

# Final Minutes



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## Martha Kostuch Legacy Workshop (MKLW) Organizing Committee Meeting #10

Date: October 26, 2009  
Time: 1.00 – 2.30  
Place: Teleconference

### In attendance:

Name	Stakeholder group
Ann Baran	Southern Alberta Environmental Group
Kerra Chomlak	CASA
George Murphy	Alberta Environment
Terry Sly	Alberta Water Council
Jennifer Allan	CASA
Jean Moses	CASA

### Regrets:

Krista Phillips	CAPP
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George Murphy chaired the meeting, which convened at 1.05 p.m. Quorum was not achieved, but decisions will be vetted through the industry representative.

Action Items	Who	Date
8.2: Krista to contact Pierre Alvarez to give the industry perspective at the Martha Tribute luncheon.	Krista	Carry Forward
10.1: Jean will prepare key messages and a media release for the keynote address and lunchtime tribute.	Jean	Next meeting
10.2: Jennifer will contact those on the waitlist from the same organization and ask for them to choose their representative	Jennifer	ASAP
10.3: Terry will contact Jennifer when an AWC provincial government employee is confirmed for Day 2.	Jennifer	ASAP
10.4: Jennifer will ask those chosen on the waitlist to confirm their attendance and inform those not chosen for Day 2.	Jennifer	ASAP
10.5: George to provide a contact for Arbor Day.	Jennifer	Nov 6

## 1) Administration

### a. Agenda/Objectives

The agenda and meeting objectives were approved by those present.

### b. Minutes

The minutes of Meeting 8 were approved by those present.

### c. Action Items Follow-up

<b>Action Items</b>	<b>Who</b>	<b>Date</b>
7.5: Jennifer will work with CASA to choose an appropriate case study once the template is developed.	Jennifer	Carry Forward
8.2: Krista to contact Pierre Alverez to give the industry perspective at the Martha Tribute luncheon.	Krista	Carry Forward
9.1: George will confirm the proper title for Diana McQueen.	George	Sept 30
9.2: Jennifer will contact International Institute for Sustainable Development (IISD) about their new multi-stakeholder partnership training program for background information of use to the team.	Jennifer	Next meeting
9.3: Jennifer to estimate editing costs for the training video.	Jennifer	Next meeting
9.4: Jennifer to develop a picture slideshow for the lunchtime tribute	Jennifer	December 1
9.5: Carmen to ask Peter Watson if he would be willing to 'backup' David Spink as moderator of the afternoon stakeholder panel.	Carmen	Next meeting
9.6: Jennifer will develop a detailed program for the team's use.	Jennifer	Next meeting
9.7: All team members to take the idea of inviting the media back to their stakeholders for input.	All	Next meeting
9.8: Jennifer and Jean will take registration forms to the Airsheds Conference for the CASA booth.	Jennifer & Jean	Oct 19 & 20
9.9: All team members to brainstorm a useful, environmentally-themed gift for speakers and delegates.	All	Next meeting

## 2) Media Presence

The committee reviewed the possibilities for media presence at the event. Team members reported back from their stakeholders, who could live with a media presence at the keynote address and the lunchtime tribute. There are different messages to the two events: consensus as a way of doing business in Alberta (keynote) and the legacy of Martha (lunchtime tribute).

**Team members present agreed** that the media will be invited to the keynote address and the lunchtime tribute.

**Action item 10.1: Jean will prepare key messages and a media release for the keynote address and lunchtime tribute.**

## 3) Day 1 and 2 registration

Day one registration is going very well; to date there are 110 people registered. The team discussed the need for further marketing. We will continue to remind key groups (e.g. CASA and AWC board members, project teams, etc), but will not do a large scale marketing push. The team will review registration numbers 3 weeks prior to the event and decide if anything else is necessary.

Day 2 self-selection processes are mostly complete. The sectors, or categories, from CASA and AWC selected representatives. In addition there are several people who indicated an interest in Day 2 and were placed on a waitlist. The team reviewed the waitlist and looked for participants who would add to the diversity of the event. The criteria were: from a group not represented; from a group under-represented; consensus experience; and miscellaneous.

The team members present agreed:

- Participants on the waitlist from the same organization should be asked to self-select their representative;
- A placeholder should be kept for an AWC provincial government employee representative;
- All the CASA NGOs who were selected in their first round should be invited (i.e. there isn't a need for further self-selection processes from that sector);
- 15 participants from the waitlist will be invited.

**Action item 10.2: Jennifer will contact those on the waitlist from the same organization and ask for them to choose their representative.**

**Action item 10.3: Terry will contact Jennifer when an AWC provincial government employee is confirmed for Day 2.**

**Action item 10.4: Jennifer will ask those chosen on the waitlist to confirm their attendance and inform those not chosen for Day 2.**

#### **4) Day 2 program update**

Paul was unavailable for this call, but spoke with Jennifer beforehand. Overall, he intends to make Day 2 a productive model of the consensus process. There will be elements of self-design and consensus decision making tools that the participants can take back with them.

**Action item: Paul will be asked to join the next teleconference.**

#### **5) Speakers Gift**

The team members present reviewed the possible speakers gifts distributed earlier and noted one issue is that many of the environmental services-oriented gifts do not have projects in Alberta. They agreed to purchase trees to be planted on Arbor Day. It should be clarified that this is an environmental education initiative, not a carbon offset.

**Action item 10.5: George to provide a contact for Arbor Day.**

#### **6) Next meeting**

Jennifer advised that we are well under the allotted stakeholder travel support budget. An updated budget should be presented at next meeting. The team will have a call 2 weeks prior to the event.

Meeting adjourned at 2.35