

# MEETING MINUTES

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## VSP WATERSHED WORK GROUP

**December 19, 2017 | 6:00 – 7:30 PM**

Mason Conservation District  
450 West Business Park Road \* Shelton, WA

## ATTENDANCE

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**Members:** Larry Boltz and William Short

**Washington State Department of Fish and Wildlife:** Joshua Benton, Area Habitat Biologist

**Mason Conservation District Staff:** John Bolender, Barbara Adkins\*

## AGENDA

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### OUTREACH REVISIONS

- Review and Comment on Edits

### INDIVIDUAL CHECKLIST

- Review and Comment

## MINUTES

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### **Draft Mason County Work Plan Outreach**

At the November meeting, the Work Group conducted a brainstorming session to enhance the drafted Outreach Strategy chapter of the Work Plan. The reason for this special session was to tap into the local perspective on how best to make contact with the agriculture community. Facilitator John Kliem asked the group to use 5 x 7 cards to mark down all their ideas for getting the word out to the community about VSP. Breaking their answers down into categories including marketing and building awareness, the Group focused on using printed and digital materials, local events and partnerships, news and social media, branding, and community mentors. All of the group's suggestions were incorporated into the draft Work Plan's Outreach Strategy chapter and new subsections were created to flesh out the ideas. These include:

*Outreach Events \* Community Based Meetings \* Advertising \* Working with Ag-Related Businesses & Organizations \* Print and Broadcast Media – Internet and Websites \* Building Awareness through Branding \* Site Visits \* Civic Organizations \* Boards and Commissions \* Materials \* Schools \* Landowner Meetings \* Local Businesses/Government Offices*

The revision Chapter was provided to the Work Group and the feedback received was positive. This item will be discussed again at a future meeting.

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### Individual Checklist

Another suggestion was made to reach the community in a manner sooner rather than later. It was proposed that a scaled down (way down) version of the Work Plan be created that is easier to understand and lacking all the bureaucratic language. A document was prepared that contains a very short description of the program and why it exists, and is geared toward the agriculture community's interests. It also contains a survey for those interested to start the process or simply make inquiries as to how the Program could affect their operation. This form will be adapted to an online compatible version allowing the checklist to be filled out from the District's website and emailed in. In addition to a condensed explanation of the Program, the document is designed to provide some information on local farming statistics, descriptions of each critical area together with photos, and examples of BMPs used in their community.

### NEW BUSINESS

The Group's next meeting will be **Tuesday, January 23, 2018** at the Mason Conservation District Office. At that, the Group will consider prioritizing the Outreach Strategies to determine a timeframe for each item, a budget, and an order of importance. The Group will also consider drafting a Mission Statement for the Work Plan to encapsulate their vision for success.

### PUBLIC COMMENT

No public comment was received.

### ADJOURN

Meeting adjourned at 7:30 p.m.

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