

Shuswap Watershed Council

Council Meeting
Tuesday May 3rd 2016 | 10:00 AM – 2:30 PM
Columbia Shuswap Regional District Boardroom
555 Harbourfront Drive NE, Salmon Arm

Agenda package as at 26 April 2016
Public version with in-camera items omitted

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Item No.	Name	Time on Agenda
3	February 10 th SWC meeting summaries for approval and signature from Chair Paul Demenok	10:35

Shuswap Watershed Council

Council Meeting
February 10th 2016 | 10:00 AM – 2:30 PM
Columbia Shuswap Regional District Boardroom
555 Harbourfront Drive, Salmon Arm

Draft Record of Decisions and Actions Items at 16 February 2016

Note: this record is subject to correction when approved at the next SWC meeting

Meeting objectives

1. Elect Chair and Vice Chair
2. Receive presentation from Dr. Jeff Curtis, UBC – Okanagan
3. Discuss and make recommendations for new SWC membership
4. Receive workplan for 2016/17 for information

Council members present

Paul Demenok, Chair – CSRD Area ‘C’
Larry Morgan, Vice Chair – CSRD Area ‘F’
Rene Talbot – CSRD Area ‘D’
Rhona Martin – CSRD Area ‘E’
Nancy Cooper – City of Salmon Arm
Terry Rysz – District of Sicamous (alternate)
Peter Milobar – TNRD, City of Kamloops
Rick Berrigan – TNRD, Village of Chase
Ron Jules – Secwepemc Nation, Adams Lake Indian Band (alternate)
Herman Halvorson – RDNO Area ‘F’
Ray Nadeau – Public Advisory Committees
Dennis Einarson – BC Ministry of Environment
Laura Code – BC Ministry of Agriculture

Regrets

Dave Nordquist – Secwepemc Nation, Adams Lake Indian Band
Greg McCune – RDNO, City of Enderby
Ursula Lussin – Lower Shuswap Stewardship Society

Staff

Erin Vieira and Mike Simpson, Fraser Basin Council

Observers

Jim Leiper, Bo Wilson, Neil Brookes, Lorne Hunter, Ralph Vandalfsen, Jim Cooperman, Ross Munsey, Fred Philps, Doug Jackson, Orlando Schmidt, August Bremra, Joe Heemskerck, Denis Delisle

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Meeting outcomes

1. Chair and Vice Chair for 2016 were elected
2. Presentation from Dr. Jeff Curtis on the Phosphorus study as part of the Water Protection Initiative was received for information
3. Community representation on the SWC was discussed and a decision made to interview a short-list of candidates before making a recommendation into membership
4. The workplan for 2016-17 was presented for information

Record of decisions and actions items, and summary of discussions

Mike Simpson called the meeting to order at 10:00 AM. Secwepemc Territory was acknowledged and Ron Jules gave a prayer in Secwepemc language. Introductions took place around the room.

ELECTION of Chair is Paul Demenok by acclamation.

ELECTION of Vice Chair is Larry Morgan by acclamation.

MOTION to approve the meeting agenda for February 10th 2016

Moved by Director Talbot, seconded by Mayor Cooper

Discussion: Ray Nadeau requested the agenda be amended to include the recent Spallumcheen aquifer incident.

CARRIED

MOTION to approve the meeting summary from November 25th 2015

Moved by Director Martin, seconded by Mayor Berrigan

CARRIED

Chair Demenok gave a report:

- Pleased to have a vote of confidence to continue in the role of Chair for 2016
- Encouraging to see members of agriculture community attend the SWC meeting as observers
- The Contribution Agreement for 2016-18 has been signed by funders

Correspondence from Shuswap Waterfront Owners Association was reviewed and discussed. Bo Wilson, SWOA president, was present to explain that the association is submitting an application to the Pacific Salmon Foundation for funds to study the effects of docks on fish habitat and productivity. The association has requested a letter of support from the SWC.

MOTION to prepare a letter of support for SWOA

Moved by Director Martin, seconded by Director Morgan

CARRIED

Action item: program managers will work with the Chair to prepare a letter of support for SWOA by the funding application deadline of February 15th 2016.

The program managers gave a report:

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- Activities since the last meeting have included the following:
 - Soliciting, reviewing and evaluating Expressions of Interest from the public for up to three new community representative positions on the SWC
 - Liaising with CSRD administration to ensure the governance and operations of the SWC conform to the requirements of local government bylaws
 - Updating the SWC Terms of Reference
 - Liaising with Dr. Jeff Curtis regarding the Phosphorus study, as part of the Water Protection Initiative
 - Preparing and signing the Contribution Agreement with funders
 - Work planning for 2016
 - Facilitating a meeting of the Water Monitoring Technical Team (WMTT), at which their roles and responsibilities were endorsed and it was confirmed that there are no redundancies or duplications in monitoring taking place in 2016. The John Todd Ecological Services feasibility study was reviewed; the WMTT recommends that the SWC not pursue the study.
 - Ongoing communications work including website and social media maintenance, media releases and advertising.
- SWC expenses for the period April 1st – December 31st 2015 are as follows:
 - \$1,720 against \$35,000 budgeted for water quality monitoring
 - \$28,545 against \$100,000 budgeted for activities relating to ‘incubation’ of the five-year proposal. It was noted that \$0 against the \$40,000 budgeted for activities relating to a voter assent process were spent and will go toward a surplus for 2015-16.

Erin Vieira presented the draft Terms of Reference, version 3. They were reviewed and further amendments made as follows:

- Under Article 3, the SWC will review and approve scientific and technical input, plans and budgets as appropriate from the Water Monitoring Technical Team
- Under Article 4, The Okanagan Nation will be invited to appoint one representative to the Shuswap Watershed Council
- Under Article 4.3, the community representatives will serve 3-year terms
- Under Article 5.1, all voting rights are granted to elected officials or their alternates representing organizations that make a financial contribution to the SWC; and, community representatives will be granted the right to vote on non-financial issues
- Under Article 5.2, a point of clarity will be made
- Under Article 10, community representatives will be offered compensation for their time and travel expenses to participate in the SWC. This will conform to the CSRD’s Standing Committee policy for remuneration, or be set at \$100/meeting.
- Under Article 11, it will be clearly stated that SWC meetings are open to public observation

Action item: program managers will revise the Terms of Reference v.3 as outlined above and circulate it for final approval at the next SWC meeting.

Action item: program managers will liaise with CSRD administration to determine what compensation, if any, is provided for in Standing Committee policies.

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Dr. Jeff Curtis gave a presentation entitled “Identifying and measuring anthropogenic sources of phosphorus to the Lower Shuswap and Salmon Rivers.”

Action item: program managers will liaise with representatives of the BC Ministry of Environment and the Department of Fisheries and Oceans regarding water quality data and marine-derived nutrient inputs.

BREAK: The SWC broke for lunch from 12:15 – 1:00 PM.

*Mayor Milobar left the meeting at 12:15 pm
Ray Nadeau excused himself from the meeting at 1:00 pm*

MOTION to move in-camera
Moved by Director Morgan, seconded by Mayor Rysz
CARRIED

MOTION to move out of in-camera
Moved by Director Martin, seconded by Director Morgan
CARRIED

Ray Nadeau re-entered the meeting at 1:45 pm

Erin Vieira presented the 2016/17 work plan for information. It was pointed out that the work plan schedule aligns with the fiscal year of the Fraser Basin Council and the provincial government (April 1 – March 31), which is slightly out of alignment with local governments’ fiscal year (January 1 – December 31).

*Mayor Rysz left the meeting at 2:05 pm
Director Halvorson left the meeting at 2:10 pm
Director Talbot left the meeting at 2:15 pm*

Discussion: Mayor Cooper expressed her support for an existing safety campaign led by Shuswap Lifeboat Society and the possibility of SWC collaborating on a life jacket initiative. Director Martin suggested that the Water Protection Initiative engage local elementary or high schools. Chair Demenok requested that the development of communications collateral include a slide deck containing key messages for use by SWC members. Chair Demenok expressed that the existing website is sufficient and material can be added as needed; out-sourcing a new website would be costly.

Action item: program managers will present draft brand options and communication collateral to the next SWC meeting, per the work plan.

Mayor Berrigan left the meeting at 2:50 pm

Erin Vieira presented the proposed meeting schedule for 2016. The meeting schedule for 2016 will be as follows:

Second quarter: May 3rd or 6th, TBD

Third quarter: Monday September 19th (10:30 AM start)

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Fourth quarter: Thursday December 8th

Late agenda item: Ray Nadeau raised the issue of the recent drinking water situation in Spallumcheen and Hullcar. A roundtable discussion took place on a possible role for the SWC in emergency situations such as a spill, health risk, algae bloom or other. Mr. Nadeau proposed striking a sub-committee of the Council to respond to such situations and how the Council should react. Mayor Cooper and Director Martin expressed that other jurisdictions (e.g., Shuswap Emergency Program) are responsible for handling emergency situations and the SWC should not duplicate those efforts.

DECISION: the SWC will not add emergency communications and information sharing to its mandate.

Action item: program managers will look into the specific roles, plans and protocols of emergency response jurisdictions, and how SWC should liaise with them and raise awareness of these existing programs. The Report All Poachers and Polluters hotline number and other emergency contact information will be posted on the SWC website for information.

MOTION to adjourn

Moved by Director Martin, seconded by Mayor Cooper

CARRIED

Meeting adjourned at 2:55 pm

Item No.	Name	Time on Agenda
4	Correspondence for information	10:40

Province of British Columbia
Office of the Premier and Office of the Minister of Environment
Sent by e-mail to premier@gov.bc.ca and env.minister@gov.bc.ca

21 April 2016

Re: Praise for invasive mussel defence program

Dear Honourable Premier Clark and Honourable Minister Polak, Minister of Environment:

I am writing on behalf of the Shuswap Watershed Council to express our support and gratitude for the recent enhancements to the province's invasive mussel defence program.

The Shuswap Watershed Council (SWC) is a collaborative program of the Columbia Shuswap Regional District, Thompson-Nicola Regional District, District of Sicamous, City of Salmon Arm, Regional District of North Okanagan, Secwepemc Nation, and the BC Ministries of Agriculture and Environment. Our mandate is to enhance water quality and safe recreation in the Shuswap watershed.

The Shuswap watershed is a special place: it's the centre-piece of the regional tourism economy and attracts visitors world-wide; it supports a diversity of fish and wildlife; it provides drinking water for thousands of residents; and it facilitates a highly desirable lifestyle for many residents. The accidental introduction of mussels into our watershed would be devastating and irreparable, and would impart a huge cost on all orders of government, businesses, utilities and homeowners for maintenance and repair. Thank you for taking this decisive action to keep BC waters mussel-free.

Kind regards,

Paul Demenok, Shuswap Watershed Council Chair
Area 'C' Director, Columbia Shuswap Regional District
250 517-0810
pdemenok@csrd.bc.ca

Cc:

Hon. Minister Thomson, Minister of Forests, Lands and Natural Resource Operations
Greg Kylo, MLA Shuswap
Mark Poweska, BC Hydro
Jody Drope, FortisBC
Frank Wszelaki, Columbia Power
Neil Muth, Columbia Basin Trust
Brian Heise, Invasive Species Council

Item No.	Name	Time on Agenda
5	SWC Terms of Reference: for decision on Article 10	10:50

Shuswap Watershed Council Terms of Reference v.3

1. Background

The Shuswap Lake Integrated Planning Process (SLIPP) pilot project ended in 2014, and the Shuswap Watershed Council (SWC) was created with a mandate to facilitate collaboration for water quality monitoring, protection, and reporting and increase awareness for safe recreation. During 2014 – 2015, the SWC developed new programs and work was done to ratify the governance and funding model.

2. Shuswap Watershed Council Purpose

The SWC provides direction and representation to the implementation of its water quality and recreation safety education programs, as set out in [Shuswap Watershed Council: Water Quality Program & Recreation Safety Education Program in the Shuswap watershed for 2016 to 2020.pdf](#).

3. Shuswap Watershed Council Role

The role of the SWC is to:

- Provide direction and oversight for the implementation of its programs
- Increase collaboration of all relevant interests in the Shuswap watershed
- Monitor risks and quality of program implementation, and provide course corrections as needed
- Approve budgets and annual reports
- Resolve conflicts as necessary
- Receive and approve scientific and technical input, plans and budgets (as appropriate) from the Water Quality Monitoring Group for implementing the water quality program.

All SWC members sign and abide by a guiding principles document. See [Shuswap Watershed Council Principles 6May2015.pdf](#).

4. Shuswap Watershed Council Membership

The SWC is composed of 18 members:

Columbia Shuswap Regional District	4 members (1 each from Areas C, D, E, F)
Thompson-Nicola Regional District	2 members
City of Salmon Arm	1 member
District of Sicamous	1 member
Secwepemc Nation	2 members
North Okanagan Regional District	2 members
Okanagan Nation	1 member
BC Ministry of Environment	1 member
BC Ministry of Agriculture	1 member
Community	3 members

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5	SWC Terms of Reference: for decision on Article 10	10:50

4.1 Recommendations and Appointments

Appointments to the SWC are made as follows¹:

- Members from regional and municipal governments must be elected officials
- Representatives from the CSRD are those directors representing Areas C, D, E and F
- Other than the CSRD appointments, representatives from regional, first nation, and municipal governments are recommended to the SWC at the discretion of their respective Council or Board and appointed by the CSRD
- Representatives from provincial agencies are recommended to the SWC by their respective agency, and appointed by the CSRD
- Community representatives are recommended to the SWC through a process of evaluation of expressions of interest and appointed by the CSRD.

4.2 Community representatives

Community representatives must:

- Be prepared to commit time and energy to participate on the SWC, without compensation, remuneration or payment of travel expenses
- Be committed to examining issues and ideas objectively.

The participation of a community representative on the SWC includes:

- Attendance at quarterly meetings, held within the Shuswap area (see Article 11)
- Communications by e-mail.

It is desirable for a community representative on the SWC to show that he or she:

- Has a demonstrated track record of commitment to the community, and/or
- Has experience working in a collaborative setting, and/or
- Resides in the Shuswap watershed.

4.3 Terms

Members' terms are as follows:

- Representatives from regional, first nation, and municipal governments serve one-year terms, and may be re-appointed for subsequent terms at the discretion of their respective Council or Board
- Representatives from provincial agencies and the public serve 3-year terms
 - Representatives from provincial agencies may be re-appointed for subsequent terms

4.4 Chair and Vice Chair

The SWC will elect a Chair and Vice Chair from among its members for one-year terms (see 6. *Chair and Vice Chair*, below)

¹ This conforms with CSRD Bylaw 5705 that establishes the Shuswap Watershed Council Service (refer to Bylaw Article 7 for more information)

Item No.	Name	Time on Agenda
5	SWC Terms of Reference: for decision on Article 10	10:50

5. Decision Making

The SWC makes decisions by consensus whenever possible.

5.1 Voting rights

When a vote is required, rights are granted on the following basis:

- All rights (i.e., financial and non-financial decisions) are granted to elected officials or their alternates representing organizations that make a financial contribution
- Voting on non-financial issues is granted to representatives from Secwepemc Nation, the North Okanagan Regional District, and the community
- Representatives of provincial agencies do not have voting rights.

5.2 Financial and Non-financial decisions

Financial decisions are made by vote as follows:

- Quorum for financial decisions is 75% of SWC membership with financial voting rights
- Financial decisions are made by two-thirds majority of those present with financial voting rights.

When a vote is required, non-financial decisions are made as follows:

- Quorum for non-financial decisions is 50% of SWC membership with voting rights
- Non-financial decisions are made by simple majority of those with voting rights.

5.3 Casting votes

Each member with voting rights is assigned one vote. Alternates are permitted and are selected by the respective organization. Participation in meetings, including voting, may take place via tele-conference.

6. Chair and Vice Chair

The SWC will elect a Chair and Vice Chair from among its members for one-year terms.

6.1 Election of Chair and Vice Chair

Following the terms for non-financial decisions (per 5.2), the election of a chair and vice chair will take place as follows:

- Elections will take place at the first meeting of the calendar year
- Chair and Vice Chair appointments are for one year
- Nominees must be present at the meeting, or nominations may be submitted to the Program Manager in advance of the SWC meeting at which elections take place. The latter requires a letter of nomination from the nominator and a letter of acceptance from the nominee.
- Elections will take place by secret ballot, unless election is made by acclamation

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5	SWC Terms of Reference: for decision on Article 10	10:50

- Election of Chair and Vice Chair is a non-financial decision, therefore simple majority is required for election and quorum is 50%.

6.2 Chair and Vice Chair Roles and Responsibilities

Further to the purpose and role of the SWC described in Article 3, the role of the Chair will be to:

- Champion and be an ambassador for the SWC's programs
- Ensure committee members are aware of their roles and responsibilities
- Bring issues and correspondence before the SWC for discussion
- Be a spokesperson
- Chair SWC meetings
- Liaise with program managers on the following, but not limited to:
 - Setting meeting agendas
 - Key program deliverables and achievements
 - Controversial issues
- Collaborate with program managers on communications materials
- Approve invoices from the program managers.

The role of the Vice Chair will be to:

- Support the Chair in the activities described above
- Act as Chair in the Chair's absence.

7. Liaise with Water Quality Monitoring Group

The SWC will be supported by the Water Quality Monitoring Group. From time to time, the SWC may refer information to the WQMG for discussion and recommendations.

8. Comments in Public or the Media

Council members should refer all questions and inquiries from the media to the Chair, Vice Chair or program managers. When speaking publically, council members must convey the interest of the SWC.

9. Term

The term for this document is January 1st 2016 – December 31st 2020. The Terms of Reference are subject to revision.

10. Funding and Compensation

The contribution agreement sets out the financial contributions from the funders².

Community representatives will receive compensation at a rate of .

All other SWC members or their respective organizations will fund their expenses related to their participation.

² See *SWC Contribution Agreement 2016-2018 SIGNED.pdf*

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5	SWC Terms of Reference: for decision on Article 10	10:50

11. Shuswap Watershed Council Administration

- The SWC will meet quarterly
- Meeting dates will be convenient to the majority of the members
- Meeting dates will be set for a calendar year, early in that year
- Meetings will be open to the public and advertised in a manner consistent with CSRD Bylaw 5648, *Regional District Board and Committee Procedures Bylaw*
- The program managers will be responsible for:
 - Preparing meeting agendas, with the Chair and Vice Chair, and distributing meeting materials
 - Recording decisions and action items, and preparing meeting summaries
 - Making arrangements for meeting venues and refreshments

DRAFT

Item No.	Name	Time on Agenda
6	Report from Program Managers: financial update	11:00

**SWC finances for the year ending March 31,
2016
As at April 27, 2016**

INCOME				
Source	Amount budgeted (\$)	Actual received (\$)	Difference	Comments
Surplus SWC funds	20146	20146	0	
TNRD	0	0	0	
CSRD - existing approval	49400	49400	0	Previously approved by CSRD board in Dec 2013
CSRD - new approval	70000	70000	0	Approved by board 2015
City of Salmon Arm	0	0	0	
District of Sicamous	0	0	0	
RDNO	0	0	0	
Total	139546	139546	0	

EXPENSES				
Activity	Budget (\$)	Totals April 1, 2015 to March 31, 2016	Budget remaining at March 31, 2016	Comments
1a) Deep Station WQ monitoring (TH 620)	17200	11049.50	6151	
1b) Watershed monitoring (TH 620)	16000	24730.68	-8731	Newsome, White Creeks
1c) FBC coordination (TH 620)	1800	4560.34	-2760	
2a) SWC meetings (TH 619)	15000	16794.37	-1794	Includes time for FBC and consultant
2b) 5 year program - work planning, program delivery content, merging with gov/feasibility results (TH 626, TH 621, TH 622)	10000	8173.33	1827	in Q4, includes TH 622 as work progressed on P research, advisory committee
2c) Ongoing communication and liaison with SWC, partners, agriculture sector, interest groups, media, maintaining website, emails (TH 623, 624, 625)	10000	9092.91	907	
2d) Delegations to local and First Nations governments, other groups (TH 624)	10000	600.00	9400	Salmon Arm council, May 11, 2015; identify as surplus
2e) Voter assent public education - labour (TH 624)	20000	0.00	20000	identify as surplus
2f) Voter assent public meetings - communications materials (TH624)	20000	0.00	20000	identify as surplus
Financial management (TH 618)	5000	6627.33	-1627	
Travel costs - mileage, meals	5000	606.47	4394	
Catering, venues	5000	1070.81	3929	
Contingency	4546	0.00	4546	
TOTALS	139546	83305.74	56240	to utilize in 2016/17 budget

Item No.	Name	Time on Agenda
7	Draft SWC brand options – for review and decision	11:20

Background

Program managers retained a branding/marketing graphic design artist to create three draft brand options for the SWC. The final brand will be used consistently in all communications and media to make the SWC more recognizable.

The three draft options are presented below for discussion and decision on the best option. Full-colour and grey-scale versions are shown, along with a condensed version suitable for use in social media (e.g., Twitter and Facebook).

Option A



SHUSWAP
watershed council



SHUSWAP
watershed council



Item No.	Name	Time on Agenda
7	Draft SWC brand options – for review and decision	11:20

Option B



Item No.	Name	Time on Agenda
7	Draft SWC brand options – for review and decision	11:20

Option C



Item No.	Name	Time on Agenda
8	Water Monitoring Plan – for information	12:45

Background

The Shuswap Water Quality Monitoring Group met on December 10th 2015 and March 10th 2016 to review and discuss each member organization’s monitoring plan for 2016. The resulting “Shuswap Watershed Water Quality Monitoring Plan – 2016” is a consolidation of all partners’ monitoring, according to their responsibilities and jurisdiction. (See also Agenda Item #9).

Please see the attached spreadsheet for information, *Shuswap WQ Monitoring 2016 26Apr2016 for 3May2016.pdf*.

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9	Request for funding for water monitoring activities – for approval	12:45

Background

The Shuswap Water Quality Monitoring Group met on December 10th 2015 and March 10th 2016 to review and discuss each member organization’s monitoring plan for 2016. The resulting “Shuswap Watershed Water Quality Monitoring Plan – 2016” is a consolidation of all partners’ monitoring, according to their responsibilities and jurisdiction.

The Monitoring Group has identified a three-year monitoring program for Salmon River. The Shuswap Watershed Council Water Quality Program for 2016 – 2020 ear-marked \$27,000 per year for 2016, 2017, and 2018 for this monitoring. The BC Ministry of Environment will provide \$24,150 in cash and in-kind contributions (\$18,000 and \$6150, respectively) for 2016.

The Monitoring Group has also identified gaps in the water quality data being uploaded to the province-wide database. There would be utility in uploading beach monitoring data to the database.

Request for Funding

\$13,614 from the Shuswap Watershed Council for Salmon River monitoring in 2016

\$2500 for data uploads to the province-wide database

Item No.	Name	Time on Agenda
10	Recreation Safety Education program for 2016 – for approval	1:30

Background

The Shuswap Watershed Council Recreation Safety Education Program earmarked \$9500 for the program in 2016 to research and understand the greatest safety education needs in the Shuswap and develop and deliver safety campaigns in 2016 accordingly. These funds would cover staff time and hard costs (e.g., advertising, signs, etc.).

Staff have discussed water safety issues with authorities and organizations such as RCMP, Shuswap Lifeboat Society, Shuswap Search and Rescue, and Shuswap Emergency Program. The greatest needs for safety awareness and education pertain to issues of cold-water immersion (especially important in Spring), sober boating, and boating preparedness including the use of Personal Flotation Devices. The target audiences include fishers, recreational boaters (including tow-sports), paddlers, and a growing segment of recreationists, stand-up paddle boarders.

Recreation Safety Education Program for 2016

Based on the findings noted above, the SWC recreation safety education program for 2016 for approval is as follows:

Item	Cost
Media advertising with safety messaging. Partner with RCMP, SAR, and Shuswap Lifeboat to develop exact messaging. Intent is to raise awareness for safety issues mentioned above (cold water, sober boating, preparedness). ¼ page newspaper ads, target press dates leading up to long weekends.	\$690 per run for three community newspapers x3 press dates = \$2070
Media advertising with safety messaging. Partner with RCMP, SAR, and Shuswap Lifeboat to develop exact messaging. Intent is to raise awareness for safety issues mentioned above (cold water, sober boating, preparedness). Radio advertising throughout the spring/summer on CKXR and Voice of the Shuswap; public service announcements on CBC.	Price varies by channel, \$4.20 - \$36 for 30-sec spot. \$800
Partner with Shuswap Lifeboat Society on “Kids Don’t Float Program”. Funds go toward development of life-jacket kiosk at Salmon Arm boat launch or Herald Park. \$1200 will provide 50% of the funds needed for one kiosk.	\$1200
Partner with Shuswap Search and Rescue Society on face-to-face education initiatives. Funds go toward development of sign(s) and free give-aways (e.g., whistles, rack cards)	\$1500
Safety messaging via social media (Twitter and Facebook), ongoing through the year.	\$0
FBC labour for coordination with partners, campaign development, and social media maintenance; evaluation of program effectiveness in Fall 2016	\$3930