

SUMMARY NOTES
SNOHOMISH SUSTAINABLE LANDS STRATEGY
EXECUTIVE COMMITTEE 3.7.12
December 12, 2017 8:30 – 12:30

Snohomish County Admin East 6th floor Conference Room 6A04
3000 Rockefeller Ave. Everett, WA 98201

PARTICIPANTS

Bob Bernhard, Snohomish County SWM	Kate Riley, Sno Conservation Dist
Brian Bookey, National Food, SLS EC Ag rep	Linda Neunzig, SnoCo Ag Coordinator
Cindy Dittbrenner, Sno Conservation Dist.	Lindsey Desmul, WA Dept. of Fish & Wildlife
C.K. Eidem, Ducks Unlimited, SLS EC Fish rep	Monte Marti, Sno Conservation Dist. Mgr. Manager, EC Ag rep
Dan Calvert, Puget Sound Partnership Liaison	Morgan Ruff, Tulalip Tribes
Dan Evans, Consulting, SLS Facilitator	Paul Cereghino, NOAA Restoration Center, Coordinated Investment
Erik Stockdale, Snohomish County SWM Special Projects Coordinator	Terry Williams, Tulalip Tribes, SLS Co-Chair (Fish)
Jay Krienitz, WDFW, ESRP Manager	Tristan Klesick, Stillaguamish farmer, SLS Co-Chair (Ag)

PURPOSE: Gather SLS leadership, including Executive Committee (EC) and key partners, in a half-day extended planning session to review, discuss, and, as appropriate, revise -- SLS “basics:” mission, goals, objectives, value proposition, and approach; and SLS structure and ability to drive action. Prepare these and other matters for presentation and approval at the January SLS Annual Meeting.

1. WELCOME, INTRODUCTION (8:30-8:40)

a. Introductions

The SLS Executive Committee (EC) introduced themselves to Bob Bernhard, who has replaced Katrina Sukola and is providing support to Erik Stockdale and the SLS.

b. Review purpose, agenda

Dan Evans opened the meeting and reviewed the session outcomes/agenda. Dan then discussed a 5-step process for a business approach he’d like to take with today’s meeting:

- 1) what’s the mission/vision?
- 2) where are we now? (status, baseline)
- 3) where do we want to be? (measurable goals / objectives)
- 4) how do we get there? (approach, action plan)
- 5) how do we measure/reward success? (monitor & evaluate, adapt)

Paul Cereghino proposed a similar analysis ([Attachment 1](#)) based on what it's like when we're successful and three goals SLS is trying to achieve.

Paul and Dan also recommended that SLS stay focused on key outcomes and organize to achieve the outcomes efficiently, avoiding static "ossified" structure and constantly seeking to adapt the process and be nimble.

2. SLS leadership team achieves clarity and unity around SLS foundational "basics"

- a. **SLS vision:** Where do we want to be in 20 yrs?

The EC participants discussed their visions for agricultural, fish/habitat, and flood management needs. Much of the session was devoted to an in-depth discussion and whiteboard outlining of the Ag, Fish, and Flood vision statements and associated concerns listed in [Attachment 2](#).

- b. **Approach, role, value proposition** (see Core Elements and Value Proposition, [Attachment 3](#))

The EC reviewed the Core Elements document. In agreement with the second bullet point, an EC member pointed out that the strength of SLS is having a diverse group that can advocate for F3 interests at their respective organizations. Additionally, implementation of projects is facilitated by trust and broad support — formed within SLS as well as with the community. The EC also clarified that the neutral and balanced forum of the SLS is a place where F3 interests can advocate their needs as well as common priorities ("F3 net gain").

- c. **Mission/goals:** Integrated net gain for F3 (see Interview Highlights, [Attachment 4](#))

EC members briefly surveyed the Interview Highlights and were asked to review the Interview Highlights document and provide feedback in the future if needed, perhaps at the January meeting.

- d. **Objectives** (see Priority Objectives Worksheet, [Attachment 5](#))

The EC quickly reviewed the Objective Worksheet, confirming the 2017 workplan accomplishments and tasks.

3. Review/revise SLS structure and process to service identified outcomes

- a. **Organizational structure** (see diagram, [Attachment 6](#))

The EC reviewed the SLS structural diagram. During the review the Core Group's weekly call-in meetings were mentioned. Members of the EC agreed that it would be beneficial if a brief summary (<5 minutes) of the previous month's call-in meetings could be presented at the proceeding EC monthly meeting.

- b. **Executive Committee composition**

Due to the limited time available the EC agreed to discuss the EC composition in greater detail during the January meeting. The EC briefly discussed a few talking points for next month's meeting, including:

Term length: It was suggested that terms be set, not to establish limits, but to instead discuss with a member, well before their term expires,

whether it appropriate for the member to remain on the EC for another term.

Term limits: It was agreed that specific term limits should not be established, since doing so could result in the loss of institutional knowledge and key relationships.

Board/Organizational representation: It was confirmed that EC appointments are for “individuals” not “organizations.” It can be very valuable for EC members to be leaders or members of organized interests, but they are acting in an individual capacity, not as an official representative of a group or organization.

Attendance: The implementation of attendance requirements were briefly discussed for committee meetings and Core Group call-ins. Subject to further discussion at the January Annual Meeting of the EC, it was suggested that a recommended attendance standard be set for EC members (e.g., attendance at 2/3rds of EC meetings and periodic participation in task groups or the weekly SLS coordination conference call.

c. **Task groups and subgroups**

It was noted that not all sub-groups are shown in the diagram (additional sub-groups in [Attachment 5](#)). Cindy Dittbrenner suggested the creation of a new sub-group to help with the integration of fish-farm-flood projects into reach scale plans and future grant applications. Cindy Dittbrenner and Morgan Ruff volunteered to organize the new sub-group with assistance from Gretchen Glaub (Snohomish County-SWM) and Paul Cereghino (NOAA Restoration Center).

d. **Capacities – partner contributions, funding**

To perform its coordinating and reconciling functions, the SLS relies on in-kind contributions and limited funding from its partners. For example, Snohomish County pays for approximately 13 hours a month of SLS facilitation time and details staff to support specific SLS initiatives such as Reach Plan development. Snohomish Conservation District, supports Ag Resilience, regulatory efficiency, communications, and other SLS initiatives. WDFW has sponsored Story Maps, and a number of other SLS related efforts. NOAA Restoration Center is coordinating federal and state agencies to improve culvert and drainage maintenance regulatory programs. Partner contributions were only discussed in passing during the meeting, but they are at the heart of SLS’ ability to help partners coordinate F3 efforts and achieve broadly supported net gain outcomes. A major funding opportunity is available through Puget Sound Partnership’s solicitation of Near-Term Actions for the 2018-2022 Action Agenda, which were discussed during the next weekly coordination conference call and will be further discussed and coordinated at the January EC meeting.

e. **2018 SLS Executive Committee Meeting Schedule** (see [Attachment 7](#))

EC members were asked to review and make note of the schedule, which continues the three month rotating focus on the Stillaguamish Basin, the Snohomish Basin, and Countywide SLS efforts.

4. Approach to communications effort

a. Communications Effort Outline ([Attachment 8](#))

The EC reviewed the communications document, discussing SLS communication goals/objectives, current status and future objectives. A communications plan task list can be found in [Attachment 4](#).

Communication plan elements/tasks include:

- Reaching out to F3 stakeholders
- Reach out to forestry and development communities (further discussion in January). Do we want to expand to a 4th F (Forestry)?
- Possibility of an annual dinner to engage high level stakeholders
- Website activation, www.farmfishflood.org.
- Funding/advocacy – critical for producing tangible results
- Communication products: color flyer (not attached), story map
- Meeting with council on an annual basis
- Identifying and prioritizing our key audiences
- Describe the relationship between SLS and partner projects/initiatives
- Submit NTA for communication strategy

5. Wrap Up/Adjourn

Due to time constraints and the NTA preregistration deadline (12/22/17), communication and NTA proposals will be further discussed on Thursday (Dec 14th) at 2pm during a call-in meeting.

January Executive Committee Meeting items -- Preparations

- Comments on Interview Highlights document (2c, above)
- Executive Committee composition, terms, expectations (3b, above)
- Reach out to forestry and development communities (4a, above)

ATTACHMENT 1

Paul C.

Sequence of Analysis

First, define the whole system that is under management. Be specific about the enterprise.

Second describe the end goal of our management. Why are we managing? Ask "why" several times to get to the underlying intentions or purposes.

Then think about the weak links. Why aren't we there. Then flip those around and turn them into positive statements that describe a "quality of life". For each of these, define behaviors and systems and indicators.

Format

1. We do our work so that... (quality of life)
 - a. To make this true... (behaviors and systems)
 - i. We know we are effective because of... (indicators)

Spot Check Questions. If we look over our "quality of life" and "behaviors and systems" statements:

- What is the weak link right now?
- What is working and what is not working?
- What will we do to make it better?

Decision Evaluation Questions. Does this choice...

1. Address a weak link?
2. Take us toward our "quality of life"?
3. Use the appropriate source of energy?
4. Provide a high return on investment
5. Strongly support future operations
6. Increase our indicators?
7. Pass an intuitive "gut check"?

What is the system under management?

The Snohomish Sustainable Lands Strategy is a social network sponsored by Snohomish County, that uses relationships, trust and information to increase collaboration among groups involved in environmental and agricultural advocacy and project management in Snohomish County to change land use policy, shape funding and project development, and accelerate implementation.

Purpose: We protect and restore agricultural and natural resource landscapes for future generations

- 1. Our government systems provide practical rewards for integrated agricultural and natural resource efforts**
 - a. We reduce the waste and increase the effectiveness of government programs
 - i. *Completed efficiency projects (coordinated investment and friends)*
 - b. We encourage budgetary allocation for programs that support multi-benefit project work
 - i. *Completed legislative and council budget advocacy*
 - ii. *Increasing budget levels on target programs (FbD, ESRP, Resilience, WSCC?)*
- 2. Our communities value agricultural landscapes and natural resource restoration**
 - a. We host social opportunities for community leadership to build understanding
 - i. *Events hosted; guests reached*
 - b. We understand the needs and concerns of our affected communities
 - i. *Focus groups; surveys*
 - c. We produce media products that express the complex values of natural resource and agricultural landscapes.
 - i. *Products distributed; size of audiences reached; key constituencies reached*
- 3. We trust each other because of stable systems that create mutual understanding and support**
 - a. We have frequent open conversations about our work
 - i. *Meeting attendance*
 - b. We make and keep commitments to work on shared efforts between meetings
 - i. *Progress on projects and deliverables*
 - c. We build individual relationships with key individuals
 - i. *Network mapping?*

ATTACHMENT 2: Ag, Fish, Integrated Visions

Agriculture Vision (20 yrs from now)

- Land base protected
 - o Lowland (floodplains): critical mass of unfragmented farmland
 - o Uplands: additional land for high productivity use (future > greenhouses, hydroponics, poultry, intensive production with insured infrastructure)
 - o Identify areas needed to sustain critical mass/ag resiliency
 - Every acre counts in the Stillaguamish
 - o % of resource land base for ag (total flex vs assured % of land in ag use)
 - o Funding and policies (zoning, Code) that protect resource land base, ag %
 - o Without protections, resource land base will soon be lost to development
- No net loss of ag productivity/profitability
- New farmers and new technology along with traditional farming practices
- Water management infrastructure
 - o Drainage
 - o Water rights regs flexible, rational transfers not restricted
 - o Supply (groundwater, dams, pumped)
- Diking districts restructured for new realities, resilience
- Local food security/supply
- Regulatory efficiency/accommodation of viable agriculture
- Indicators/targets for ag resiliency
 - o Farmers, others focus on acres as primary indicator
 - o Other practical indicators also needed to determine ag net gain or loss
- Rewards for 'Stewardship' (habitat/water quality gains above reg baseline)
- Expanded SLS participation: to forestry & development communities, PS region
- Resilient ag community
 - o Information
 - o Access to funds
 - o Markets: local, regional, high-value
- Sustain ag services infrastructure (critical mass)
- Agriculture Enterprise Zone(s) allowing co-location of ag production/processing

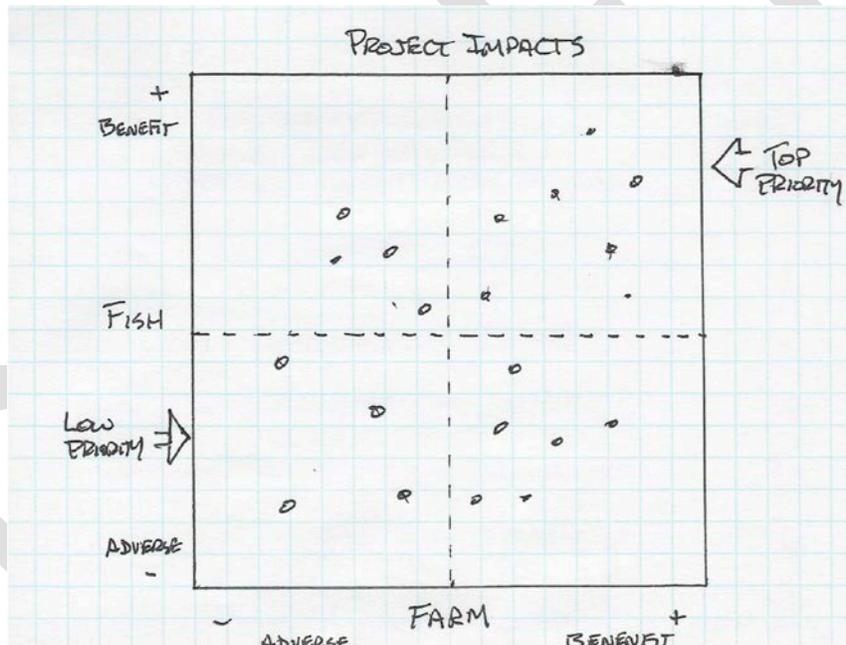
Fish Vision (20 years from now)

- Salmon plan implementation
 - o Identify areas that have biggest effects on fish with lesser impacts to agricultural community
 - o Productivity
 - o Create list of projects to be referenced by all players
- Evolving needs, issues identified (e.g., climate, hydrograph, flood frequency)
- Community buy-in/ownership
 - o Community involved through float trips or similar, highlighting F3 approach
- Integrated approach – F3 mutual respect (habitat on farms)
- Proactive solutions (vs. litigation/court)
- River processes (let river plow its own field)
- Environmental water storage (surface/groundwater)
 - o Infrastructure to mimic natural flow/timing of surface water

- o Better water management rules
- More productive wild fish stocks/fishing on hatchery stocks
- Protect/restore strategies for different stretches of water
 - o Habitat for some
 - o Flow/water quality for others (urban waters where habitat unlikely)
- Prevent losses

Integrated Farm-Fish-Flood Management Vision (20 years from now)

- Synergistic integration of Farm, Fish, Flood Visions
 - o Overlay ag areas and needs with those of fish and water mgt
 - o Common needs and priorities identified, e.g., water storage (ground, surface) for fish flows & irrigation, flexible management of meander zone and erosion
 - o Create list of projects to be referenced by all players
- Better definition of evolving needs (e.g., climate)
- **Project Evaluation Matrix:** focus on projects / packages that improve both fish & farm conditions



- Examine value of seasonally flooded ag land
 - o Valuable for birding community
 - o Infrastructure to create more seasonally flooded lands (multit-benefits)
 - City of Sacramento – one area used for:
 - Flood protection
 - Rice, barley, other grain production
 - Chinook production

ATTACHMENT 3

SLS CORE ELEMENTS AND VALUE PROPOSITION

“WHAT MAKES THE SLS TICK?”

UPDATED OCTOBER 12, 2017 (FOLLOWING EXEC CMTE DISCUSSION)

CORE ELEMENTS

- Mutual respect for multiple mandates: Participants must respect the need for fish, farms, flood control in the same geography.
- Neutral and balanced forum: “Switzerland” for farm, fish, flood interests and agencies with different goals to communicate, coordinate, collaborate > trust, constructive connection to each other (farmers, agency leads, tribes, districts); offering stakeholders and agencies access to each other in a collaborative setting.
- Integrated information and Technical Assistance: Access to best available information and technical assistance for project proponents and interests -- planners, designers, implementers, policy makers using GIS, web, overlays:
 - o Reach assessments, hydro/geo studies, modeling
 - o Salmon recovery plans, reach priorities
 - o Ag priorities, cropping,
 - o Flood inundation mapping, climate impacts, resilience studies
 - o Integrated goals & objectives, monitoring & evaluate progress
- Net gain: simultaneous improvement for fish, farms, flood control; long-term (seven generations) perspective; collaborative multi-benefit approach
- Packages: combinations of projects and measures based on common information, that offer F3 net gain as a whole, and benefit from broad support.
- Bring together fragmented / stove-piped programs and regulatory processes to achieve greater efficiency and effectiveness.
- Build coalition and voice / advocacy for F3 collaborative conservation policies

VALUE PROPOSITION

Projects and initiatives that come out of this approach are well informed and designed, address multiple needs in a coordinated and efficient manner, and enjoy broad stakeholder and agency support, providing priority, streamlined access to approvals (permits) and funding, and avert wasteful process friction and appeals.

ATTACHMENT 4

SLS EC & KEY PARTNER INTERVIEW “HIGHLIGHTS” DECEMBER 12, 2017

SLS MISSION AND DEFINING GOALS

- Principles
 - Get to know other’s stories, essential needs
 - Build trust and mutual respect
 - Commit to farm-fish-flood (F3) net gain, “carry each other’s burdens”
 - Demonstrate power of integrated, cooperative net gain approach
- Mission -- Farm-Fish-Flood “net gain”
 - Generally still resonates, but...
 - Each F needs to see that participation in SLS generates “gain”
 - SLS in unique position to demonstrate net gain, multi-benefit model
 - Show (measure) “tangible results,” support multi-benefit projects / pkgs
- Goals
 - Integrate, advance F3 needs (define Farm needs, elevate Flood mgt)
 - Resource lands protection is a primary, unifying goal
 - Broaden engagement? Forests (F4)? Developmt reps?
 - Advocate for funding for multi-benefit projects = key goal / role
 - Create and highlight “win-win” outcomes

SLS ROLE IN PROJECTS, GENERATING “NET GAIN” ACTIONS

- SLS has “soft power” that can be difficult to see, appreciate
 - “Opportunity, not an obligation”
 - Bring agencies to table to support net gain projects / pkgs
 - Value prop: integrated, broadly supported action is rewarded
- SLS does not “own” projects, it’s partners do (some diversity of opinion)
- SLS creates forum (EC, task grps, reach plans) to “integrate” F3 interests
- Reach scale, or smaller, best for integrating projects & initiatives
- SLS “4 corners” 1) info, 2) F3 table, 3) integrate net gain, 4) show progress
- SLS “hub” role key, take stronger role in integrating, balancing F3 gains
- SLS brings “big picture” to resource mgt, requires time for creative thinking
- 2017 Strategic Objectives (res lands, reg effic, reach plans, ag resil...) good
- Funding & multi-benefit tools (e.g., easement, permit paths) key focus
- Outcomes should drive SLS structure & process (“continuous disturbance”)

SLS COMMUNICATIONS PLAN

- SLS is all about communication, need a plan or strategy & capacity
- Identify, prioritize audiences: policy and tech leads, key stakeholders, public
- Clearly communicate SLS approach, role, contributions > “reputation”
- Needs to be grounded in vision of integrated net gain, SLS “basics”
- Essential communications tasks include:
 - Reaching out to and engaging F3 stakeholders
 - Facilitating a collaborative forum (EC table), task groups
 - Annual dinner (Farm & Fish to table)
 - SLS Website

- Funding and policy advocacy
 - Produce (with partners) specific communications products (flyer)
- Highlight compelling “stories,” examples of F3 coll

DRAFT

ATTACHMENT 5

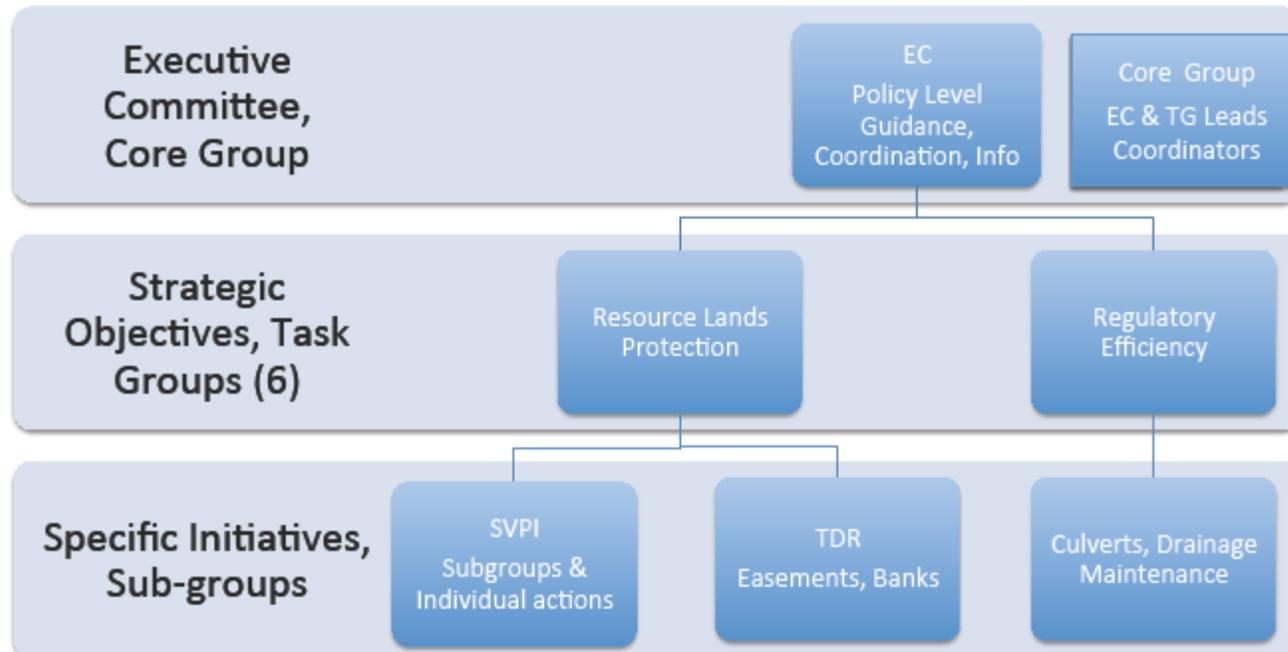
SLS PRIORITY OBJECTIVES WORKSHEET (work-in-progress draft) September 18, 2017

Priority Objective	Description	Tasks	Task Group, Lead (policy, <i>tech</i>)
<p>1. Regulatory Efficiency</p> <p>(a) Culvert Replacement Permitting Strategy</p> <p>(b) French Slough Drainage Maintenance Permitting Strategy</p>	<p>(a) Reduce the cost per culvert of regulatory review.</p> <p>(b) Obtain permits for drainage maintenance and test mechanism for more efficient reach scale regulatory assessment.</p>	<ul style="list-style-type: none"> • Summarize regulatory regime • Assess protected resources (water types, etc.) • Scope impacts • Define stewardship approach and document net-gain <p>Secure permits</p>	<p>Paul Cereghino (NOAA, lead)</p> <p>Monte Marti (SCD)</p> <p>Erik Stockdale (SnoCo)</p> <p>Dan Evans (SLS)</p> <p>Kirk Lakey (WDFW)</p> <p>Janet Curran (NOAA)</p> <p>Diane Hennessey (Ecology)</p> <p>Frank Nichols (USACE)</p> <p>Morgan Ruff (Tulalip)</p> <p>Sean Curran (SnoCo)</p>
<p>2. Reach-scale Plans</p> <p>(a) Lower Skykomish</p> <p>(b) Lower Stillaguamish</p> <p>(c) Snohomish River & Estuary</p>	<p>Complete Lower Sky reach-scale plan (Aug)</p> <p>Launch reach-scale plans for:</p> <p>(b) Lower Stillaguamish River in July 2017 (due end of year)</p> <p>(c) Snohomish River & Estuary (combined) in fall 2017</p>	<ul style="list-style-type: none"> • Use Sky reach plan template & lessons to develop scope, structure • ID team, key stakeholders (S/H) • Engage S/Hs • Develop draft RP with team • Review/revise draft with S/H input 	<p>(a) Erik Stockdale <i>Anchor QEA</i></p> <p>(b) Stilly Reach Plan: Erik Stockdale & Kit Crump SnoCo Pat Stevenson stilly Erik Stockdale <i>AnchorQEA</i> Others TBD</p> <p>(c) Snohomish/Estuary Reach Plan: Erik Stockdale Sno <i>AnchorQEA</i> Others TBD</p>
<p>3. Resource Land Protection</p> <p>(a) Betcher farm (ASD)</p> <p>(b) TDR / easement</p> <p>(c) Sky farmland easement swap (RN 10-13)</p>	<p>Task groups tackle specific Res Land Protection objectives: a-c</p>	<ul style="list-style-type: none"> • Define scope, WP, personnel, budget • ID team, key stakeholders (S/H) • Engage S/Hs • Develop draft Res Land Protect Strat & specific objectives 	<p>(a) Betcher: Brian Bookey</p> <p>(b) Easement: Heather Cole / Tristan Klesick / Hilary Aten</p> <p>(c) Sky farmland easement / exchange: Linda Neunzig</p>

		<ul style="list-style-type: none"> Pursue, implement approved objectives 	
<p>4. Ag Resilience Plan</p> <p>(a) Ag Resilience Report</p> <p>(b) Farmland protection prioritization</p>	<p>(a) Ag Resilience Plan:</p> <p>ii. Develop plan of priority ag resilience projects</p> <p>iii. Secure funding for project implementation</p> <p>(b) Land Prioritization: County-wide analysis of farmland protection opportunities to inform Res Land Prot Strat and Ag Resilience Plan</p>	<ul style="list-style-type: none"> Engage shareholders Complete flood, groundwater, and crop impacts modeling Scope and design priority ag resilience projects Implement priority objectives 	<p>(a) Ag Resilience: Cindy Dittbrenner, SCD</p> <p>(b) PCC Prioritization: Hilary Aten, PCC FT</p>
<p>5. Confluence Project (Lower Sky RM 0-9)</p>	<p>Private landowner-tribal joint venture to demo subreach farm-fish-flood net gain action plan</p>	<ul style="list-style-type: none"> Define scope, WP, personnel, structure ID / engage team, key stakeholder S/H Review Meadow Wd Protect / enhance Confluence site Dev subreach strat 	<p>Dave Remlinger / Tulalip</p>
<p>6. Communications & Engagement</p>	<p>Develop SLS communications strategy and tackle key objectives</p>	<ul style="list-style-type: none"> Define scope, WP, personnel, budget ID / engage team, key stakeholder S/H Tackle key tasks - <ul style="list-style-type: none"> i. Overviews, flyer ii. Website, o/l info iii. Focused outreach iv. Annual dinner v. Advocacy 	<p>Kate Riley scd Kristin Kelly pas Lindsey Desmul wdfw Others...</p>

ATTACHMENT 6

SLS STRUCTURE: ORGANIZING FOR TANGIBLE RESULTS



ATTACHMENT 7

Sustainable Lands Strategy Executive Committee Meeting

Working together for farm, fish and flood net gain



2018 SLS Executive Committee Meeting Schedule

Date	Time	Location	Room
Wed Jan 10	10-noon	Tulalip Tribes	Training Room 162
Tues Feb 13	10-noon	Snohomish County *	Admin East 6A04
Wed March 21	10-noon	Stillaguamish Tribe	Natural Resources Conference Room
Tue April 10	10-noon	Snohomish County *	Admin East 6A04
Wed May 9	10-noon	Tulalip Tribes	Training Room 162
Tue June 12	10-noon	Snohomish County *	Admin East 6A04
Wed July 18	10-noon	Stillaguamish Tribe	Natural Resources Conference Room
Tue Aug 14	10-noon	Snohomish County *	Admin East 6A04
Wed Sept 12	10-noon	Tulalip Tribes	Training Room 162
Tue Oct 9	10-noon	Snohomish County *	Admin East 6A04
Wed Nov 7	10-noon	Stillaguamish Tribe	Natural Resources Conference Room
Tue Dec 11	10-noon	Snohomish County *	Admin East 6A04

*= same day as Ag Board

For March 21, July 18, and Nov 7 meetings:

Stillaguamish Tribe Natural Resources Conference Room

22712 6th Ave NE- Arlington, WA 98223

Directions to meeting location: From I-5: Take exit 210. Turn west on 236th street. Turn left at the first road, Nygaard Road (6th Ave). Follow Nygaard to the end and turn right at the last driveway. Visitor parking is on the north side of the building nearest the main entrance. If all of the parking spots are taken, please part on Nygaard, on the section that is south of the driveway leading into our parking lot.

For January 10, May 9, and Sept 12 meetings:

Tulalip Tribes, Training Room 162

6406 Marine Drive, Tulalip, WA 98271

ATTACHMENT 8

SLS COMMUNICATIONS EFFORT OUTLINE – INITIAL DISCUSSION DRAFT NOV. 28, 2017

THINGS TO DISCUSS

What is SLS's role in projects? Will we implement them, or are we simply a support system?

Who is our audience? Do we ever intend to reach out to landowners/public? (For example, will our communications involve working with SVPI?)

MISSION

Reach out to, convene, and help coordinate SLS farm-fish-flood (F3) partners to achieve F3 net gain and shine a light on the benefits of this collaborative model.

COMMUNICATIONS GOALS / OBJECTIVES

1. Reach out to & engage F3 interests, gov't leaders, decision makers, legislators, other SLS partners
2. "Move the needle" – reach potential partners who haven't bought into F3
3. Regain and build upon momentum with partners, Farm Bureau, etc. that was realized after the first Farm to Table
4. Convene & facilitate communications, collaboration among SLS partners
5. Harmonize SLS partners voices, support for common priorities
6. Promote specific SLS initiatives, e.g., Resource Lands Protection / SVPI campaign (this question needs resolution. How does the SLS brand work with projects and therefore landowners?)
7. Advocate for SLS policy and funding initiatives (FbD, ESRP, grant \$)
8. Host annual dinner w/ policy leads, ptrs (e.g., 8/16/17 Farm to Table)
9. Coordinate, create, and leverage partner communications products (maps, graphics, video, Story Maps, PhotoVoice, presentations). How?
10. Launch and maintain SLS website, continue it for the lifespan of SLS (and who is main audience).
11. Publicize the work that SLS does to reduce the frequency of "what's SLS?"
12. Create an elevator speech that can be tailored to different situations to answer "what's SLS and why should I care?"

CURRENT COMMUNICATIONS STATUS: WHERE ARE WE NOW?

- Largely ad hoc actions through partners or task group
- Lack of consensus on when, where, how to use SLS brand
- Key partners shouldering communications tasks (SnoCo, SCD, WDFW...)
- Little direct funding for SLS communications (only thru partner actions)
- SLS facilitation currently limited to 13 hours/month
- County hosting SLS webpage, ESRP funding and producing independent SLS website
- Last-minute scramble to fund and produce products/events

LOOKING OUT 1 YEAR, 4 YEARS: WHERE DO WE WANT TO BE?

2018 Objectives:

