

DATE: June 29, 2006
 TO: Members Advisory Group
 FROM: Mark Bagdovitz, Acting Chair and Brian Lipscomb, CBFWA
 SUBJECT: Draft Action Notes for the 6/20/2006 MAG Meeting

Members Advisory Group Teleconference Meeting
 Tuesday, 6/20/2006
 CBFWA Office, Portland Oregon

The support material and reference documents for the 6/20/2006 Members Teleconference are posted at:

<http://www.cbfwa.org/committees/Meetings.cfm?CommShort=MAG&meeting=all>

These action notes will be approved as final at the 7/18/06 MAG meeting.

Draft Action Notes

Attendees: Phil Roger, CRITFC; Lonny Macy, CTWSRO; Michele DeHart, FPC; Bill Hutchinson, IDFG; Dave Statler, NPT; Mark Bagdovitz, USFWS; Dick Stone, WDFW; Brian Lipscomb, Tom Iverson, Tana Klum, Kathie Titzler, Frank Young, Pat Burgess, Jann Eckman, Trina Gerlack, CBFWA

By Phone: Lawrence Schwabe, BPT; Ronald Peters, Cd'AT; Carl Scheeler and Gary James, CTUIR; Sue Ireland, KTI; Scott Soultz, KTI; Tony Nigro, ODFW; Hunter Osborne, SBT

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

ITEM 1: Introductions and Approval of Agenda

ACTION: Lynn DuCharme was not able to chair today's meeting, Mark Bagdovitz acted as Chair.

- Dick Stone moved to accept agenda as presented.
- Bill Hutchinson seconded motion. Motion passed, action approved.

ITEM 2: Approve 5/16//06 and 5/30/06 MAG Meeting Draft Action Notes as Final

ACTION:

- Dick Stone moved to accept 5/16/06 and 5/30/06 MAG meeting draft action notes as final.
- Bill Hutchinson seconded motion. Motion passed, action approved.

ITEM 3: Update on Anadromous Fish Management Coordinator Position – Brian Lipscomb

Discussion: Brian Lipscomb informed the MAG that an offer was made and the candidate accepted. The start date has been established as 8/1/06 but until the other candidates are notified Brian advised that he cannot release the name of the selected candidate.

Once the other candidates have been notified, Brian will initiate an email announcing the name of CBFWA's new Anadromous Fish Management Coordinator.

ITEM 4: 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: Chris Hunter submitted the request for additional funds through an email sent to Kathie Titzler earlier in the week. Kathie presented the request to the MAG advising that MFWP's budget is currently set at \$6000. Chris Hunter was not available for comment during the MAG meeting. This request prompted a discussion within the MAG regarding what the established guidelines are with regard to use of funds and if Members may benefit from a review of the guidelines and stipulations to promote a common understanding.

ACTION:

- Mark Bagdovitz moved to recommend that the Members approve the \$4000 increase in the MFWP travel budget at the 7/10/06 Members meeting.
- Dick Stone seconded motion. Motion passed, action approved.

Kathie Titzler advised that she would write up a summary of the guidelines for the July Members' meeting.

ITEM 5: Update on revisions to CBFWA and FPAC Charters – Jann Eckman, CBFWA and Subcommittee: Dick Stone, Tony Nigro, Mark Bagdovitz, Ron Peters and Dave Statler

Discussion: The revised CBFWA Charter was presented to the MAG for review and comment. Jann Eckman advised that language updates were made to the CBFWA Charter under sections 402, 406, 407 and in the preamble. Status of the revisions on the FPAC Charter was discussed and Jann advised that she was awaiting updates from the Charter subcommittee on the FPAC Charter. A brief discussion ensued pointing out that the FPAC Charter would not require an extensive update but it will need to be reviewed and ratified. It was noted that if the status of the Fish Passage Center changes, the FPAC Charter will need an additional review at that time. Dave Statler expressed appreciation for Jann Eckman's skill at assimilating the changes and comments of the subcommittee into the Charter document.

ACTION

- The MAG members were directed to review the CBFWA Charter and relay any editorial comments to Jann Eckman. The FPAC Charter will undergo a final review by the subcommittee and then Jann will send it out to the MAG for final review. Presentation to the Members targeted for the Members' August meeting.

ITEM 6: Sapphire Strategies Presentation - Gwen Lankford, PR Representative, Sapphire Strategies

Gwen Lankford will present the marketing plan for strategies laid out in the work plan. Included in this strategic work plan is the Status of the Resource Report.

Discussion: Brian Lipscomb introduced Gwen Lankford of Sapphire Strategies and advised that Gwen will be providing contractual PR services as approved by the Members in their 5/3/06 Meeting. Gwen Lankford presented her scope of services focusing on three guiding principles from the Sapphire Strategies implementation plan for CBFWA:

- 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.

Target audience includes CBFWA Members (promoting better internal communication), BPA, NPCC, ratepayers/grassroots level.

Status of the Resource report (SOTR) would be utilized as a door opener in the overall strategy, not the main tool. The information it contains supporting and lending credibility. The goal is to identify CBFWA as a value added resource, not to market CBFWA as a solve-all for problems.

Brian advised that the current contract with Sapphire Strategies will be in place for one year. Tana Klum who has a background in journalism and public relations will be working closely with Gwen Lankford to serve as a back-up in the event future funds are not available for continued contract PR services.

Gwen Lankford summarized three actions required to begin to successfully implement the plan: 1) Identify an appropriate strong spokesperson to represent CBFWA before the media. Media was defined as print, broadcast, and radio, 2) develop a comprehensive press list, and 3) recruiting assistance from CBFWA Members in identifying success stories.

Brian Lipscomb articulated that the information and implementation plan presented today was intended to open the conversation and request general concurrence with the MAG for review and final adoption at the July 18th MAG meeting and then onto the Members for approval.

While noting that this is something quite different for CBFWA, the plan presented by Gwen Lankford was received favorably by the MAG. Given the various paths the PR proposal could take, it is important to define the boundaries and integrate with the individual PR agencies. Tony Nigro stated that it would be advantageous for Gwen to work with the State and Federal Internal Affairs contacts to share information and facilitate solidarity. It was noted that it would also be advisable to focus on Congressionals, policy level folks, and Tribal officials. Brian Lipscomb asked the state and federal Members present at the meeting to provide him with the contact names of their Internal Affairs representatives so Gwen can initiate contact.

The draft Sapphire Strategies PR implementation plan can be reviewed in full at <http://www.cbfwa.org/committees/Meetings.cfm?CommShort=MAG&meeting=all>.

ITEM 7: 07-09 Project selection process update: An overall update on the 07-09 process will be provided as context for Items 8 & 9 – Tom Iverson

1. Data Center response (view the NPCC Data Center response at <http://www.cbfwa.org/committees/Meetings.cfm?CommShort=MAG&meeting=all>)
2. Update on Mainstem Systemwide Review Process for FY 07-09
3. Monitoring and evaluation
4. ISRP fix-it loop

Update: Tom Iverson began his update stating that the Data Center response was well received by Council staff. The data management project ties into the Council's plan for M&E. Tom advised that the MSRT's task over the next couple weeks is to balance the budget. The budget is then submitted to the Council for processing. The MSRT agreed to submit a letter to the Council requesting that proposals receiving a core or high priority rating be permitted to respond during the ISRP fix-it loop. At a minimum there should be an opportunity for on-going project to respond to ISRP. There was some concern expressed about the multi-province proposals being reviewed by two different groups - the MSRT and the Council.

ITEM 8: Overall ISRP Response: Approval to forward an overall CBFWA response to the ISRP comments to the Members for their approval will be requested.

The Technical Committees are to provide their comments to the Members through the MAG focusing on the Members' established criteria: a) review ISRP programmatic comments, b) review BPA's declaration of projects as capital or expense and if appropriate criteria was applied, and c) review what subbasin and provincial reviews bring forth.

Discussion: The comments throughout this discussion centered on the focus of the ISRP's comments:

- ISRP's responses were broad and not just related to scientific review.
- A consistent RF theme surfaced with scientific response representing a significant shift in direction or management.
- ISRP crept into area of policy.
- Inconsistent review levels – some detailed, some vague.
- Many of the ISRP team are new members and did not have the opportunity to see and experience projects.
- The ISRP stated that a rolling provincial review would be a better process to address program needs.

The MAG agreed to hold a special meeting on Friday, July 7th, 9:00-12:00 to hear comments from the Technical Committees. The MAG will take that information and formulate it for discussion at the July 10th Members' meeting.

Dick Stone informed the MAG that the WAC was concerned about what they view as unintended outcomes with funding of wildlife projects under the current solicitation process. The WAC formulated a letter addressed to the Council from CBFWA expressing their concerns. Dick stated that the key issue is ongoing operations of wildlife lands has fared poorly in the local ranking process and there is concern that these projects will not be ranked high enough to be funded in some provinces. The WAC's suggested solution was to provide a parallel process for all the wildlife projects, measured up against other wildlife projects rather than ranked against an array of fish projects. The WAC Project Concerns draft letter can be reviewed in full at <http://www.cbfwa.org/committees/Meetings.cfm?CommShort=MAG&meeting=all>.

It was suggested that the Programmatic comments were a good place to address many of these wildlife concerns. The MAG recommended that the WAC revise and broaden the letter for inclusion in a letter to the Council and brought back to the MAG for review on July 7th. Scott Soult, KTI will be providing edits to Frank Young.

In addition, Brian Lipscomb will follow-up with Doug Marker regarding ongoing projects that did not receive a fund recommendation from the local prioritization but did receive a response required from the ISRP and stress the need for these projects to be in the fix-it loop.

ITEM 9: Project Specific ISRP responses: Approval to forward the following responses to the Members for their approval will be requested.

1. CBFWA's AIWP response to ISRP Review – Brian Lipscomb
2. CSMEP
3. CBFWA FPC
4. HEP

Discussion: Brian Lipscomb advised that the responses are in process in various stages of completion. The MAG will review responses on the July 7th and formulate for Members' approval on July 10th. Rather than review each ISRP response in detail, Brian provided a

brief summary citing specific concerns that may be of interest:

- HEP should not be used as a long-term evaluation tool for habitat – should be species specific evaluations. HEP is an accounting methodology.
- The ISRP recommended that FPC proposals submitted by CBFWA, CRITFC, ODFW, and WDFW be combined and one response provided detailing missing information. CBFWA has combined that into one proposal which would be housed under CBFWA.

Michele DeHart, FPC said they are providing comments to the ISRP and ISAB regarding the Comparative Survival Study (CSS) Project.

ITEM 10: Approval of duties for advertisement to fill the position created by Frank Young's retirement:

1. A draft position description will be provided for consideration for advertisement approval by the MAG.
2. A subcommittee will be requested to conduct interview and make a recommendation of candidates to the MAG.

Discussion: Brian Lipscomb presented a position description to fill Frank Young's position as he prepares for retirement. Frank's last day with CBFWA will be 9/30/06. The announcement will be posted by Monday, 6/26. The interview process will begin on approximately 8/1/06 with intent to finalize the process in time for someone to start by 10/1/06.

Selection of a subcommittee was deferred until the July 18th MAG meeting.

Action:

- Dave Statler moved to approve position description as presented.
- Mark Bagdovitz seconded motion. Motion passed, action approved.

ITEM 11: Update on 6/5/06 Budget Oversight Group Meeting – Tom Iverson

Discussion: Tom informed the MAG that the topic of the recent BOG meeting was to determine if the within year requests will be expedited. Tom referenced three projects that were discussed within the meeting: Albeni Falls, Yakima Acclimation site, and White Sturgeon.

The BOG meets once each month and Council indicated that they want the BOG to be more of a decision making body. The Council indicated that they would like to have a Council member sit on the BOG but no one has really expressed an interest in sitting in the BOG meetings. Dave Statler asked if there is a change with how the BOG operates, will an amendment be required to the motion passed by Members' clarifying Tom's participation on the BOG? Brian Lipscomb advised only if Tom's interaction should change would that have to be addressed. The authority to negotiate funding still will be done at the Council member's level.

Note: **Committee updates, Item 14, was provided prior to moving on to Item 12. Please see notes for Committee Updates under Item 14 below.**

ITEM 12: July Members' Teleconference – Brian Lipscomb

Set agenda for Members July 10, 2006 Teleconference from 1:00-4:00pm at the UCUT Office, Spokane, Washington.

ITEM 13: Summer Members' Meeting – Brian Lipscomb

1. Revisit the dates: the PSMFC 59th Annual meeting is being held in Portland August 20th – 23rd we may want the Members to consider moving the summer Members' meeting to August 24th & 25th to avoid conflicts for many of our State Members.
2. Discuss agenda ideas for summer Members' Meeting in Boise, ID and establish a subcommittee to work on finalizing an agenda for discussion at the July MAG meeting.
 - Discuss the NPCC Amendment Process. Are Members in agreement with the current structure?
 - Review and discuss AHA process.
 - Wild Salmon Center partnering discussion
 - ISRP Presentation

Discussion: Discussion of Items 12 and 13 were intertwined. The MAG discussed the possibility of a date change for the Summer Members' meeting. Jann Eckman advised that a contract has already been signed for accommodations in Boise and changing the date may result in a penalty. Dates suggested include 8/24-25 or the 8/30-31. Jann will investigate what options are available.

Agenda items referenced during this discussion include:

- Discussion of the NPCC Amendment Process. Are Members in agreement with the current structure?
- AHA process
- Wild Salmon Center Partnering – identify the most viable salmon populations
- ISRP – comments, concerns, programmatic elements
- Charter Actions
- Responses to prioritization process

Discussion: *Please see additional information in the summary under Item 13.*

It was agreed that a subcommittee consisting of the Brian Lipscomb, Lynn DuCharme, and Mark Bagodovitz will work together to establish an agenda for the August Members' meeting and bring that back to the MAG on July 7th to discuss and finalize at the July 18th MAG meeting.

ITEM 14: CBFWA Committee Updates

Discussion: *Within the meeting, this item was bumped up to follow Item 11 of the agenda.*

Dick Stone reiterated what was already stated earlier in the meeting. The WAC and AFAC committees have been reviewing the proposals and formulating responses.

Lawrence Schwabe announced that the RFAC will be meeting in next week in Idaho to review ISRP comments.

FYI ITEM: Members and MAG Meeting Information:

Next regular monthly MAG Meeting is July 18, 2006. Monthly MAG meetings will continue to be the 3rd Tuesday of each month.

The MAG will set an agenda for the Members' monthly meetings during their monthly

MAG meetings. Monthly Members' Teleconferences are scheduled for the 1st Wednesday of every month in 2006 from 1:00pm to 4:00pm.

The Summer Members' Meeting is currently scheduled for August 23-24, 2006 in Boise, Idaho but may be moved to August 24-25 depending on schedule.

Discussion: Next MAG meeting will be **July 7th**, from 9:00am-12:00pm

MAG Meeting July 18, 2006: Mark Bagdovitz advised that the MAG should prepare to meet for the entire day on July 18th in order to cover all agenda items.

Discussion is ongoing regarding the date shift of the Summer Members' meeting.

Meeting adjourned.