

Minutes
CSA Community Advisory Group
To Western Forest Products
January 11, 2016
Western Forest Products Boardroom

Attendance: refer to attached sheet

6:00 pm: Meeting called to order
Quorum met.

Safety Review

Facilitator noted fire exits and first aid attendants in case of emergency. Meeting place in case of emergency was noted.

Code of Conduct

Code of Conduct for Community Advisory Group was reviewed.

Welcome and Introductions

Chair welcomed guest speakers and members introduced themselves.

Review and Acceptance of Agenda

Agenda was accepted.

Review and Acceptance of Minutes

November minutes accepted by email and posted on website.

Correspondence

Copies of recent correspondence was provided and reviewed
Emails to First Nations
Email regarding letter to Powell Lake cabin owners

Operational Information Map Review

Current Activities

Harvesting – ST-031, ST-093, TM-263 LL-O37, ST-298, ST-063, ST-075, GI-130, GI-062,

Road Construction – WL-014, BT-915, GI-117

Engineering – LL-040, ST-351, FH-044, TM-261

What's New on the Map

New Blocks – FH-043, PL-004, GI-072, EL-702, PD-527, PD-528, PD-044, PD-045, PD-046

New Roads – FH-043, PL-004, GI-072, EL-702, PD-528, PD-045

Cutting Permit Approved Areas – GI-061, GI-064, PD-463, PD-464, PD-500, PD-530, PD-531, PD-539, PD-540

Logging Complete – PD-471, PD-306, UL-816, UL-839, EL-695

Road Construction Complete – PD-530

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Engineered Blocks – TM-183, ST-181, GI-117

Engineered Roads – TM-183 , ST-181, GI-117

There are no new blocks or roads along the Sunshine Coast Trail.

Zac Whyte – Communications Manager with WFP – The New Road Hotline and How We Share the World of Forestry with Others

Zac started consulting with WFP in 2006. He started his career as a Civil Engineer and realized that was not the direction he wanted to take. He worked as the front man in a rock band for a while then went back to school at BCIT taking Broadcast Communications. He was hired by CBC and worked for them for 3 years covering everything from football to news. He wanted to move back to Courtenay where he grew up. His family has a long history in the forest industry in the Comox Valley. Zac vowed he would not follow in their footsteps, but here he is – Communications Manager for a forest company. Zac also did a degree in liberal studies covering philosophy, literature and story telling. He introduces himself as a story teller. Zac started consulting with WFP doing a number of communications jobs, primarily safety related work such as training videos. He also shot a video called ‘The Moment’ which was played all over the world. Eventually they hired him for his present job and he loves it. A lot of his background was for non-profits. He has visited a number of developing areas around the world such as Cambodia, Uganda, Kenya and Cairo. Zac thought he would go into the UN and then he had kids. This changed his direction. He has three small children two of which are twins.

One of Zac’s tasks with WFP is to brand it. WFP has never really had its own identity because it was made up of a number of companies that had their own identities. Stillwater is very different culturally than other parts of the company such as North Island or South Island. Stillwater does amazing things with community and Zac wants to share that with the rest of the company. It leaps and bounds ahead of the rest of the company in some things. Stuart was instrumental in much of this and that is why head office stole him - hahaha. One of Zac’s short term goals is to create a video news broadcast that will either be monthly, to start, and hopefully weekly eventually. It will highlight all of the content within the company during that time and provide links to look up the stories in more detail if you are interested. These newscasts will be about two minutes long. Zac played a few of these broadcasts for the group. The broadcasts tell the story of the company, the values that they hold, the people that work for it, and the values of the community by sharing their news stories. Zac’s job will be creating content. Communications balances things like First Nations relations, community relations, and different interest groups and it is very important to reflect on all of those interests and put the company in a place where everyone has the right information and understands why they do what they do.

A year and a half ago Zac set the company up on all 5 of the social media sites. They are on LinkedIn, Twitter, Instagram, Facebook, and You Tube. They are also on Vimeo. They plan to expand their social media contact when there are more Zacs. Now people can be engaged right away instead of having to write a letter as it was in the past. Zac is the secretary for all of the social media 24/7. When enquiries come in he tries to get it to the right person, get a good answer and then send it out right away. This is a good way to engage with the community and get questions answered. Zac created a structure that is essentially internal, external and WFP Road Info. The internal has all things cultural for staff, contractors and families of the Western Forest Products world. This is where all of their job postings go. It will be made much more robust. It is in its infancy right now. WFP Road Info is an initiative that was the brain child of some safety people and he was asked to bring it to life. Stillwater has been doing this for years with the Road Hotline over the phone. The website is basically what Stillwater has been doing all

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along only online and available 24/7. He wanted to target the tourist coming from Vancouver that is going to drive on the roads and get in the way. He used the hashtag #powellriver instead of Stillwater because the tourist would likely be looking up hiking or good fishing spots in Powell River not Stillwater and Zac wants to reach them so that they can see important information such as the fact that there are logging trucks on the roads. He chose Bamfield for the pilot project for the Road Info website because it has a lot of commuter traffic from Port Alberni to the West Coast. Bamfield is a little village on the West Coast where approximately 300 people live. It is super busy. There is a science centre, lots of university students, fishermen, loggers, and a First Nations reserve so it gets a lot of use and has a very busy logging road. They put a billboard up at the front of the road that tells everybody what to do. Zac is also hoping to create a whole suite of videos around educating people about how to drive on a logging road along with useful information such as a logging truck cannot back up. The pilot project was wildly successful. They had an organic uptake which means that the users of the road are the people that subscribed. There are now other roads on the road info site. Zac showed the group a message on Facebook about a road closure. They can see that it was shared 12 times and there was a number of positive messages passed on. Zac said the company cannot technically close a road. They are public roads that they manage. The lawyers say they can never say a road is closed or tell people they can't go there. They can only recommend that people not go there, at this point in time.

Question: What if you don't use Facebook? Can you still access the road info site?

Yes. The website is www.wfproadinfo.com You do not have to go through Facebook.

If you have Facebook you type WFP road info into the search field. If you want to make comments on the site you need a Facebook profile. Anyone can see it even if they do not have Facebook. Zac showed a recent post. There is lots of interaction. Right now Zac receives info from the road captains, such as Amanda Welp at Stillwater, and he vets it to make sure there wouldn't be any legal issues and then he posts it on the site. The messages are time stamped. Members of the community can post, which is what Zac is counting on. They can post things like 'There is a dead deer on the road between point A and B'. WFP is not responsible for words community members post.

Question: Does Amanda monitor this thing?

No. I do.

Question: If you saw that there was a problem with one of our roads would you contact Amanda?

No. I would just repost it saying 'reports are coming in that....'

Zac will encourage to the 'roadies' to include photos or videos.

Question: I am used to using the phone hotline. I don't have a phone. How do I get onto the site?

Do you use the internet at all.

Comment: Yes. I have tried to use the company website to get to the hotline and I find it too cumbersome.

Fear not. I am in the process of redesigning the website.

Comment: It has too many layers to get through.

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Yes. I agree it is an old website and I have expressed my disdain. I would like your input particularly about the road info site. I would like to see every single road reported on eventually.

Instagram is the biggest platform now. It is eclipsing Facebook. It is basically just photos with some text and Zac uses it to tell the WFP story as well. It uses search words called hashtags. The difference between Instagram and Facebook is you choose what you are looking at and the people you are watching whereas Facebook uses algorithms and if you have a billion friends it gives you your top 100, for example. It feeds you things you might be interested in. Instagram doesn't allow hyperlinks so advertisers can't attach links to send you to an external site so people don't leave. Zac showed the group a number of posts he made on Instagram.

Zac uses youtube for training, recruiting, culture, and community. Video is a powerful medium. He gave the group a sneak peak at what the new WFP website is going to look like. It will be much easier to use than the old site. It will guide the user through their web experience. He wants to be able to get anywhere on the site with two clicks.

Question: Will it be easy for people like us to find advisory group stuff such as SFM Plans and reports and certification information?

My hope is if you are a member of an advisory group and you have specific documents you want to have access you will have permissions set up so that when you log in the site will have your info on the top or somewhere easy to get to. Your experience will be individualized.

Question: Will it be easy for the public to find audit reports and SFM Plans?

Maybe. If you want the public to see that stuff...

Comment: The public needs to see the audit reports.

It would be under the 'Learn' section.

Will Sloan asked if CAG would like this site to replace the existing Stillwater CAG site.

Comment: No. We wouldn't want it replaced. The public might not go to ours but they would go to WFP's and we would like the links to remain.

It would have a link to the CAG site.

The possibilities for the new website are very exciting. It is touch based and you can run it off your smart phone. There will be hot spots where you can bring up videos, tree facts, maps, virtual tours and other interesting things.

Zac brought up the road info website www.wfproadinfo.com. He will make the site touch based. You would pick your area – it is a google earth map so you can interact. Zac only updates Twitter and Instagram which post to the site. He navigated the site to show the group how to use it. They only report on the roads they manage. They have had some amazing stories come out of this road info website. A woman got stuck on her way to Bamfield with a flat tire. She had two kids in the car. She was helped by two of WFP's contract employees that changed her tire and she was able to get home. She was super

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impressed and told everybody what happened on the WFPRoadInfo Facebook site and filled the office with salmon she was so grateful. Lots of goodwill.

Question: Could you post radio frequencies on the website?

I'm looking into that. I would love to, but I'm not sure what liabilities we would have.

Comment: It would be a benefit to everybody.

Comment: Some of us old timers don't carry cell phones to look up your website. Are you going to keep the phone going?

Comment: You have to go to the website.

Comment: Safety is what we care about.

Nowhere else ever had a road phone. You were way ahead of time. I think it is gone now, but we can look into it.

Comment: We have one of the oldest demographics here.

When we were setting up the website we thought it would be great to just add the Stillwater road info to it. Once you visit the site you can bookmark it so that you can get to it very easily.

Comment: I will send the link out via email to my user group.

You will always be able to type in www.wfproadinfo.com and there will be a simple link to it on the new website.

The Life of an Auditor – Behind the Scenes with Will Sloan, Certification Coordinator, WFP

Will has been involved in certification since 2000 out of Merritt, BC with Tolko Industries. Their woods manager asked Will to “volunteer” for their certification process. He has been both a company and public member of a public advisory group. He was employed by Tolko for about 10 years and was laid off in 2004. He went from being a company member to a public member of the advisory group until he had to audit it and then he had to step down. He has been auditing either internally or externally since 2001. Over the last few years he has been conducting well over 100 audits per year. The types of certification that he is qualified to audit are **ISO14001 Environmental Management System; CSA and SFI sustainable forest management standards; and PEFC, SFI and FSC Chain of Custody standards.** He has audited forestry, mining, and manufacturing.

Auditors need some kind of background in the industry you are auditing, a degree or diploma in your field, and you need to take the lead auditor training course. The course is 40 hours of instruction and a 2 ½ hour closed book written examinations and homework during the evenings all done within 5 straight days. It starts Monday morning and you take your examination Friday afternoon. You need some kind of professional designation such as RPF, PEng, Biologist or something like that. This means an accountant from Toronto could not come and audit a forest company in BC because they would not have any understanding. They like you to have at least 5 years of experience in the industry that you are auditing.

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You need to be willing to travel. Will has audited all over North America. 80% of his time was on the road with lots of weekend travel. You get to see some interesting places, witness neat stuff, and meet some great people. Auditors are away from home a lot and travel can be brutal. Sometimes weather is inclement and you can get stuck somewhere for a long time.

An auditor has to have techniques for interviewing a variety of people including public advisory group members. You work with people from all aspects of the companies. One of the things that Will looks for is what kind of interactions the company has with the public.

Question: There is a new advisory group being formed in Gold River. How is that coming?

The Gold River was amalgamated with Mid-Island and Englewood which already have their own CAGs. We were waiting for all of that to settle. My manager and I will be talking with the Gold River operations this week to see how we can push that forward.

I was on a conference call with the CSA users group last week chaired by John Dunford. He was at the PEFC conference this year and PEFC Canada of which the whole CSA process is part of was given an award for the largest increase in certified forest lands under CSA in the world because of Western Forest Products.

Comment: We have Western Forest Products Chief Forester to thank for that because she insisted that Gold River have their own input through an advisory group.

CAG Opportunity to Provide Input into the Northern Goshawk and MAMU Implementation Planning

There is an Engagement Session to provide information and feedback on the proposed recovery strategy for the Northern Goshawk and marbled Murrelet on February 10th from 1-3pm at the Sunshine Coast Natural Resource District. Stillwater CAG is invited and must RSVP by February 3rd. John Deale will be speaking and the chair encouraged people to attend.

2016 Guest Speaker Subcommittee

Chair invited members to form a subcommittee to come up with ideas for future speakers.

Action List Items

Action Items			
<i>Ongoing</i>	Who	Meeting	When
Find somebody to talk about visuals	Stuart	May 13, 2015	
Look into having the website send emails regarding updates to subscribers	Stuart	Oct 5, 2015	

Adjourned 8:45 pm

**Stillwater CSA Community Advisory Group
Western Forest Products
January 11th Attendance**

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Name	Position	Member Seat
PRESENT		
Jane Cameron – Chair	Primary	Member at large
Mark Anderson	Alternate	Member at large
Andy Payne	Primary	Employment & Edu- cation
Nancy Hollmann	Primary	Tourism
George Illes	Alternate	Environment
Doug Fuller	Primary	DFA Worker
Dave Hodgins	Primary	Recreation
Karen Skadsheim	Alternate	Local Governments
Mark Hassett	Alternate	Contractor
Joseph McLean	Alternate	Local Business
Paul Goodwin	Primary	Forest Dependent
Read English	Alternate	Recreation
Rory Maitland	Primary	Contractor
10 Seats repre- sented		
ABSENT MEM- BERS		
Wayne Brewer	Alternate	Tourism
Barry Miller	Primary	Environment
Colin Palmer	Primary	Local Governments
Cathy Bartfai	Alternate	Member at large
Russ Parsons	Alternate	DFA Worker
Bill Maitland	Primary	Local Business
PRESENT	WFP	
Resource – others	Resource – others	
Nancy Pezel	WFP	

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Valerie Thompson	Facilitator/Secretary	
Will Sloan	WFP	
Zac Whyte	WFP	
Patrick Brabazon	PR Regional District	