



Draft

DATE: July 14, 2006
TO: Members
FROM: Ron Trahan Chair, and Brian Lipscomb, CBFWA
SUBJECT: Draft Action Notes for the 7/10/06 Members Teleconference

Members Teleconference
Monday, July 10, 2006
UCUT Office, Spokane Washington
Draft Action Notes

The support material and reference documents for the 7/10/06 Members meeting are posted at:
<http://www.cbfwa.org/committees/Meetings.cfm?CommShort=Members&meeting=all>

These Action Notes will be approved as final at the 8/2/06 Members' Teleconference.

Attendees: Ron Trahan, CSKT; Brian Lipscomb, CBFWA; Lynn DuCharme, CSKT; Larry Peterman, MFWP, Mary Verner, UCUT; Bill Towey, CTCR

By Phone: Ronald Peters, Cd'AT; Carl Scheeler, CTUIR; Dave Ward, ODFW; Mark Bagdovitz, USFWS; Gwen Lankford, Sapphire Strategies; Tom Iverson, Frank Young, Neil Ward, Jann Eckman, Pat Burgess, Trina Gerlack, CBFWA.

Time	Objective 1. Committee Participation	100%
Allocation:	Objective 2. Technical Review	0%
	Objective 3. Presentation	0%

ITEM 1: Introductions and Approval of Agenda

ACTION:

- Carl Scheeler moved to accept the agenda as presented.
- Larry Peterman seconded motion. Motion passed, action approved.

ITEM 2: Approve 6/7/06 Members Teleconference Draft Action Notes as Final

ACTION:

- Ron Peters moved to accept 6/7/06 Members Meeting action notes as final.
- Larry Peterman seconded motion. Motion passed, action approved.

ITEM 3: Approve Budget Request from Montana Fish & Wildlife & Parks

Chris Hunter has requested an increase of \$4000 in the MFWP travel budget for more meeting participation in the Portland area and MFWP has added staff to work on Columbia River Basin issues.

Discussion: Kathie Titzler advised that the current budget for MFWP is at \$6000. Larry Peterman advised that MFWP has restructured time schedules to allow Brian Marotz to attend additional meetings in the Portland area and allow for more interaction with downstream/flow issues. Mark Bagdovitz commented that this is good news for Brian Marotz and MFWP.

ACTION:

- Larry Peterman moved to accept budget increase request as presented.
- Mark Bagdovitz seconded motion. Motion passed, action approved.

ITEM 4: Response to NPCC on ISRP Review

Review and approve CBFWA response to the ISRP's Preliminary Review of Proposals submitted for FY 07-09.

Discussion: Brian Lipscomb directed the Members to review the draft letter to NPCC. This response is due to the NPCC on Friday, July 14, 2006. Brian explained that the MAG reviewed this letter in outline form in last Friday's MAG meeting. The letter was authored by Tom Iverson and Neil Ward. The contents are a result of the RFAC/AFAC's review of the ISRP preliminary review of proposals for FY 07-09. Brian explained that the letter attempts to address the fact that the ISRP overstepped their bounds on comments getting into policy and may not understand the mitigation requirements. Brian briefly summarized the significant points made within the letter.

Members' feedback on the letter included:

Carl Scheeler commented that the letter was well written but he felt the key points may be lost due to the length of the letter. Carl suggested that it be revised to a brief letter to strengthen the overall message and add an attached point-by-point response sheet.

Lynn DuCharme questioned the multiple plugs for CBFWA contained within the letter. Lynn also commented that it appears that the letter is melding two separate issues. Tom Iverson responded that mentioning CBFWA was a strategic move to remind the Council that CBFWA is available and has the ability to handle the issues.

Brian Lipscomb suggested that if the Members agreed with the content of the letter, that they could take action to approve the letter with changes. At this suggestion, Mark Bagdovitz requested that the points be reviewed again to be clear about the content of the letter.

Tom Iverson provided an overview of the six points:

- 1) ISRP delved into programmatic issues, defining mitigation.
- 2) The ISRP ranked projects as fund/do not fund instead of sticking to ranking by technical merit
- 3) There was a lack of context and no clear understanding of MOA's and agreements already in place and funding.
- 4) The ISRP call for bio-data reporting or data collection.
- 5) The misunderstanding of HEP.
- 6) The ISRP comments on future project review processes.

ACTION: Chairman Trahan stated that Carl Scheeler moved for the Members to accept the content of the letter with the suggested change to reformat or break the letter down to a short concise letter or split it out into two letters.

Chairman Trahan stated that Mark Bagdovitz seconded motion.

Question called by Carl Scheeler: The letter is due by Friday, how will the Members have an opportunity to review and give final concurrence? Ron Peters suggested that a team be appointed to review the revised letter for Member concurrence. The basic content of the letter won't change, just the format.

The appointed letter review team consists of Carl Scheeler, Lynn DuCharme, Mark Bagdovitz, Brian Lipscomb, Ron Peters, and Jann Eckmann.

ITEM 5: "Fix-it loop" Response from CBFWA to ISRP on CBFWA sponsored proposals.

Review and take action if necessary to approve the "fix-it loop" responses to the ISRP for:

1. CBFWA's AIWP
2. CSMEP
3. CBFWA FPC
4. HEP

Discussion: The summary responses on the CBFWA website at <http://www.cbfwa.org/committees/Meetings.cfm?CommShort=Members&meeting=all>. Brian Lipscomb advised that CBFWA staff and committees responded to the questions raised by the ISRP. Brian stated that this item is for review and required no action by the Members. The summary responses listed on the website for today's meeting do not contain the final adjustments that staff will make to the documents but the MAG reviewed the responses at the MAG meeting on 7/10/06 providing positive feedback and suggesting only minor changes. Frank Young commented that Phil Roger provided edits to the CSMEP draft that enhances response to supplementation and the revision would be posted later.

ITEM 6: Update on Mainstem Systemwide Review Team (MSRT) on Budgets Assigned to:

1. CBFWA Annual Implementation Workplan proposal grouped with other coordination projects
2. CBFWA FPC proposal grouped with two other mainstem passage monitoring proposals
3. CSMEP proposal
4. HEP proposal

Discussion: Tom Iverson provided an update about the MSRT process and began by reminding everyone that this is not a CBFWA exercise. Tom added that the MSRT was formed by request by Council staff and consists of representatives from the Region's fish and wildlife managers, Bonneville, U.S. Army Corps of Engineers, Council staff, and other interested parties.

At the May Council meeting, the Council staff asked if the MSRT would balance the budget. The MSRT agreed and adopted a process. Tom provided the budget worksheets for review (posted at <http://www.cbfwa.org/committees/Meetings.cfm?CommShort=Members&meeting=all>) and summarized some of the budget recommendations made by the MSRT:

The UCUT proposal was funded and the Kalispel and Spokane proposals were funded at \$30,000, consistent with existing funding levels of the other fish and wildlife managers with the caveat that they would be held to the same reporting standards and tasks.

2.071M Budget for CBFWA.

M&E Coordination, CSMEP and PNAMP rolled back to FY 06 plus 5%.

The combined Fish Passage Monitoring proposals were recommended for funding at 06 levels plus 5%.

HEP: Number of surveys will be reduced.

Ron Peters raised a concern about how this information was reported to the Council and if there was a consensus review. Ron stressed that since Tom is facilitating the process and how that could give appearances that this is from CBFWA, how important it is to make a clear point that CBFWA is not the MSRT. Tom explained that he will be very clear that the MSRT is not CBFWA. He also stated that the MSRT is not a consensus group but the group has captured the majority and minority opinions that have been offered and incorporated into a final document. All of this information will be handed off to Doug Marker, who is the lead in the process.

Brian Lipscomb confirmed that it will be made clear to the Council that there is a clear division between the activities of the MSRT and the recommendations of CBFWA.

ITEM 7: Approve Summer Members' Meeting Date & Location

Approve date and location for the Summer Members' Meeting.

Discussion: Brian Lipscomb informed the Members that the PFMSC meeting taking place the same week as the Members' meeting requiring a change of date for the Members' meeting. The MAG discussed this in their last meeting and suggested that the meeting be moved to August 29-30th or August 30-31st at a location at the mouth of the Columbia (i.e. Astoria or Ilwaco). In addition, a fishing excursion is being planned to honor Frank Young's retirement. The excursion/retirement celebration would be planned for 8/31 or 9/1 depending on the meeting dates selected.

Brian Lipscomb asked Jann Eckman to telephone the Members to determine the optimum dates based on Member availability.

- ACTION:**
- Larry Peterman moved to accept the rescheduling the dates and location change to the mouth of the Columbia with the final dates and location dependant on availability and Member choice of dates.
 - Mark Bagdovitz seconded motion. Motion passed, action approved.

ITEM 8: Review Initial Strategies for Public Relations

Gwen Lankford from Sapphire Strategies will review the initial strategies for public relations and discuss immediate actions to begin pursuing.

Discussion: Brian Lipscomb introduced Gwen Lankford from Sapphire Strategies. Brian advised that Gwen was attending the meeting to bring the Members up to date with a final action to be taken at the Summer Members' meeting. Gwen Lankford presented her scope of services focusing on three guiding principles from the Sapphire Strategies implementation plan for CBFWA.

Guiding Principles:

- 1) Increase Reliance: Define CBFWA beyond a technical scope to increase reliance upon the CBFWA organization by its Members, NPCC, BPA and other pertinent entities, including the general public, regarding how CBFWA's technical work improves quality-of-life in the region.
- 2) Increase Investment: Promote CBFWA initiatives regarding fish and wildlife, to increase investments for fish and wildlife preservation and restoration efforts throughout the region.
- 3) Increase Public Outreach: Using images, language and outreach techniques, the CBFWA outreach campaign will focus on the concepts of *coordination* and *cooperation* for increased public outreach beyond the technical scope.

Strategy to begin implementing the guiding principles:

Working with the Members to create press lists, identify public relations contacts, and identify spokespeople to maintain consistency with press releases.

Work with BPA and the NPCC.

Roll out of the Status of the Resource Report.

Updating the logo. The current logo is outdated in style and in content.

Redesigning the website to make it more user-friendly, particularly for the non-technical audience. Perhaps design a new brochure and implement an electronic business card.

Document success stories to create increased interest and investment. It would be advantageous to focus on success stories which include state, federal, tribal, and private interaction.

Brian Lipscomb stated that Gwen is gathering information for success stories. Larry Peterman suggested that we will want to think carefully about the types of projects and topics selected. Lynn DuCharme requested a focus on all land acquisitions and not to leave the Tribes out.

BPA and NPCC have reacted positively towards the PR work plan. The MAG will finalize the PR strategy in the next MAG meeting.

FYI Items: Members Meeting Information:

- *Monthly Members Teleconferences are scheduled for the 1st Wednesday of every month in 2006 from 1:00pm to 4:00pm.*
- *The next Members' Meeting will be held on Wednesday, August 2, 2006 at the CBFWA office in Portland OR.*
- *The Summer Members Meeting has been rescheduled to the last week in August 2006. Date and location confirmation to be announced.*

Meeting adjourned.