



# Coquitlam River Watershed Roundtable

*Kwikwetlem, known as "Red fish up the river."  
A living river that reveals its spirit.*

## Coquitlam River Watershed Roundtable Core Committee Meeting City of Port Coquitlam, City Hall, January 11, 2012

### 1 INTRODUCTION

The meeting was called to order at 9 am and concluded at Noon. Margaret Birch and Elaine Willis co-chaired the meeting. Devon Knight, Devon Knight Events, took notes. Participants in the meeting were as follows:

Core Committee members:

Sector	Organization	Member (or Alternate)
Local Government	City of Coquitlam	Margaret Birch (alternate)
Local Government	City of Coquitlam	Verne Kucy (substituting for Steffanie Warriner)
Local Government	City of Port Coquitlam	Allen Jensen
First Nations	Kwikwetlem First Nation	Craig Orr, Technical Advisor
First Nations	Kwikwetlem First Nation	Councillor Fred Hulbert
Regional Government	Metro Vancouver, Water Management	Dave Dunkley
Federal Government	Fisheries and Oceans Canada	Maurice Coulter-Boisvert
Aggregate Industry	Jack Cewe Ltd.	George Turi
Fishing and Hunting	PoCo & District Hunting and Fishing Club	Norm Fletcher
Recreation Sector	Riverside Fly and Tackle	Garry Elgear (alternate)
Stewardship		Gordon Lewis (alternate)
Stewardship	Tri-City Green Council	Elaine Willis

Observer: Sherry Carroll

Consultants: Devon Knight, Devon Knight Events; Anthony de Demko and Susan Jarema, New Earth Marketing.

Regrets: Selina Robinson, City of Coquitlam; Tom Adlington, Recreation Sector; Judy Dobrowolski, BC Hydro; Ed Taje, BC Government; Blaire Chisholm, Real Estate Development Sector; Tony Matahlija, Stewardship Sector, Brad West, City of Port Coquitlam.

### **Meeting Purpose**

- Debrief the Roundtable meeting on November 5
- Review the status of the Virtual Watershed Environmental Centre (Web site)
- Review the status of funding proposals to support the ongoing operation of the Roundtable and the preparation of a work plan
- Discuss the next steps in developing the evaluation framework and applying it
- Discuss options for filling a coordinator position
- Review the status of confirming a Core Committee representative for the Education Seat
- Discuss the feasibility of engaging volunteers in Roundtable projects and activities

## **2 AGENDA REVIEW**

- Introduction of new members (or alternates) and observers

There were no changes to the agenda. Councillor Brad West, City of Port Coquitlam, will replace former councillor, Sherry Carroll. Councillor West was unable to attend this meeting due to a prior work commitment. Verne Kucy, City of Coquitlam, will attend Core Committee meetings on behalf of Steffanie Warriner, who is on maternity leave. Garry Elgear is a new alternate member for the Recreation Sector. Sherry Carroll attended the meeting as an observer.

## **3 DEBRIEF THE ROUNDTABLE MEETING**

- Core Committee members' observations

The members were generally pleased with how the Roundtable meeting (on November 5) went. Comments included:

- "A good continuation. The Roundtable took a little more form and shape. Excellent to start discussing projects. Interesting to see new players. Good that Finn Donnelly, MP, stopped by. Loved the description of the river that we heard at the beginning of the meeting. Tough having a meeting on Saturday."
- "As expected, no surprises."
- "Overall very good. A very progressive group. Disappointed that some of the displays featured photos which were 10-15 years old. Living in the past is not good."
- "I like the new people. Real outreach. It's expanded the pool."
- "Good that there were younger people in the crowd."

- “Fairly good. The presentation on the Virtual Watershed Environmental Centre could have been more crisp. Spent a lot of time with the college kids. The flow was pretty good and there was an opportunity for discussion.”
- “My first exposure. Impressed with the quality of the presentations. Liked the aerial photo of the river on the floor. The presentation on the Virtual Centre was energetic. Right sized room. Impressed with the number of council members who were there. They could have been in many other places, given the fact that the municipal elections were coming up.”
- “The buzz stood out. Keynote address – Rob Wilson was a natural speaker. Different. Putting the video of the watershed tour in the Virtual Watershed Environmental Centre presentation was excellent. To see Tony, Maurice and Sherry doing engagement really showed what the new Web site will do. It showed them addressing the goals in the Roundtable mission statement. Pleased with the turnout, too.”
- “Uplifting. The Roundtable is on an upswing. A great day. Content good. Very positive by the end of the day. I continue to get good feedback.”

**Agenda Items:**

- Comments on information provided through the Comment Form and Meeting Feedback Form
- Identification of any key directions emerging from this meeting

**Discussion:** Out of 60 participants at the November 5 Roundtable meeting, 23 completed Meeting Feedback Forms and 18 completed Comment Forms. The Core Committee felt that the feedback was very useful and supported distributing similar forms at future Roundtable meetings. The members felt that the main thrust of the comments was that participants were supportive and eager for the Roundtable to proceed with projects and activities. Although 11 participants expressed a willingness to volunteer to help with projects, the Core Committee members felt that many participants were operating under the misconception that the Core Committee is supposed to do all the work when in fact the Core Committee is only the administrative body serving the Roundtable. As more funding becomes available and a Roundtable Coordinator is hired, the Core Committee hopes to harness the energy of more Roundtable members to initiate and become involved in the work of the Roundtable.

**Agenda Item:**

- Timing of the next Roundtable meeting

**Action Item:**

Members decided that late April to mid-May 2012 would be an appropriate time for the next Roundtable meeting, depending on the availability of funding and the status of the Virtual Watershed Environmental Centre.

## **4 VIRTUAL WATERSHED ENVIRONMENTAL CENTRE**

**Agenda Item:**

- Report from the Task Group and New Earth Marketing (Allen Jensen (lead), Norm Fletcher, Elaine Willis, Margaret Birch, George Turi, Craig Orr, Maurice Coulter-Boisvert)

**Presentation:** Allen Jensen introduced this agenda item. The Task Group has not met since November 5. Allen and Margaret have been working with the Task Group by email and have requested a scoping document and proposal from New Earth Marketing to define a phased approach to building the new Web site with the virtual tour component.

Anthony Demko and Susan Jarema presented the proposal to the Core Committee. The key elements of the next phase of development would be:

- Creation of the home page graphic, main menu tabs, and navigational system
- Set-up of the Content Management System
- Set-up of an online library
- Identification of ten “snapshot” locations on the river
- Development of one developed location (virtual tour)
- Provision of training in how to update the Web site to Core Committee members (or a coordinator)

**Discussion:** Questions and comments from Core Committee members and responses from New Earth Marketing:

- Clarification of New Earth Marketing (NEM)’s assumption that the Roundtable would get “sponsors” for future phases of Web site development. NEM: Sponsors such as BC Hydro, Cewe, or First Nations might provide funds to feature virtual tours or information of interest to them or simply to demonstrate support for the Roundtable.
- Question about what will happen to the content on the current Roundtable Web site. NEM: selected materials will be moved to the new Web site. The old Web site will not be needed once the new Web site is live.
- Clarification of roles. NEM: Anthony will be the lead as far as the Task Group and Core Committee is concerned. Susan will handle the technical side.
- Clarification of “populating the site.” NEM: “The Core Committee will be responsible for identifying the information which will be featured on the new Web site. The potential content is overwhelming. It needs to be filtered.”
- Question about video footage from the watershed tour that the Task Group organized for New Earth Marketing. NEM: It can be used in the “snapshot” river locations as well as the location which will be fully developed.
- Suggestion: Ask Core Committee members what activities and projects are coming up. Use that information to populate the site. For example, enumeration of adult salmon is going on, fry will be released in the spring, etc.
- “We [Roundtable, Core Committee] have to be able to stand on our own feet at the end of this phase.” NEM will provide training so that the new Roundtable Coordinator and/or Core Committee members will be able to update the Web site on their own.
- Don’t want the Web site to be a “one time wonder” that people visit only once. Will there be content which will encourage visitors to return to the site multiple times? Yes, there will be “hooks” to keep people coming back.

- Will there be a way for visitors to provide feedback? Yes, people will be able to provide comments.
- Who will own the Web site and the content on it? The Roundtable.

Allen Jensen stressed that this next phase will be like a pilot project for the Web site/virtual tour. There will be opportunities down the road to continue to change the site and add to it. He noted that the process of developing the Web site will start moving along quickly, and there won't be time to refer decisions back to the full Core Committee every step of the way. He encouraged anyone on the Core Committee who is not already a member of the Task Group on the Virtual Environmental Watershed Centre to join the Task Group if he or she has a desire to be more closely in touch with the Web site development process.

**Agenda Item:**

- Status of project, project cost commitment, future deliverables and deadlines

The Task Group would like to allocate \$20,000 to the next phase of development. Assuming a prompt start to the work, this phase should be completed by the end of April.

**Action Items:**

- The Core Committee approved moving ahead with New Earth Marketing to implement the next phase of development for the Virtual Tour/Web site.
- The Task Group will finalize an agreement with New Earth Marketing. The City of Coquitlam will issue a contract.
- The Task Group will define one location which will be fully developed and nine "snapshot" locations which will be featured on the Web site.
- The Task Group will provide content to New Earth Marketing for these locations.

## **5 FUNDING OPPORTUNITIES, PROPOSALS, NEXT YEAR'S WORK PLAN**

**Agenda Items:**

- Report from the Task Group (Margaret Birch (lead), Selina Robinson, Maurice Coulter-Boisvert)
- New funding, available uncommitted budget

**Presentation:** The Funding Task Group met in December 2011. In addition to the Task Group members noted above, Gordon Lewis and Monty Anions attended the meeting. The Roundtable has received \$10,000 in new funding from Fisheries and Oceans Canada. And, there is \$25,000 remaining in the grant from the Fraser Salmon and Watersheds Program (FSWP). Of the total of \$35,000, the Virtual Tour/Web site will require \$20,000 and \$15,000 remains uncommitted. Devon Knight Events' current agreement runs to February 28, 2012.

**Agenda Item:**

- Funding proposals (planned and/or underway)

**Presentation:** Margaret Birch circulated a hand-out which listed these funding targets and the projects for which funds would be requested:

- Coquitlam Foundation (watershed café discussions or photo point monitoring)
- Environment and Parks Committee, Metro Vancouver (core funding to support the Roundtable Coordinator)
- Real Estate Foundation of BC (a 'blueprint' watershed plan for the Coquitlam River)
- Royal Bank of Canada Blue Water Project
- Request for Support from Key Stakeholders (reference: Nov. 5 Core Committee minutes)

**Discussion:** The Core Committee was supportive of moving ahead with these applications. The application to the Coquitlam Foundation will be submitted through the Watershed Watch Salmon Society or PoCo and District Hunting and Fishing Club. Councillors Selina Robinson and Brad West are on Metro Vancouver's Environment and Parks Committee. Their advice on how to approach this committee will be solicited. One member noted that "the hurdles were high" with the RBC Blue Water Project. Since the deadline for submissions is February 3, it is unlikely the Task Group will pursue this funding opportunity. Maurice Coulter-Boisvert reconfirmed that he would continue to take the lead in drafting a funding request to be sent to key stakeholders in the watershed.

A member mentioned the Bullitt Foundation as a possible source of funds. The Foundation is interested in going beyond just measuring wealth based on growth and municipal tax base. They are focused on the green economy and ecosystem services. The "inquiry" deadlines for this foundation are March 15 and September 15. The Vancouver Foundation was mentioned as a funding source that might be worth further research.

**Agenda Item:**

- Support needed for writing funding proposals

**Action Item:**

Craig Orr volunteered to review funding applications. Elaine Willis would like to help.

**Agenda Item:**

- **Preparing a Work Plan for 2012-2013**

**Presentation:** Margaret Birch reminded the Core Committee that the work plan for the Roundtable's next year of activity is due by March 31, 2012. It is a deliverable in our funding agreement with the Fraser Salmon and Watersheds Program (FSWP).

## **6 EVALUATION FRAMEWORK (FOR ASSESSING THE EFFECTIVENESS OF THE ROUNDTABLE)**

**Agenda Items:**

- Report from the Task Group (Julie Gardner, Dovetail Consulting, (lead), Margaret Birch, Gordon Lewis)
- Next steps

**Presentation:** Margaret Birch introduced a hand-out entitled, “Draft Evaluation Framework for the Coquitlam River Watershed Roundtable,” which outlines a three part framework for evaluating the effectiveness of the Roundtable. The three guiding questions are:

- How strong is the foundation for the Roundtable – are factors for success in place?
- What are the results of the work of the Roundtable?
- Is the Roundtable following its own organizational guidelines?

In the proposed evaluation of the Roundtable, each of these questions would be addressed by defining 1) criteria for evaluation, 2) indicators of progress; 3) information about the indicators; and 4) a statement about performance (good, neutral, poor).

**Discussion:** The Core Committee was in general agreement with this approach. Members felt it was especially appropriate to use the Roundtable’s mission statement as criteria for evaluating the “results of the work of the Roundtable.” Margaret said that a main audience for the evaluation would be the Roundtable members and funders of the Roundtable. Evaluation criteria should be selected which are important to funders and potential funders. A member pointed out that there are not that many quantitative indicators. He stressed that one thing we should be certain to report back is the diversity of people represented on the Core Committee and the Roundtable and the broad base of support for this initiative. “Funders never want to be the only ones funding this.” Mention the length of the process involved in getting this far, the number of people who came to the meetings and the volunteer contribution. “This is not just a wacky idea.”

**Action Items:**

- The Task Group will develop the criteria and indicators in each of the 3 areas and continue to develop the framework.

## 7 ROUNDTABLE COORDINATOR – OPTIONS FOR 2012

### 7.1 Previous discussions about the Coordinator position (for reference)

Notes from October 12 Meeting:

**Discussion:** Time constraints limited discussion of this item. A fuller discussion will be held at a future meeting. Comments from Core Committee members included: finding a good volunteer coordinator would be unlikely; it is likely that the coordinator position would be a part time position at perhaps 10 hours/week.; the Roundtable doesn’t have deep funding to support a coordinator; a suggestion that Devon Knight Events continue in the coordination role because of their familiarity with the Roundtable and Core Committee.

**Action Items:**

- Continue to rely on Devon Knight Events for coordination
- Address this agenda item again in the future. Consider a step by step process, including:
  - Put together a job specification. What would the coordinator do?
  - Do a “call out” to volunteers to see whether anyone fits the criteria
  - If there is not a good volunteer fit, examine the part-time option

### Notes from the November 5 CC Meeting:

**Discussion:** At the last Core Committee meeting, members agreed to a step-wise approach to finding a coordinator, beginning with the development of a job description. Maurice Coulter-Boisvert mentioned that he had sent Margaret Birch some examples. Tony Matahlija proposed that the Core Committee consider hiring someone for a month or two just to help with funding requests and moving things along.

#### **Action Items:**

- Margaret Birch will bring sample job descriptions to the January Core Committee meeting when the task of finding a coordinator will be addressed again.
- Job descriptions
- Next steps

## **7.2 Presentation, Discussion and Actions Items at this meeting**

**Presentation:** Margaret Birch introduced a draft job description for the Coordinator.

**Discussion:** Discussion focused on the timing of hiring a Coordinator. Some members felt that the Coordinator should not be engaged until additional funds for 2012-2013 were secure. Others felt that the Coordinator could be offered a contract with a fixed term and that the Committee should proceed to use the \$15,000 which remains in the budget for this purpose. Members decided that they would be flexible about providing a work station for the Coordinator at one of the municipalities versus allowing the successful candidate to work from his/her own office. Flexibility with regard to whether the candidate had a driver's license was also encouraged, though members acknowledged that the successful candidate would have to have a means of getting to meetings and to various locations on the river. Appreciation was expressed for the coordination work being done by Devon Knight Events.

#### **Action Items:**

- Margaret Birch and Elaine Willis volunteered to form a Task Group to work on recruiting a Roundtable Coordinator
- Devon will revise the job description and circulate it to Core Committee members for additional comments.
- After finalizing the job description, the Task Group will circulate it, short list candidates and conduct interviews. Candidates will be told that the start time for the position is dependent on securing funding.
- The Task Group will report back to the Core Committee at the March 14 meeting

## **8 FILLING THE EDUCATION SEAT**

- Report from the Task Group (Selina Robinson (lead), Elaine Willis)

**Discussion:** Since Selina Robinson was unable to attend the meeting, Margaret Birch suggested postponing this agenda item. Allen Jensen, lead on the Virtual Tour/Web site project, stressed the importance of filling this seat. "We are missing an opportunity to involve someone with an education



background in the development of the Web site.” Another member suggested that the education seat be filled by a generalist rather than someone from a single institution. Another member questioned whether a rotating position would be a feasible approach, adding that he agreed that “it is essential, even to the short term goals of this operation.” Margaret said she would convey the Committee’s sense of urgency to Councillor Robinson.

## 9 ENGAGING VOLUNTEERS IN ROUNDTABLE PROJECTS AND ACTIVITIES

- Is there a project or projects that volunteers could undertake?
- How would this be coordinated?
- How can we engage youth more?

**Discussion:** Responding to a hand-out which showed the names of over 20 Roundtable members who have volunteered to help with Roundtable projects and activities, the Core Committee acknowledged the importance of tapping this valuable resource, especially while enthusiasm among the volunteers is running high. The discussion focused on the best timing for involving volunteers in projects. Though there was a divergence of opinion, the conclusion was that the Roundtable Coordinator would have to be hired before any project involving the coordination of volunteers could be considered.

### Action Item:

- Elaine Willis will draft an email to the volunteers thanking them and explaining the reason for not involving them right away. She will encourage them to contact Maurice about getting involved in other volunteer projects, and also mention the River Clean-up event that Garry Elgear is coordinating.
- The volunteers could be asked for help in circulating the job description for the coordinator

## 10 NEW BUSINESS

### Agenda Item:

- 2012 Endangered Rivers List. The Roundtable has an opportunity to submit information about progress made on the Coquitlam River. Suggest submitting something by the deadline for nominations, which is March 5.

**Discussion:** The Core Committee agreed that letters describing improvements in the health of the Coquitlam River should be sent to the Outdoor Recreation Council.

### Action Item:

Margaret will circulate more information to the Core Committee members.

## 11 NEXT MEETING

- March 14, 9 am – noon, Kwikwetlem First Nation Community Centre
- Co-Chairs will be Margaret Birch and Elaine Willis