

# Hood Canal Coordinating Council

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



## **Regular Meeting of the Board of Directors – Meeting Summary**

18 February 2015; 1:00 PM to 4:00 PM

Location: Baymont Inn and Suites, 5640 Kitsap Way, Bremerton, WA

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### **ATTENDEES**

#### **HCCC Board of Directors**

Paul McCollum, Port Gamble S'Klallam Tribe  
Phil Johnson, Jefferson County  
Rob Gelder, Kitsap County

#### **Representative Exofficio Members**

US Navy Region Northwest, Patricia Iolavera  
Washington State Dept. of Ecology, Danielle DeVoe

#### **HCCC Staff**

Alicia Olivas, Lead Entity Program Coordinator  
Haley Harguth, Watershed Planning and Policy Coordinator  
Robin Lawlis, Administrative Program Manager  
Scott Brewer, Executive Director  
Tom Goishi, Accountant

#### **Others**

Barbara Cairns, Pyramid Communications  
Cheryl Baumann, North Olympic Lead Entity for Salmon  
Chris Dunagan, Environmental Reporter  
Kathy Peters, Kitsap County  
Thom Johnson, Point No Point Treaty Council

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

Randy Neatherlin, HCCC Chair, was unavailable. The Board elected Robert Gelder as the Chair pro tempore. There was a quorum. A motion was made by Phil Johnson to approve the agenda, seconded by Paul McCollum and the agenda was approved.

### **Public Comment**

The meeting was opened for public comments.

- Cheryl Baumann hopes there won't be a decision on prioritization today because she doesn't think we yet have a comprehensive document. We need credibility, transparency and buy-in from stakeholders.

- Thom Johnson agreed; there was a salmon recovery forum meeting to continue the work, but it will take more time to complete the document with further review and vetting.

### **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. If a separate discussion is desired, that item may be removed from the Consent Items and placed as an additional topic by request.

- 1) Draft Board Meeting Summary 21 January 2015
- 2) Budget and Financial report

*HCCC Board Outcome:* A motion was made to approve the consent items by Paul McCollum, seconded by Phil Johnson and the items were approved.

### **2015 HCCC Board Meeting Schedule**

Robin reviewed options for the 2015 meeting schedule to better accommodate all members. Per Dave Herrera's request, we checked Board members' schedules to see if they would be available to meet on the second Tuesday of each month where there was a conflict with some of the Skokomish Tribal Council meetings on third Wednesdays. A calendar was distributed showing the proposed changes per the Board's direction last month. Since then we have learned that all members are available on second Tuesdays, except for Commissioner Terri Jeffreys.

*HCCC Board outcome:* The Board would like to change the meetings as proposed to accommodate Skokomish Tribe and approved the 2015 Board meetings schedule as presented with second Tuesdays instead of some third Wednesdays where there is a conflict. A clean schedule will be routed to the full Board.

### **Salmon Recovery Program messaging**

Scott, Haley, and Barbara provided an overview of the project approach regarding salmon recovery strategic communications. Barbara showed a PowerPoint presentation and gave a background on Pyramid Communications, who works primarily with non-profits and governments. She runs the conservation practice and government relations. She helps clients build actionable communications plans to be more successful. The Governor's Salmon Recovery Office (GSRO) hired Pyramid to work with the salmon recovery organizations (includes seven regions). Over the course of time, some of the original champions of the effort have moved on, but we have learned a lot since the onset and now we need to examine how we tell the story to determine why we continue to implement regional plans and to what end. Strategic communications is not about bragging, spin or fancy phrasing or about reaching as many people as possible. It is about achieving the change you want to see in the world, a destination with a clear vision. Barbara explained the components and purpose of strategic communication and planning.

With the 30<sup>th</sup> anniversary of the HCCC in November 2015, the annual conference is a good opportunity to do a refresh--who we are, why we do this work, to what end, and what we want to accomplish, particularly important now in light of the prioritization of salmon. People need to understand what they do impacts human wellbeing. We will have some of that messaging in the interactive Integrated Watershed Plan website. The Board can refine objectives, mission, vision, and build relationships by identifying its top 20 people to target with information of interest to keep the HCCC network strong. At the Board retreat in June we can work on a shared framework and construct what matters most. The GSRO & Council of Regions Communications Planning brochure, dated May 2014, was distributed.

There was also a discussion to consider how the messaging integrates with the overall HCCC communications efforts being pursued. Scott said the main reason for having Barbara here today is to help with the Integrated Watershed Plan website, with the financial support of Bonneville Environmental Foundation and the Laird Norton Family Foundation. Coupled with this is the salmon piece and approach. GSRO is providing funding, up to \$20,000, to help each region develop a message around salmon recovery and a connection with everything the HCCC does. GSRO is looking for details to help support this effort. There could be future resources as well with the human well-being focus. We will have a presentation of the website tool for the Hood Canal community at an upcoming Board meeting.

*HCCC Board outcome:* A motion was made to approve HCCC staff to pursue a communications/messaging program using funds provided from GSRO by Paul McCollum, seconded by Phil Johnson and the motion was approved.

### **Salmon Recovery Prioritization**

Scott and Kathy provided an overview of the salmon recovery prioritization approach and results, including how the results will be used during the 2015 Salmon Recovery Funding Board (SRFB) and Puget Sound Acquisition and Restoration (PSAR) funding round. Scott gave a PowerPoint presentation to show the salmon recovery prioritization: (1) issue affecting stock, (2) relevance to stock, (3) causes of the problem, (4) potential solutions to the problem, (5) strategies or actions, (6) objectives in implementing actions, and (7) critical uncertainties recognized. What is coming out of the prioritization is the guidance on how to develop best products to address issues.

Scott distributed a graph of stock, "Preliminary (Jan 2014) Average of Two Scorers – Top 80 Ranked Stocks. We're looking at the importance of the issue. Also distributed, "Issues Listed" including habitat conditions and non-habitat related topics. The four groups and the breaks in between and a table, "Issue and Action Identification Framework" were reviewed. This will show top actions based on stocks and priorities. The first column, issue and affected area show the watershed. The second is the relevance to salmonids. The third is causes. Fourth are solutions. Fifth are strategies/actions. Examples of each category were given. All are in the Summer Chum Salmon Recovery Plan. With this approach we make it easy to follow that logic.

The initial prioritization will be available at the end of this week (February 20) to be discussed during the Lead Entity meetings through the 2015 round. Scott proposed we use this prioritization for the 2015 round. We will consider changes that are compelling and adjust for error. We plan to develop a more comprehensive receiving process starting in the fall 2015.

Board discussion: The flow of logic is good, but it does not appear to be an exhaustive list rather than an illustrative one. Yes, the groups are continuing to work out the details for the Board. It is an evolutionary process. It's an interesting layout, but it will be difficult to deal with the flow of the river, which changes year-to-year. This is the best path forward for the timing, but can we use this tool for each issue, and use for lead entity and for communications to potential sponsors, instead of getting into the actual details and trying to prioritize. We don't want to move forward on a prioritization process now; we want to see what we are voting on. It would help to see what we are targeting, but if the HCCC contractor is taking another approach, especially with timing, and if it doesn't fit, it's off.

Scott said the parties will have this information and it will get us focused and prioritized. We don't have it in front of us yet. Let's see it when it's ready and have that discussion at the next Board meeting, now in three weeks, and also to the Board ahead of time. The logic model is good to see the flow and we should keep on this path and then bring back what it looks like at the next meeting. Then check if it's going in the right direction to see where we are at to date. One will be completed for the entire list by the end of the week and a good start for the Board. It will be routed to the full Board and the Salmon Recovery Forum on Monday. It will also be on the website. There was a request for Scott to relook at the stock prioritization and groupings.

There was also a discussion on a nearshore assessment scope of work. At the last meeting we mentioned that the HCCC has salmon recovery funding to conduct a nearshore assessment and staff is working with Kathy Peters, who will give an update on the nearshore habitat and tools that are available. We want to form a functional nearshore workgroup in Hood Canal and model it after a current Kitsap County project. It will be an informal group of interested parties. We will tag after this project. We'll talk about existing projects and identify data gaps. Between now and June 2015, we will get the group together, including GIS analysts, to review the maps and get focused to identify next steps in the Hood Canal watershed so that the Board can review for funding consideration. Scott said this is a great opportunity to piggyback with what Kitsap County is doing (including Eastern Straits area) currently.

Consider hiring a graduate student to help with survival research work, which could change the game as it relates to Chinook salmon survival and pocket estuaries, and we could involve others currently doing the work such as the tribes. We need new data on top priorities. We need to identify what we don't know. The Marine Resource Committees are another resource.

### **HCCC Lead Entity Advisory group appointments**

Alicia and Scott discussed the membership, roles, and nominated appointments for the Lead Entity Citizens Advisory Group (CAG) and the Technical Advisory Group (TAG). At the last board meeting, we discussed the purpose and structure of these groups and how the Board makes up the CAG and the need for appointments. We have names from most of the members. We will need to fill others in later. Alicia reviewed each name on the list to date with specific information on each of the candidates. The TAG is a list of staff and we will need to bring in others for Board consideration at the next meeting. Thom will stay on the CAG not the TAG. The Board agreed the process is important for transparency.

*HCCC Board outcome:* A motion was made by Paul McCollum, seconded by Phil Johnson to appoint members as presented to the CAG. A motion was made by Paul McCollum, seconded by Phil Johnson to appoint members as presented to the TAG, with the caveat that staff will follow up with confirmations on the four people at the bottom of the list. More representatives will be added to each committee at the next Board meeting (March 10, 2015). A letter of congratulations from HCCC should be sent confirming the appointments by group including the term (up to three years with a re-evaluation by the Board). Also send a letter of appreciation to people who have served in the past. Alicia will check on any gaps.

### **Public Comment and Hood Canal Happening**

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

### **Adjournment and Next Meeting**

The meeting was adjourned at 3:20 PM.

Next meeting: Tuesday, 10 March 2015, 1:00 PM to 4:00 PM, Resort At Port Ludlow, 1 Heron Rd, Port Ludlow, WA 98365.

For more information about this meeting, contact Robin Lawlis, 360-394-0046 or [rlawlis@hccc.wa.gov](mailto:rlawlis@hccc.wa.gov).

Approved HCCC Board of Directors

*Signature on file*

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Chair