

WRAP CommComm Meeting
Phoenix Wyndham Hotel
May 15-16, 2005

Intro's

Trisha Frank, Brad Bissey & Lisa Riener by teleconference
Plus Attendance Sheet

Minutes

Approved as distributed

Children's Handout

Marketing Info

- Quotes for printing - Larger #s generally yield lower cost per unit
- See Handouts for bids and Native American inputs
- Discussions on pros and cons of splitting print jobs/local printing/transportation/shipping
- Cover letter for sending out materials discussed – see atch
- Who should be the recipients? Children ages 6 – 12 plus others
- How should we facilitate distribution?
 - State Environmental Agencies? (Board Member/SIP writers?) State Education Depts? State Health Agencies? State Parks?
 - Federal Natural Resource Agencies? (NPS, National Forests, BLM?)
 - Tribal Agencies? ITEP Ed Outreach Coordinator? NTEC?
 - A non-profit organization (Heart/Lung, Hospital, American Medical Assns?) to Doctors' Offices and Clinics?
- Recommend to Board that each state identify a point of contact for coordination of distribution process [Barry/Dan will report to board and request points of contact](#)
- Committee will initiate purchase of the first 10K copies. [Karen/Sandra to work contract arrangements.](#)

[Barry will build a distribution model in AZ and then will follow up to confirm points of contact are established](#)

WRAP Sheet

New format working well with Karen working state issues and Sandra working tribal issues. Don Arkell providing excellent source material and timeliness much improved over previous process. Electronic links to other web based sources working well. [Sandra/Karen will continue work on this ongoing project.](#)

Other Outreach Issues

State level initiatives? Public involvement/Outreach?

Forum activities? Implementation Work Group? BART Source Info?

Tribal work? New/Updated presentation? [Sandra will work](#)

Jay asked about Coal Fired Power Plant impacts? [Cyra will work](#)

Tribal Work Group Meeting

Tribal Communications Needs Assessment

- Feedback consistently positive from all 5 of the respondents
- Plans are in place to expand pool of respondents via several different means
- Efforts are also needed to reach out to tribes that are currently not involved in the WRAP - [Lisa/Sandra/Dan will continue work](#)

Other Tribal Communications Issues

Sandra's work through NTEC and other related organizations

Question on American Indian Environmental Office – [Sandra will provide specifics to AI for follow up](#)

Indoor air quality a continuing issue for many tribes

Home heating/cooking with wood also an issue – [Sandra/Dan will follow up with the Hearth Products Assn for potential subsidies for tribal applications](#)

Linkage to health issues also of interest/concern

Joint CommComm/Tribal Caucus Meeting

Intros (Lisa)

Report on Anchorage meeting (Tamara Dawes)

- Ways to improve communications with AK tribes
- Teiss overview (Jenifer Williams)
- Importance of partnering with states in development of SIPs/TIPs
- Outreach to AK tribes and others in the lower 48 (Stanley Patiamo)
 - Need to get together more

- Need to involve more tribes in the WRAP process
 - Need to relate WRAP's work to tribal culture – Mother Earth is sacred
 - Need to understand differences in native American organization and nomenclature
 - Need to do more education on practices that affect air quality in tribal settings
- Input from Jerry Pardia
 - Need to understand the special circumstances and structures of AK tribal villages
 - Can be proud of how the WRAP is doing work that benefits AK tribal villages
 - Need to continue our work in AK
- Input from Jay Littlewolf
 - NTEC and ITEP can be useful in reaching out to tribal entities
 - Region 8 tribal conference coming up and NTEC will be there to tell the WRAP story
 - Need to identify points of contact in each tribe for coordination
- Input from Melissa Estes
 - Agrees that the AK tribes were impressed with the scope of the work the WRAP is doing that can help them
 - Saw great value in the communications between the elders
- Input from Sandra Sac Parker
 - Noted that scheduling is important in our outreach efforts – many villages could not send representatives because of busy schedule times
 - Provided input on the tribal communications needs assessment
 - Explained background, process and results
 - Also handed out the children's handout and got positive feedback
 - Copy available at www.wrapair.org/kids
- Input from Melissa Estes about AK tribal concerns with global warming
- Stanley talked about an initiative to use fish oil (biodeisel) to reduce harmful emissions
- Input from Ken Cronin about TOC position vacancy and Fire Emissions Joint Forum
- Question from Cyra Cain about providing information to AK tribes about the work of the modeling forum. Melissa Estes responded that many tribes see a greater need for monitoring than modeling.
- Ways to communicate better with tribes that are not already in the WRAP.

- David Jones suggested synopses of WRAP work to those tribes
- Sandra explained new tribal news sheet process to meet that need
- Sandra explained work being done on new/updated tribal outreach presentation – will request pictures

- Ken Cronin input
 - Discussed existing tribal data and suggested tailoring outreach to tribes based on their specific situation – proximity to Class I areas, non-attainment areas, etc.
 - Judy Rocchio affirmed this approach

- Melissa Estes added that there is benefit to the tribes in cooperating with the WRAP process to protect their cultural values
 - Partnering with the states leads to this positive outcome

- Stanley Patiamo affirmed the value of such cooperation and gave an example of working with the AF to reduce sonic boom problems at the Acoma Pueblo
 - Also told about impacts of governmental regulations and western encroachment on their culture
 - Emphasized that their cultural sites should have high priority for protection – even higher than super fund sites
 - Told stories of tribal situations where tribal values were compromised by greed in exchange for money

- Zuni input
 - See the impacts of climate change
 - Recognize that the conveniences that we enjoy are at least in part to blame for the problems we are seeing
 - Time to look more closely at what we really value and how our own actions contribute to separating us from those things

Website Update (Cyra)

Intro's

Data on site usage shows consistent growth in use of the web site (see charts on internet under CommComm meeting pages). There are also linkages evident between high profile WRAP activities and activity on the web site. Band width remains adequate for the current level of activity. [Committee will present data to Board.](#)

Brad also recommends we consider moving to a server of our own. Committee supportive and encourages moving ahead now. [Cyra and Brad to pursue.](#)

Cyra brought up a request to streamline/simplify the document search process. [Brad and Cyra to pursue alternatives.](#)

Blog Discussion

Purpose? To get immediate feedback

Who should we get feedback from? Constituency Groups

Primary purpose is to get a broader and more timely interchange among constituents

Several options exist to establish a blog – more work needed to identify value of blogging for our application. Committee members should all get on a few blog sites, work with them and be prepared to report back after Jul 1. [Al to query committee for feedback.](#) [The issue of establishing a new web subcommittee was tabled.](#)

Consultant Position See Handout

Karen input

- WRAP Sheet to remain with Karen and Sandra
- Other listed tasks need additional support

Tom/Don input

- Focus primarily on internal communications and not seeing a big need for a communications staff person for that task

Barry input

- What kind of needs do we have that a communications staff person would fill?
 - A retainer arrangement may be best - in the range of \$1,000/month

Discussion about need? No consensus on need at this time. Primary near term need is to work marketing of the Kids' handout. [Barry will work a test distribution process in AZ and report back to committee.](#)

Further discussion on a Progress Report. The report would be an informational piece to explain what the WRAP has done 1999-2004. There was consensus on moving ahead. Barry suggested tapping the graduate school market to do the work. [Karen will work with Rich Halvey to prepare the bid for the work to be completed by the end of the calendar year.](#) [Cyra/Kathy/Sandra will work with the co-chairs to track and follow up with the selected contractor.](#)

Communications Manual

Comm Liaisons – Figure out how to allocate liaisons and determine what they are to do.

Judy suggested we ask for a communications liaison from each committee and forum so we would have a single point of contact to work with. The focus is not for internal communications, but rather to identify and facilitate external communications.

Carl noted that some committees and forums have not been responsive to such requests. Keeping Tom and Lee engaged will likely be necessary to make this happen. The desired result is that we will have advance notice of external communications needs so we can be responsive to the needs when they come up. What are the key issues, what documents need external exposure, what is needed that isn't already being covered with the WRAP Sheet process?

Barry asks "Do the forums/committees see a need for our support?" We ought to ask.

Sandra offered an observation about the AMC contracting for some state/tribal presentations to improve coordination/cooperation. What role should the committee play in this arena?

Future Direction

Judy – we should emphasize tribal cooperation/coordination, get involved in the climate change issue and educational outreach.

Al – information dissemination (blog), education and tribal relations. Less activity with the forums and committees.

Carl – agrees there is less need for our committee to do outreach on policy issues. Instead we need to provide information to support the states/tribes.

Cyra – include a gallery of pictures (especially tribal).

Judy – take advantage of links to educational materials

Karen – go both ways so our stuff gets linked from kindred sites

Barry – General communications, progress report, educational materials and distribution models to get the word out, tribal relations as a priority

- Revise communications manual to match [Judy, Jay/Sandra, Cyra to work](#)