

## Communications Committee Meeting Minutes

November 3, 2021

Attendance: Alicia Laval, Kathleen Suddes, Sara Zieleman, Warren Hansen

### 1. Logo/Website

Staff provided update on Logo and Website works. Final logo and branding artwork has been delivered, and we are waiting for a few deliverables to integrate the logo and branding, such as design for business cards, e-mail signatures, letterhead, and current signage needs. The web developer has been engaged and will start working on a draft website soon while staff prepares the content. Some high quality photos within the community forest are still needed for visuals.

### 2. Citizen Advisory Panels

Discussion surrounding the citizen advisory panel(s), Terms of Reference, and how to start. Points raised include whether the panel(s) should be standing or ad hoc, open to the public, by invitation or application, and who should facilitate the meeting. Examples from Bella Coola and Kaslo were reviewed and discussed.

Discussed the need for a scientific panel to advise and peer review the Ecosystem Based Management framework. It was raised that to get the level of expertise we require we may need to consider compensation.

Terms of reference drafted throughout the meeting, including discussions on committee sizes, time commitment required, meeting frequency, and scope of work.

Committee recommends a virtual panel kickoff meeting to welcome the community to apply for the panel and help shape what the committee will look like by inviting input into the Terms of Reference. Discussion includes:

- Informational Session, with presentation to include invitation to Citizen Advisory Panel
- East Wilson as the case study of what we are inviting CAP to give recommendations on. Give the opportunity for the community to see (virtual block walk with a drone) and an older cut block and what are some of the options for dynamic change planning. Set the stage for the level of discourse we are looking for.
- Warren and Board presents SCCF conceptually. Also Laurie presenting ?
- Show and tell them, what are they signing up for and what documents are relevant to read
- Lots of Q and A time built in
- Needs
  - **Budget required?: Fee for Laurie, advertising cost - we have money in community engagement budget (\$30K remaining)**
  - **Date: First week of December (6th -10<sup>th</sup>) – Application accepted through January.**