

**WASHINGTON STATE BIODIVERSITY COUNCIL**

**SUMMARY MINUTES**

**DATE:** June 14, 2005

**PLACE:** Nisqually Wildlife Refuge

**TIME:** 9:00 a.m.

**Olympia, Washington**

**MEMBERS PRESENT:**

- |                            |  |
|----------------------------|--|
| Brad Ack                   | Puget Sound Action Team                  |
| Dave Brittel               | Department of Fish & Wildlife            |
| Bill Brookreson            | At-large                                 |
| Bonnie Bunning             | Department of Natural Resources          |
| Maggie Coon                | The Nature Conservancy                   |
| Rob Fimbel                 | State Parks                              |
| Peter Goldmark             | Double J Ranch                           |
| Jackie Reid                | Thurston County Conservation District    |
| Ken Risenhoover            | Port Blakely Tree Farms                  |
| Kate Stenberg              | At-large                                 |
| Naki Stevens               | Puget Sound Action Team                  |
| Steve Tharinger            | Clallam County                           |
| David Trout (for Mel Moon) | Nisqually River Council                  |
| Wade Troutman              | At-large                                 |
| Dick Wallace               | Department of Ecology                    |
| Josh Weiss                 | Washington Forest Protection Association |
| Megan White                | Department of Transportation             |

**STAFF:**

- Lynn Helbrecht
- Carole Richmond
- Patty Dickason

**ACTIONS TAKEN**

Item	Action	Reference
Minutes – April 27 <sup>th</sup> , 2005	Motion Approved	Page 2
Resolution 2005-1	Amended Motion Approved	Page 3
Topics for September meeting:	Following Topics Identified:	Pages 4,5
	<ul style="list-style-type: none"> <li>• Approval of Budget</li> <li>• Approval of Pilot Project Design and Scope (based on Options presented to Council)</li> <li>• Approval of Communications Strategy</li> <li>• Work on Development of 30-year Strategy</li> </ul>	

## OPENING REMARKS AND ANNOUNCEMENTS

Maggie Coon, Chair, opened the meeting at 9:05 and Council members and guests introduced themselves. The following announcements were offered:

- Washington's draft Comprehensive Wildlife Strategy is now available on-line – public comment period open through July 8: <http://wdfw.wa.gov/wlm/cwcs/>
- Comprehensive Strategies for all states available at following website: <http://www.teaming.com/>
- Dick Wallace has been appointed Director of Ecology's Southwest Regional Office
- Foster Creek Conservation District offering a one-day workshop on "Settlers and Sage Grouse" June 16<sup>th</sup> -- [http://www.fostercreek.net/tour\\_agenda.html](http://www.fostercreek.net/tour_agenda.html)

## APPROVAL OF MEETING MINUTES

Bill Brookreson made a **MOTION** to approve the April 27<sup>th</sup>, 2005 minutes. Steve Tharinger **SECONDED** the motion. The minutes were **APPROVED** as presented.

## COMMUNICATIONS PLANNING SESSION (facilitated by Pyramid Communications)

Dave Dederer, Brad Kahn and Welling Savo from Pyramid introduced themselves to the Council and presented the agenda for the morning session. Three separate discussion sessions were offered on the following topics: Key audiences, Key Messages and Outreach Tactics. A very brief summary of the discussion for each of these topics follows – this is not a complete recording but rather highlights of the discussion. Pyramid staff indicated that based on today's discussion they will be preparing a communication framework for the Council, with a draft available for review by the end of June.

### Key Audiences

- Pyramid staff introduced the notion of delivering a communication message to a wholesale audience or retail – wholesale defined as those organizations who prepare and deliver messages or services to others (extension services, conservation organizations, etc). Retail defined as individuals, students, landowners themselves.
- Wade emphasized the importance of reaching consumers and communicating that it is their choices downstream which drive practices upstream.
- Group clarified that there are two distinct components for the Council's work, each of which has distinct audiences and outreach objectives:
  - Outreach and alliance-building associated with developing the 30 year strategy
  - Outreach and communication needs in the strategy itself
- Another way to think about this is in the context of a short-term strategy to build the foundation for future work, and a longer term, 30 year strategy.
- In terms of the short-term strategy, think about who do you want standing there with you when you present your strategy to the Governor and the legislature?
- Based on this last question, the group identified the following primary audiences:
  - Local government
  - Private landowners
  - Business leaders (economic drivers – Boeing, Microsoft)

### Key Messages

- Pyramid introduced the three components of a message: What it is, why they should care about it and what they can do about it.

- The group offered up definitions of biodiversity and sample messages, including:
  - "our land, our water, our way of life"
  - "our land" creates a sense of ownership
  - protect our way of life (although it was noted that the word "protect" has negative connotations for many landowners)
  - get ahead of the curve (in context of regulations, ESA, other crises)
  - control your own destiny (as opposed to waiting for regulations to be handed down).
- It was noted that people react positively to water quality and air quality benefits, those that they feel affect their own health and wellbeing.
- Also noted that one of the difficulties is that conserving biodiversity creates broad public value while the capture of biodiversity assets can create private capital/wealth.

### Outreach Tactics

- The group seemed to like the notion of "stories as product". Need to market positive case studies and models of biodiversity conservation.
- Question raised about what kinds of outreach pieces might be helpful to the Council, for example in marketing certain incentive programs or opportunities.
- The Council should first communicate its philosophy (the first message should not be about the Council or products).
- Ask landowners what they want to do with their land and make it easy for landowners to do the right thing.
- Give people a way to stay in touch.

### BUSINESS MEETING opened at 1:15

- Chair Coon introduced Gary Wilburn, Senate caucus staff, instrumental in helping to launch biodiversity effort. Elizabeth Rodrick, also introduced herself, a wildlife biologist working with Dave Britell.
- David Troutt showed a brief video about the Nisqually watershed and a PowerPoint presentation on the Nisqually River Council.

### BUDGET OVERVIEW

Carole Richmond reviewed the one page budget summary distributed to Council members. Carole reported that as of April 30th, approximately \$12,000 of FY 2005 state funds were as yet uncommitted in the Council's budget, excluding private donated funds to the project. [NOTE: This figure has since been corrected by the IAC fiscal officer to be \$27,000 uncommitted as of April 30<sup>th</sup>]. Since April 30<sup>th</sup>, three contracts have been signed -- with the exception of the Science Assessment, they should all be completed by the end of June. The Science Contract is scheduled to be completed by the end of July.

- Communications strategy - \$5,000
- Incentives review - \$5,000
- Science assessment - \$8,000

**RESOLUTION 2005-01** Chair Coon explained the need to have a process for allocating authority to spend funds. The Council has \$500,000 for the next biennium, and staff is developing a detailed budget for review and approval by the Council in September. After review and approval of the budget, the Council would authorize the Executive Committee to manage budget accordingly. The proposed resolution also provides spending authority of up to \$2,500 for the Executive Coordinator, consistent with the approved budget.

There was some confusion about the wording of the resolution and whether we were approving provisional authority until the budget was ratified, or approving spending authority for the immediate term as well as after the budget was approved. Peter also asked what major expenditures were expected through September. Chair Coon replied that none are expected, although there is a need for staff support for the Executive Coordinator.

There was a suggestion to table the issue until September, but also a concern that we want to keep the process moving and don't want to tie anybody's hands in the interim.

Bill Brookreson moved to accept resolution 2005-01 and Steve Tharinger seconded. However, Megan White indicated that it wasn't clear if this accomplished what we needed it to for the interim, in the absence of an approved budget.

The Motion was withdrawn and new wording proposed for Resolution #2005-01: "The Executive Committee is empowered to authorize expenditures from the Council's account to continue the work of the Council between now and the end of September in order to carry out necessary budget elements, and the Executive Coordinator is empowered to spend up to \$2,500 per month to carry out programmatic expenses at her discretion, without approval of the Executive Committee."

Bill Brookreson moved to approve the amended resolution and Steve Tharinger seconded. Resolution #2005-01 was approved as amended.

**TIMELINE AND OUTCOMES CHART**

Lynn discussed a timeline chart, noting that it is preliminary at this point as the Standing Committees are still developing workplans and work on the 30 year strategy is just beginning. She also referred to a chart on Outcomes for each of the Standing Committees - again preliminary but begins to show the relationships between the Committees and how the Committee work products will feed into the Strategy Development.

Naki Stevens felt that the timeline should reflect opportunities for public involvement in developing the strategy, sooner rather than later in order to build support and constituency.

Peter Goldmark wondered about the wisdom of going out to the public before the Council has solidified its approach and where it is heading with its work products.

There was agreement about the need to be strategic about when to reach out to stakeholders and the public, and a suggestion was also made to continue this discussion at the September meeting when we will be fleshing out the Strategy. Council members indicated that they would like the opportunity to approve a Communication Strategy at the September retreat.

There was also concern about the fact that the timeline reflected a September start date for the Pilot Projects. Council members felt strongly that the Council as a whole should approve a pilot project proposal before it moves forward and Peter Goldmark requested that options be presented for approval at the September Meeting.

### **STRATEGIC FRAMEWORK DISCUSSION**

Brad Ack reviewed the one pager he prepared last December on five questions to guide the development of a 30-Year Strategy.

- 1 What do we need to protect?
- 2 What are the key threats and transformative forces? (Peter Goldmark suggests changing "threats" to "challenges")
- 3 What kinds of protection will we get from existing activities?
- 4 Where are the gaps?
- 5 How do we propose to fill those gaps?

### **Discussion Points**

The following points were raised in discussion.

- We need a sixth question to focus on linkages with other organizations and other bodies of work and identify how to integrate biodiversity goals with those.
- We also need to address partnerships. There is so much work (NGOs and governmental agencies) already underway, how can we make this economical by working with others?
- A caution to make sure that the strategy does not lead to more regulation.
- Need to address how to better coordinate data on biodiversity – currently collected and managed by different organizations (this is a real need for WSDOT)
- Needs to be public input into the plan – needs to address how people will actually change what they are doing, what will be different?
- Plan needs a feedback loop – part of the 30-year plan should be how it is kept current and revisited and revised.
- Needs to start with a vision
- Needs more focus on the development of strategies – question #5 is really the plan, could be much expanded
- Need to clarify terminology – should we call it a plan?
- Address how to mesh programs from state and federal agencies – currently allocated dollars not necessarily being used effectively
- Clarify in terms of our charge, "sustainably protect our natural heritage" – what does that mean? from now? or from when?
- We don't need another plan – we need coordination of existing programs and stronger, coordinated implementation
- Maybe the 7<sup>th</sup> step should be the feedback loop?

- Consider how to promote biodiversity as an organizing principle for resource conservation work in the state.
- Should we include maps — with identified priority conservation areas? How would we deal with the fact that they get quickly out of date?

**Process for Development of the Strategy**

Executive Committee will meet approximately three times to flesh out the strategic framework, in preparation for the September retreat.

Those interested in also participating are:

Council Members: Josh Weiss, Dave Brittel, Rob Fimbel

Advisory Members: Bobby/Katie (Defenders), John Gamon (Natural Heritage Program)

**SEPTEMBER RETREAT**

Lynn Helbrecht discussed three options: Yakima, Wenatchee/Chelan and Winthrop/Methow area. Most agreed that the Wenatchee/Chelan was most attractive and staff will pursue logistical arrangements for this area.

Retreat schedule — current proposal is for a start time of 10:00 on September 22<sup>nd</sup> and closing at 3:00 on the 23<sup>rd</sup>. A field trip option will be offered for either the morning of the 22<sup>nd</sup>, or in the late afternoon of the 22<sup>nd</sup>. More information will be sent to council members as soon as available.

**The meeting was adjourned at 3:20 p.m.**

**Maggie Coon, Chair**

**Next meeting: September 22 and 23**