

# *Hood Canal Coordinating Council*

JEFFERSON, KITSAP & MASON COUNTIES;  
PORT GAMBLE S'KLALLAM & SKOKOMISH TRIBES



## **Annual Meeting and Retreat of the Board of Directors –Meeting Summary**

17 June 2015; 10:00 AM to 3:00 PM

Best Western Silverdale Beach Hotel, 3073 NW Bucklin Hill Road, Silverdale, WA.

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### **MEMBERS PRESENT**

#### **Board of Directors**

David Herrera, Skokomish Tribe  
Jeromy Sullivan, Port Gamble S'Klallam Tribe  
Paul McCollum, Port Gamble S'Klallam Tribe  
Phil Johnson, Jefferson County  
Randy Neatherlin, Mason County  
Rob Gelder, Kitsap County  
Terri Jeffreys, Mason County

#### **Exofficio Representatives**

Partnership Ecosystem Coordination Board for Hood Canal: Teri King  
Puget Sound Partnership: Stacy Vynne

#### **Names/Titles of HCCC Staff**

Alicia Olivas, Lead Entity Program Coordinator  
Haley Harguth, Watershed Planning and Policy Coordinator  
Heidi Huber, Programs Development Coordinator  
Luke Cherney, Salmon Biologist/GIS Coordinator  
Patty Michak, Mitigation Program Manager  
Robin Lawlis, Administrative Program Manager  
Scott Brewer, Executive Director  
Tom Goishi, Accountant

### **Call to Order, Introductions, Approval of Meeting Agenda**

Randy Neatherlin, HCCC Chair, called the meeting to order. Staff requested switching agenda topic No. 3 with topic 4. The meeting agenda was approved as amended by Rob Gelder and seconded by Phil Johnson. [Note: Election of officers occurred at the 21 January 2015 meeting.]

### **Documents Distributed**

1. January 2014 – June 2015 Annual Review
2. Hood Canal Local Integrating Organization (LIO) Recovery Plan and Near Term Actions Planning
3. LIO Recovery Plan (IWP Update) and Near Term Actions Planning Timeline for 2016 Puget Sound Action Agenda
4. Integrated Watershed Plan Update
5. IWP Strategic Priorities – Proposed Updates and Revisions

6. Board Briefing Memo: Communications Strategy – Message Framework
7. HCCC Annual Budget, July 1, 2015 – June 30, 2016

### **Public Comment**

The Chair opened the meeting for public comments and there were none at this time.

### **Consent Items**

All matters listed under Consent Items have been distributed to each member of the Board for reading and study, are considered to be routine, and will be enacted by one motion of the Board with no separate discussion. A separate discussion was requested by Dave Herrera to amend the 20 May 2015 draft Board meeting previously distributed. A copy with his revisions was also distributed and explained at the meeting by Dave. A final, updated copy was submitted to the Chair for signature upon approval by the Board.

*HCCC Board Outcome:* A motion to approve the 20 May 2015 meeting summary as amended was made by Rob Gelder; seconded by Phil Johnson and approved.

### **HCCC Strategic Planning**

Scott Brewer, HCCC Executive Director, welcomed Russell Hepfer, Vice Chair of Lower Elwha and Puget Sound Partnership Leadership Council representative. Scott outlined the agenda and plans for the meeting. The January 2014 to June 2015 program accomplishments were reviewed.

The integrated approach is the foundation for HCCC to provide guidance that directs core programs and measure progress against goals and objectives. Over the past year this foundation has resulted in significant achievements for the HCCC as a regional group, such as the launch of OurHoodCanal.org and the Hood Canal Regional Pollution and Identification (HCPIC) Program. The Board noted that the HCPIC program is valuable work.

As the Local Integrating Organization (LIO) we are working with the Puget Sound Partnership to implement the Puget Sound Action Agenda for the Hood Canal Action Area. HCCC is in the process of continued development and implementation of an unprecedented regional Hood Canal Pollution, Identification and Correction program. HCCC conducted a climate adaptation workshop in May 2015 that focused on climate impacts in Hood Canal and initiating the assessment of important vulnerabilities. Haley Harguth supported these efforts since she started with the HCCC in September 2014.

The In Lieu Fee Mitigation program has been a huge success and it continues to evolve and progress, completing two credit sales and acquiring the first mitigation site since the program's inception. The ILF Program acquired its first mitigation receiving site in 2014; the Irene Pond Property. Patty Michak was instrumental in those program accomplishments.

The HCCC salmon recovery program developed a prioritized list of Hood Canal and eastern Strait of Juan de Fuca salmon stocks, associated issues or threats, and the actions needed to address those issues. This was a significant effort and the Board provided sound guidance and facilitation during the process. A landmark analysis of Endangered Species Act listed summer chum salmon that explores viability of the populations, updates goals and targets, and provides a focus to develop habitat goals was completed during this time period.

The HCCC Lead Entity continues to progress as a robust and engaged group dedicated to effective salmon recovery for Hood Canal. Alicia Olivas worked with the Board and committees to move that effort forward.

All employees have done a great job--Heidi Huber, who coordinates development, implementation, and tracking of the HCCC's programs; Robin Lawlis who helps manage the organization's administrative functions; and Tom Goishi for his work on budgets, finance,

accounting, payroll and audits. Luke Cherney was recognized for his seven years of service and contribution with the HCCC; Luke will be leaving the organization at the end of July.

Board discussion:

- With the HCCC Vision: *Humans benefit from and coexist sustainably with a healthy Hood Canal*—it seems we are steps ahead of the other LIO's.
- The work everyone accomplished together was acknowledged—efforts were stepped up by the Board of Directors, and although it was a challenge at times, the relationship and collaboration has been very good and effective overall.
- Scott's leadership and staff's efforts and accomplishments were recognized.

Haley Harguth presented the status of the Integrated Watershed Plan (IWP) including a discussion of revisions to both Strategic Priorities and Focal Component (refer to PowerPoint presentation on [hccc.wa.gov](http://hccc.wa.gov)). Many strategic priorities have been completed or progressed and require re-assessment. There's a need for better alignment of IWP strategic priorities and HCCC programs; new priorities have emerged. The current strategic priorities and proposed revised strategies were reviewed in more detail.

*HCCC Board Outcome:* The Board was provided updates on the IWP.

Haley reviewed the Hood Canal LIO Planning Process for 2016 for Near-Term Action (NTA) for 2016 Puget Sound Action Agenda (refer to PowerPoint presentation on [hccc.wa.gov](http://hccc.wa.gov)). We are also working on strategic communications planning. There are new EPA-Puget Sound Partnership requirements regarding Hood Canal LIO Planning. The proposed revisions were explained and the new requirements were reviewed.

Recap: HCCC develops NTA process & selection criteria public solicitation for NTA proposals is initiated; review and rank NTA proposals by HCCC staff, IWP Steering Committee, and selection of final NTAs (all with Board approval).

Haley updated the Board on existing Hood Canal NTAs, new HCCC-proposed NTAs for 2016, including inventory and Assessment of County Wide Planning Policies and human wellbeing monitoring & research. The planning timeline for the 2016 action agenda was reviewed. We will continue working with the IWP Steering Committee, especially reviewing and ranking the NTA's.

The IWP Steering Committee role was reviewed. It was confirmed that current members will continue—Dave Herrera, Phil Johnson, Terri Jeffreys, Paul McCollum, Stacy Vynne and Teri King. The Committee meetings will be treated as a special meeting, although it is an ad hoc workgroup and no decisions will be made; agendas must be specific to the purpose.

*HCCC Board outcome:* A motion was made by Paul McCollum to approve the NTA planning process, selection criteria, and NTA proposed template; seconded by Jeromy Sullivan and the motion was approved.

The Board was asked the following questions for discussion:

- Does the IWP still reflect who we are and what we do?
- Does the HCCC vision and mission reflect who we are and what we do?
  - Are we making progress toward the Mission statement?

*The Hood Canal Coordinating Council, working with partners, community groups and citizens, will advocate for and implement regionally and locally appropriate actions to protect and enhance Hood Canal's environmental and economic health.*

Board discussion:

- Yes, the IWP still reflects who we are and what we do; however, there are some considerations.
- We should incorporate climate change into the IWP as it affects shellfish and other natural resources.
- In the IWP crab and shrimp are lumped into the commercial fishing focal component. The steering committee can consider moving them into the shellfish focal component along with the other suggestions.
- The IWP may need a better strategy and clearer definition. Economic development is and should be part of the IWP. We need to be specific about enhancing economic development and opportunities available.
- Focus on getting public engaged and onboard with recovery and restoration—it's meant to be a balance so that our actions don't have a negative impact.
- The HCCC vision and mission are still relevant, but HCCC needs to develop a legislative strategy.
- The vision and mission are fine.
- We should consider having shellfish and forestry as a part of the human well-being aspects.
- In terms of economic development, the IWP approach could help jurisdictions make decisions where to locate businesses and industries that have an impact on natural resources.

Recap: The vision/mission is still relevant, NTA planning is to begin ASAP, the IWP update and LIO recovery planning is coming up, and we need to better define strategies and look to incorporate economic development. The Board suggested that for clarity it be formatted so that it ties to the nomenclature of the strategies of the Action Agenda to show which strategies are linked.

*HCCC Board Outcome:* The Board provided guidance on new and revised NTAs and on revisions to the IWP.

### **Strategic Communications Plan Overview and Discussion**

Haley Harguth, with collaboration and support from Robert Warren, Bonneville Environmental Foundation, are developing a Strategic Communications Plan framework which includes website updates to: (1) Our Hood Canal ([www.OurHoodCanal.org](http://www.OurHoodCanal.org)), and (2) the HCCC core website ([www.hccc.wa.gov](http://www.hccc.wa.gov)). Salmon communications messaging framework with Governor's Salmon Recovery Office (GSRO) are also being contemplated.

A strategic communications plan will be presented to the Board toward the end of the year. The communication plan will reflect HCCC's vision and mission and its role in the region. We need to analyze how we are communicating, look at outreach efforts, and how to better align with our priorities.

The HCCC core messages are:

- (1) HCCC is working on behalf of all people of Hood Canal;
- (2) human wellbeing is directly linked to the quality of our natural environment;
- (3) HCCC is a trusted convener and designated leader of multiple coordinating functions on behalf of Hood Canal restoration and stewardship;
- (4) HCCC believes in lean, effective, transparent and responsive government, and
- (5) HCCC committed to the effective use of current science.

Board discussion:

- Add effective use of traditional knowledge.
- On the core message, tie it to economic health and human well-being.
- Human wellbeing is also linked to the economy.
- Add restoration after the salmon and shellfish bullet topic. One bullet should state we work with partners (exofficio members, others).
- Have a discussion of what projects we need to prioritize, look at salmon funding, and if that's part of our function in order to use fewer, lean resources to get the most benefit.
- Who most needs to understand our work in order for HCCC to be successful? We were holding community meetings so we can reconsider how that worked with so much time and effort involved. Consider other ways to inform and engage the public, i.e. radio Q&A spots (may be too expensive, reaching too few), cable, volunteer public science groups, HCWEN, etc. at various levels.
- We need to identify our audience. Electeds for funding, people who are impacted, others? The people who live in the Hood Canal watershed (and future residents) should be engaged.
- For funding, we need to communicate with government agencies. How do we get a message to them to make them more aware?
- How does a new strategic plan fit into the analysis of the IWP? This effort builds on those recommendations to the extent we could act on them; this is immediate integration. One meeting a year in various communities could be effective. The HCCC does not have that skill level, nor the capacity and funding so we are limited on implementation.
- It seems all of these groups should know about the HCCC, but that is a challenge. The Board should be the mouthpiece, packaging and messaging. Also, we need a champion in the legislature similar to former Representative Bill Eickmeyer.
- Our audience will grow as climate change becomes more apparent.
- Consider two phases: (1) who are we accountable to—groups connected to priority tasks foremost, and then (2) communication about the work we are doing.
- It's important to keep in constant communication with people who are helping us do our job, on specific things in the Hood Canal.
- We need open access for two-way communication to get information back to us as well.
- Involve more exofficio members (and get them to communicate to their people in summary).
- There are many entities that do good work on outreach in the area, but is there a role for the HCCC to coordinate central messages to build on current work and connections?
- If we open up communication too much, it will take much longer to get things done.
- Consider a blog or box on the website for direct communication with each other.
- We want education and to create advocacy and use for a vehicle for legislature.
- Do we need to contract with a public information officer or media company? How do we deliver science to show tax dollars are working to reduce a, b, and c? In the past we had an outreach and education person on staff who was also involved with HCWEN (Sue Teixeira and before her Donna Simmons).
- There is a movement to better connect LIO's and Hood Canal Watershed Eco-network over the next year, an outreach and education opportunity.
- What aspects of the HCCC are most difficult for people to understand?
- What questions do people most ask about HCCC?
- What are real-world scenarios where it would be helpful to have a message framework? We don't have a brand--making the best with what we have, but that's not a brand. People don't ask about HCCC. We have a logo but maybe it's ineffective.
- It's important to get to the school classrooms with updated relevant information for biology (and appeal to administrators) with salmon, Chinook etc. via volunteer groups.

- Does our message need to be about HCCC or the work? The work and what they can do to help, define their roles.
- Tap into large employers (e.g., Navy and Green Diamond) with education to their employees and a message framework and materials.
- Look at current focal components, shellfishing and forestry, are they plugged in and can they expand the message? We should ask what is it we need people to do, what actions should be taken to advance our strategy and make that connection; hone in with limited resources.
- The framework presented can be used by both Board and staff—determine how we deliver it and how we provide skillset. Decide what we want to do and define particular action, which should be done by those who know best.
- How does the Board want to be involved in the strategic plan--there is short training available if members are interested. Yes, the Board would like to utilize this training.
- Consider the Board's view for the right outreach and be careful what we ask for. First, the message is that we have the ability, and then with certain audiences we'll need more consideration.

Recap: NTA planning and solicitation with review and ranking, IWP update-LIO recovery plans development, and strategic communications efforts are continuing.

*HCCC Board outcome:* The Board provided guidance on the Strategic Communications Planning effort.

### **July 1, 2015 - June 30, 2016 HCCC Programs and Budget**

Scott Brewer and Tom Goishi presented the HCCC programs funding sources, by program staff involved, objectives, outcomes, and annual budget by category (shown below) for the next biennium (see PowerPoint presentation at [hccc.wa.gov](http://hccc.wa.gov) website for details). The one-year (12-month) budget explains the tactical view. The total budget is \$1,458,000. We still have spending to the end of June 30, 2015 to factor. If the legislature does not have a budget by June 30, 2015 then all programs and related staff, except the ILF mitigation program, would be furloughed. On June 22nd more information will be provided to Scott regarding a possible shut down.

1. Local Integrating Organization – LIO
2. Salmon, including:
  - a. Lead Entity Process
  - b. Puget Sound Acquisition and Restoration (PSAR)
3. In Lieu Fee Mitigation – ILF
4. Pollution Identification and Correction – PIC

Board discussion:

- There is a need for adding Chinook recovery plans and identifying roles.
- It was noted that instead of Summer Chum and Chinook delisting, we want to recover to sustainable populations (not just delist).
- The Board asked about the practice of paying administrative staff; Tom explained that practice and the auditing conditions. Note: The HCCC has successfully passed annual independent audits and a 2014 Washington state audit.

*HCCC Board outcome:* A motion was made by Rob Gelder to approve the HCCC annual budget from July 1, 2015 to June 30, 2016 as presented, acknowledging that it may change with actions of the legislature. The motion was seconded by Dave Herrera and approved. In the summer the Board can review the budget for any adjustments.

## **Public Comment and Hood Canal Happenings**

The Chair opened the meeting for public comments and announcements.

Alicia Olivas: There are Lead Entities Community-based Salmon Restoration booklets about the state-wide process available here today.

Stacy Vynne: Partnership staff is working with the Skokomish Tribe and Mason Conservation District on the Skokomish Estuary restoration project phases and has a draft of actions and results for distribution.

Teri King: The sub-strategies are available for comment on the [psp.wa.gov](http://psp.wa.gov) website and suggested the Board respond to the survey. Also, the Twanoh State Park "Shellfest" is on July 11, 2015.

Paul McCollum: The Port Gamble Bay clean-up is starts next month; see Ecology website for more information.

Rob Gelder: The Kitsap Forest and Bay Project received the 2015 Vision Authority Award, which will be given on Monday, June 22 at 5:30 PM at the Kitsap County Commissioners' meeting. Also, in two weeks Bucklin Hill Road will be closed to remove culverts, a two-year project.

## **Adjournment and Next Meeting**

The Chair adjourned the meeting at 2:35 PM.

The next regular meeting of the Board of Directors is Wednesday, 15 July 2015, 1:00 PM to 4:00 PM, Oxford Suites, 9550 NW Silverdale Way, Silverdale, WA (*changed from Baymont Inn*). Contact Robin Lawlis for more information at (360) 394-0046 or [rlawlis@hccc.wa.gov](mailto:rlawlis@hccc.wa.gov).

HCCC Board Chair Approval:

*On file at the HCCC Poulsbo office*

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