop to address concerns in the Beaver River Watershed.
- The LICA 2022 calendars should be delivered early next week. Delivery will occur shortly after they are received.
- YouTube analytics will be added to future meetings once the videos reviewed today are approved and posted to the LICA YouTube channel.
- In response to a committee member inquiry regarding the advertising strategy for E&O programming (i.e., Young Water Speaks), the committee suggested the following methods to increase our reach and noted that it should change based on the audience we are trying to target: post Facebook events, in-person networking, and other local means, such as community boards, C2, local home-schooling programs, the schools, and the public library (i.e., story time).

2.2 Bonnyville Community Garden

2.2.1 Construction Update

The materials for the cement pad and gazebo are paid for, with labor costs to be charged in the Spring. Dr. Reno is managing all the required permits and plans to begin construction in the middle of May. As mentioned previously, the benches and picnic tables have been ordered and will be stored in the Executive Directors garage until the gazebo is complete and we can install them.

2.2.2 Cookbook Promotional Item

In further brainstorming about the Cookbook for the Community Garden, the E&O Coordinator thought that changing this to a promotional item handed out to garden bed holders may be a better fit. She would like each Committee member to submit 2 recipes to be featured in the cookbook with a focus on recipes that would use the items harvested. It was also suggested that we could include a planting guide or harvesting tips within the cookbook to give it more value to the gardeners.

Her focus will shift to the Community Garden at the beginning of March, so she requested that recipes be submitted by March 4, 2022. She also plans to extend this invitation to the Board, and LICA staff. A category list will be emailed out to give the members an idea of what types of recipes to submit. It was suggested that we avoid anything related to canning to prevent a potential liability issue.

2.2.3 Spring Gardening Workshops

The Committee brainstormed ideas for the Spring Garden workshops. Results of the brainstorming session can be found [here](#).

2.3 LICA Recorded Presentations

2.3.1 Review of Community Garden Workshop Videos

The Executive Director shared the Pollinator video with the Committee. The E&O Coordinator affirmed that the Organic Gardening 101 video had the same feel as what was reviewed. She explained that she was learning the software, Adobe Premier, as she was doing the videos. She has further training scheduled in March, to increase her skill with the Adobe Premier program.

A Committee member suggested that we also show others in the videos (i.e., staff, Committee or Board members, volunteers) and that LICA invest in equipment to support quality video production.

#3 Moved by Duane Zaraska AND CARRIED that the garden workshop videos be published to LICA's YouTube channel as presented.

2.3.2 Review of Air Monitoring Tour Video

The E&O Coordinator shared a video of the Air Monitoring Tour that was done for Portage College environmental students. The Committee felt that the audio was difficult to understand and suggested that subtitles be added. At the end of video, the Committee would like to see an offer to contact us to provide this tour to others who are interested. The video can be posted to the YouTube channel once the edits are completed.

#4 Moved by Cindy Connolly AND CARRIED that the Air Monitoring Tour video be published to the LICA YouTube channel once subtitles and an invitation to contact LICA to set up their own tour are completed.

2.4 Keep Our Lake Blue

2.4.1 MOU to Healthy Waters LLB

The E&O Coordinator presented a draft MOU for Healthy Waters LLB (HWLLB). The Committee would like to add that the LICA logo be printed on all promotional material and that the deadline needed to be clearer. It was suggested that the E&O Coordinator reference previous MOUs created by the previous Environmental Coordinator to use as a template.

This decision was tabled until the document has been amended.

2.4.2 Media Release to Healthy Waters LLB

The Committee discussed the KOLB media release for Healthy Waters Lac LaBiche (HWLLB). As it is written, it seems as though the campaign is being facilitated by LICA and not enough credit is given to Healthy Waters Lac La Biche. The E&O Coordinator clarified that this was a first draft that was to be sent to HWLLB to edit to include the information for their organization. Reference to previous years the KOLB campaign was held, and the results could be added as well. The Committee would like the E&O Coordinator to edit the document to be written in such a way that it reflects that the Watershed Stewardship Group is responsible to carry-out the campaign with LICA's support.

This decision was tabled until the document has been amended.

2.5 Film Screening Proposal

In mid-February there is a gap in the LICA E&O programming. The E&O Coordinator proposed that LICA host a screening of the National Film Board's (NFB) film "Borealis" and provide a pizza party afterwards for networking with the public. The Bonnyville & District Centennial Centre (C2) has implemented the Restrictions Exemption Program (REP) which allows us to be able to provide food.

This project aligns with LICA's mission to share information relevant to the environment through community engagement, connect stakeholders, promote community involvement, and educate the community by advocating for environmental stewardship. This film screening will benefit LICA by providing an opportunity to share knowledge relevant to our region, which consists entirely of Boreal Forest.

The Committee felt that a future event, like this, should also be held outdoors in the summer, under the stars, and that this type of event could also be brought to other communities in the LICA region. Popcorn could be provided at these outdoor events.

#5 Moved by Cindy Connolly AND CARRIED that LICA host a screening of the NFB film Borealis and provide a pizza dinner and engagement opportunity after the screening event.

2.6 Rain Garden Video

2.6.1 Video Production Quote from Moreso

The E&O Coordinator wanted to review the Moreso production quote with the Committee at this meeting but has not received it from Moreso as of late. She had not originally sought additional quotes as Moreso was chosen by the Board, based on their previous experiences with them. Since the delay in Moreso's response, she has also reached out to a couple of other production companies for quotes. She is hoping to have quotes in advance of the January 27th Board meeting.

2.7 Stop Needless Idling Campaign

The Airsheds Communications Committee (ACC) are unsure about delivering the Stop Needless Idling Campaign this year. They will solidify their position at their February meeting.

As providing the campaign is a work plan target for LICA, the E&O Coordinator will be proceeding with the campaign; however, she feels it would be more successful in March when temperatures are warmer. During the cold temperatures experienced locally in February, the public's concern over idling is very low and the response to this campaign during this month has been negative. This has been a barrier to the success of the campaign in previous years. To improve the outcome of the campaign the committee agreed that the E&O Coordinator should post-pone the campaign until March and run a social media campaign in conjunction with a Clean Air Responsible School (CARS) campaign at one of the local schools. The Committee suggested that a video also be produced for the LICA YouTube channel.

The Committee reminded the E&O Coordinator of a previous suggestion, to create program specific keychains for the public. They feel a specific "idling" keychain, to hand out during the offering of the Stop Needless Idling campaign, would provide a tangible reminder to turn off your vehicles when idle. Purchase of program specific keychains has been planned for April 2022. This will prevent them from being used for the Stop Needless Idling campaign this year.

3.0 ACTION LIST

3.1 Follow-up on Action List

3.1.1 November 16, 2021

The Committee reviewed the E&O Action List from the November 16, 2021, meeting noting:

- The garden workshop videos have been completed.
- The videos to be posted to the YouTube channel were approved at today's meeting.
- One of the teacher's who purchased her own supplies to offer the Little Green Thumbs (LGT) garden in their classroom, was not interested in reimbursement. A second teacher is interested in being reimbursed for the supplies she purchases for her LGT garden.
- The Calendar Contest winners will be receiving their prizes and calendars next week once we receive the calendars from the printers.
- The "request for quotes" task is to be removed from the Action List as the requests have been made.
- The completion date for determining if the wood chips at the garden are sufficient has been moved to Spring 2022. This is due to the lack of rain received prior to the snowfall.
- The Fall Harvest Cookbook will now be a promotional item created through donation of recipes from the Committee and Board.

4.0 UPCOMING MEETING DATES

4.1 Board Meeting – January 27, 2022

4.2 Next Meeting – March 2022 (date TBD)

5.0 ADJOURNMENT

Meeting adjourned at 10:59 a.m.

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

Approved on: _____
Date

Signature