

Education & Outreach Committee Meeting Minutes Thursday, March 17, 2022 9:00 a.m. – 12:00 a.m. LICA Boardroom and via Microsoft Teams

Present:	Evelyn Mondares (arrived at 9:27 a.m., via Microsoft Teams) Shareena Wilkins Duane Zaraska 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 Kaya Hellum, Environmental Coordinator Eveline Hartog, Administrative Professional Tina Johnson, LICA Administrative Professional
Regrets:	Amanda Avery Bibo Stephanie Sitkowski

1.0 CALL TO ORDER

Shareena Wilkins, the Committee Chairperson, called the meeting to order at 9:01 a.m.

1.1 Territorial Acknowledgement

1.2 Introductions

1.3 Vision, Mission, and Values

1.4 Roll Call

The Executive Director notified the Committee that Madison Rehm has officially resigned from the M.D. of Bonnyville and will no longer be tracked on the attendance list moving forward.

1.5 Approval of Agenda

1.5.1 March 17, 2022

#1 Moved by Duane Zaraska AND CARRIED that the March 17, 2022, amended Agenda be approved as presented.

1.6 Approval of Minutes

1.6.1 January 13, 2022 - DRAFT

#2 Moved by Cindy Connolly AND CARRIED that the January 13, 2022, 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 community garden and compost advertising will be going out next week.
- The community garden will be open for planting beginning May long weekend.
- There is one remaining Calendar Contest winner who needs to pick up their prize, which will be visiting the office shortly.
- The Lakeland Connect LIVE is scheduled for 10:00 a.m. to advertise the film screening.

2.2 Educational Signs

2.2.1 Rain Garden Sign

The Environmental Coordinator shared the sign content for the Rain Garden sign. She explained that the M.D. of Bonnyville has offered to build the holder for the sign as its cost is outside of the budgeted grant funds and they wish to have it hold the signage diagonally.

The E&O Committee felt that the content looked great, they had no additions or edits. It was noted that the final draft will be reviewed by the Officers prior to publishing.

#3 Moved by Cindy Connolly AND CARRIED that the Rain Garden sign content be approved as presented.

2.2.2 Legacy Signs

The Environmental Coordinator shared the content and draft for the Beaver Legacy sign. She is still awaiting collaboration with Cold Lake First Nations and Kehewin before the sign is finalized, as they expressed interest in providing content. The graphic artist used the LICA colors as a base when creating the sign design. The Environmental Coordinator asked who to contact to get the word for beaver in the Michif language. The Métis representative offered their assistance with this task. The final draft will be approved by the LICA officers.

#4 Moved by Duane Zaraska AND CARRIED that the Beaver sign content be approved as amended:

- **The word “beaver” be added to the sign in the Michif language spoken by the Métis.**

#5 Moved by Cindy Connolly AND CARRIED that the Riparian Fencing and Riparian Health sign content be approved as amended.

2.3 Blue-Green Algae/Alum Workshop

Algae Control Canada and HAB Aquatic Solutions have been in the Lakeland area promoting the use of an alum treatment to manage the internal phosphorus loading that is contributing to the blue-green algae issues at Moose Lake. As one of LICA's core values is to educate the community, the LICA Board Chairperson recommended that LICA put together an educational presentation or workshop to the community to better inform them on blue-green algae and how their actions can significantly impact blooms.

The E&O Coordinator proposed two scenarios to the Committee to disseminate this information – a workshop, or a filmed interview. The purpose of this session is to get the information out to as many people as possible. She reviewed the engagement sessions that HAB had provided previously provided and that the public session was poorly attended and did not provide community support for this project. The LICA presentation resulted in a request for information which has not yet occurred.

The Committee inquired if we could hold the workshop and film it, to put on the LICA YouTube channel. The coordinator clarified that the quality from attempting this is usually extremely poor and she would be unable to do both options due to time constraints. The Committee provided an alternative to create a graphic poster board and educational pamphlet as these would have a longer shelf-life and reach a wider audience. They suggested posting them at the C2 and Shaw House, be published on the LICA website, and handed out at Community and LICA events. The E&O Coordinator will create a pamphlet and poster for approval before the Bonnyville Oil and Gas Show in June.

2.4 Rain Garden Video Sketches

The E&O Coordinator presented the story board and script developed by Moreso. The Committee had a few suggestions:

- In Step 3 – Locate “a suitable” rain garden site.
- In Step 5 – Plant “native species, based on Zone, appropriate for” your rain garden.
- Provide Alberta Low Impact Development Program’s guide for more detailed instructions on how to build your own rain garden.

The E&O coordinator will send these suggested edits to Moreso this afternoon so they can develop the first draft of the video in time for the upcoming Board Meeting. She also noted that a link to the clean run-off guide will be provided, as it explains in-depth how to construct a rain garden.

2.5 Stop Needless Idling Campaign

On March 21st, the E&O Coordinator will be completing the Clean Air Responsible Schools (CARS) program with the Art Smith Aviation Academy. The school keeps the monitoring device and accompanying tablets for 2 weeks to measure the air quality after school from buses and idling parent vehicles. The E&O Coordinator will continue to complete the CARS program in March.

LICA has completed the social media advertising for the Stop Needless Idling Campaign. The AAC (Alberta Airsheds Council) has now decided they will offer the Stop Needless Idling Campaign for four one-week campaigns throughout the year during the months of March, July, September, and November. Going forward LICA will follow the AAC schedule.

2.6 Bonnyville Community Garden

2.6.1 Cookbook Promotional Item

To date the E&O Coordinator has received 50 recipes to include in the promotional cookbook. This is the minimum required to make the cookbook. She requested that any Committee member who still had recipes they wish to provide, to please submit them to her as soon as possible. The focus of the recipes is to use ingredients that garden users may be growing in their gardens. The Committee queried as to if there was a gap in any section of the cookbook so far. The E&O Coordinator responded that the Dessert and Breakfast sections could use more recipes. She went on to say that fruit recipes could be included also because LICA will be planting fruit trees in the garden.

2.6.2 Spring Garden Workshops update

The first three garden workshop topics for this year will cover:

1. Starting seeds.
2. Companion planting.
3. Gardening in our region, which takes into consideration planting in the NE Alberta zone.

The E&O Coordinator has been working on lining up speakers for the above topics. She has been in conversations with the previous owner of Triple T Greenhouse and will update the Committee once speakers have been finalized.

2.6.3 Rules and Regulations

The man gate access to the garden is expected to be completed this spring and will be behind the compost to allow gardeners access to the composting bins.

The E&O Coordinator presented a draft of the Garden Rules sign to be affixed to the fence near both gate accesses to the garden. As the Compost already has a sign, the Committee would like the word "Compost" removed from the title. They would also like the first (radish) and second (carrot) bullets swapped in column two. They would also like to have "please don't harvest veggies that aren't yours!" in BOLD on the sign. The Committee liked the cohesiveness of the sign with the other garden signage.

2.6.4 Garden Decoration and Place-Making

In conversation with the Board, it was suggested that LICA do a Stream of Dreams or similar idea on the chain-link fence to make the garden more inviting. The E&O Coordinator also shared that the Bonnyville Wellness Coalition currently has \$20,000 to spend on healthy living initiatives. LICA could receive up to \$5,000 if successful in applying for these funds which could be used to make a fence mural with healthy messages, flowers, veggies, and bees as an alternative to the Fish on Fence. The Committee also felt a permanent area at the garden should be created for LICA to use as advertising and that a Community Message Board should be added in the garden shed for members to put messages and for LICA to post a map of the garden plots that are rented.

2.7 Bonnyville Oil and Gas Show (BOAGS)

LICA has just completed its application to have a booth at the June 15th & 16th BOAGS. A sign-up sheet for the Committee and Board volunteers for this event will be circulated as we get closer to the event date. The E&O Coordinator is thinking of bringing swag, furs, handouts, and the AQHI (Air Quality Health Index) lanterns to this event and would like the Committee's opinions on whether this is acceptable or if other items should be considered. The Executive Director felt that LICA currently has a lack of synergy related items to share at the BOAGS and that this was an area that we should focus on improving. Activities are usually a big hit at these types of events and the Committee and E&O Coordinator felt that having a mapping activity, worm experience, or sample rain garden may be effective ways to encourage engagement with attendees. The Executive Director suggested that a PurpleAir device demonstration could be included, using steam to create particulate matter readings that would be recorded and uploaded live on the PurpleAir web page. It was also suggested that we use this event to look for KOLB (Keep Our Lake Blue) volunteers for the upcoming campaign with Lac La Biche and Moose Lake.

2.8 Contests

2.8.1 Earth Day Writing Contest – topic and format selection

The Committee brainstormed ideas for the topic and format of the upcoming Earth Day Writing Contest. The topic chosen for this year's contest is "Gardening Based on Your Living Space." The format for the contest will be a 500-word persuasive essay/news article. Due to the small number of submissions last year, the E&O Coordinator would like to open the contest to Grades 4-6, which the Committee agreed. Prizes will be awarded for each grade and the overall winners, budget permitting. The first- place winner overall will also have their submission published in the next LICA cookbook.

2.8.2 Advertising Strategy for Photo Contest

The E&O Coordinator sought the Committees input on the best advertising strategy to implement for a contest that takes place over such an extended period. It was suggested that handouts be provided at LICA presentations and events, along with advertising on Facebook, and through posters. As an email was already sent to LICA Members, it was suggested that a targeted email to past participants could also be done. The E&O Coordinator agreed to do this and will send out another email to the LICA Members later in the contest period. Providing the poster to Lac La Biche and schools could also glean additional participation. The Committee did not feel we should advertise in the newspaper, on the radio, or on Lakeland Connect for this contest.

2.8.3 Calendar Contest 2023 – topic selection

The E&O Coordinator reviewed past Calendar Contest themes. The Committee then brainstormed ideas for the 2023 theme. After some discussion “Living Green” was determined to be the theme for this year. This requires the children to draw a picture of them doing something good for the environment. The Education and Outreach Coordinator shared her goal to send this contest early to schools in the LICA region in efforts to increase participation as it would involve two sets of students (Spring and Fall attendance).

2.9 Keep Our Lake Blue

2.9.1 MOU to Healthy Waters LLB

The Committee reviewed the revised MOU (Memorandum of Understanding) created for the KOLB Campaign. The Committee liked the addition of the Covid-19 section as events surrounding the pandemic are ever evolving. The only change suggested was to #7 of the Warranties from LICA. The Committee felt it should read as “LICA staff may volunteer and maintain a LICA presence at Campaign events.” The rationale was to avoid setting an expectation that LICA will always be present, in the event there are overlapping or conflicting event dates.

#6 Moved by Duane Zaraska AND CARRIED that the Keep Our Lake Blue Memorandum of Understanding be approved as amended:

- **Amend #7 under the *Warranties from LICA* section by changing the word “will” to “may” and removing the word “all”.**

2.9.2 Media Release to Healthy Waters LLB

The Committee reviewed the edited Media Release for the Healthy Waters LLB KOLB Campaign.

#7 Moved by Cindy Connolly AND CARRIED that the Healthy Waters LLB Media Release be approved as amended:

- **To replace the LICA acronym in the first paragraph’s sentence with the full name, followed by its abbreviation; Lakeland Industry & Community Association (LICA).**

2.9.3 Septic Testing Incorporation

At the February Board meeting it was brought up that LICA should include septic leak prevention tasks in the KOLB campaign. The campaign guide was provided to the AHS Health Inspector for review, and she thinks that we have this item sufficiently covered within the current version.

3.0 ACTION LIST

3.1 Follow-up on Action List

3.1.1 January 13, 2022

The Committee reviewed the E&O Action List from the January 13, 2022, meeting noting:

- Item 2.3.1 has now been completed.
- For item 2.4 the snow that the Wholesale Club piled by the compost is likely to cause flooding issues this spring; we will need to discuss the future snow pile location with Wholesale Club, so this is not an ongoing issue.
- Item 2.5.3 needs the completion date updated to June 2022.
- Item 2.7 has been completed.
- Item 3.6.1 is now IP.
- Item 3.8 needs the completion date updated to Spring 2022.

4.0 UPCOMING MEETING DATES

4.1 Board Meeting – March 24, 2022

4.2 Next Meeting – June 2022 (date TBD)

This meeting will be in the first week of June, to meet before the Oil and Gas Show. We encourage attendance at meetings in person now that restrictions have lifted to facilitate discussion.

5.0 ADJOURNMENT

Meeting adjourned at 11:05 a.m.

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

Approved on: _____
Date

Signature