

# Peacemakers – Sumas

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March 12, 2014

**Location:** Sumas Health Center Boardroom



Sara Tran, Christopher Vang Foundation  
John Vang, Christopher Vang Foundation  
Wayne Saito, M&C Panel  
Dave Barrett, Chair/President of Fraser River Salmon table  
Arnold Smith, IQMI  
Jesse Latham, IQMI  
Leigh McCracken, BC FDF  
Mike Staley, LFFA/FRAFS  
Ernie Crey, LFFA  
Don Simpson, LFFA

## 1. Overview of program of work and funding: D. Moore + Q&A

- Based on rolling proposal since fall
- Focus on readiness for 2014 sockeye fishery and transition to participant-led process
- FRST will hand over controls as transitional process put in motion
  
- Funding confirmation and cash flow - FRST received confirmation of \$40k to support program of work for Peacemakers and have some remaining cash-flow grant from the Pacific Salmon Foundation that has been used as cash-flow
- Will move quickly to mobilize all aspects of project in the last month of fiscal
  - Need further direction on PFD's
  - Logo's
  - Pamphlets and other outreach materials
  - Sport fish cell phone app (angler directed information collection pilot)
  - Process transition

## 2. PFD's : Leigh McCracken

- a. Budget of approximately \$3,400 from Peacemakers and \$2,200 from Sts'ailes/Harrison fisheries Authority
  - i. Mustang will provide 1 free for each 10 bought – seeking approx \$100 each (range \$106 - \$120)
  - ii. Can provide 61 units @108 each plus 3 from Mustang or \$106 from Wholesale sports
  - iii. Could trade silkscreen logo printing for 3 free PFD's, or \$325 for 63 units
  - iv. Some more bids coming in
  - v. FVAS has a budget also to buy – Leigh will contact Dale Joe to see if we can put in together to improve volume
    - Separate silk screen logos on each as desired
    - Recommend owners also purchase back-up gas cartridges
    - Stick to the manual inflate

- Buy small and large size
- b. Color
    - i. Most preferred the black with reflective pin-striping or blue- preferred with bright inside when expanded
    - ii. Put logo on vest to promote the brand Peacemakers
    - iii. Aim for bright contrast
  - c. Logo used for Peacemakers is too busy and writing out the name is uncool
    - i. Create a logo that can carry the brand
    - ii. Like cycling fish can it be used? (ref. to Inland Salmon Producers Logo) – no but we can source one out that is equally reflective of traditional native designs
    - iii. Consider peace symbolism – cross, feather, peace sign

**Action:** Dave will work with Leigh and Sarah to develop a design logo and with then apply to outreach materials – time is limited so will need to work quickly to have all completed within fiscal window

### **3. Approach ideas for 2014 sockeye fishery**

- i. Coordinate a couple of boats to tour river during the peak of the season
- ii. Populate the boat with both

**Actions:**

- a. Ed and Leigh to look into engaging a TV personality to participate in tour
- b. Dave will organize budgets to prepare for the summer event and organize meetings to get focused
- c. Wayne has a contact in media who would be interested

### **4. Fraser River Festival**

- FVRD does not appear to have the personnel or resources to do coordination as they did in 2012 – but there is some interest in collaboration but need to follow up with new staff
- FRST does not have resources either and not a good fit for PICFI
- Side-note - April 12 Cheam Swearing in Ceremony of new Council 12:00 noon
- Consider again how this group can work together with Cheam and other area bands to convene a salmon festival or at least social BBQ

**Action:** Dave Barrett to follow up with FVRD

### **5. Sport fishery monitoring app questions to consider?**

- a. How big
- b. Who involved
- c. Access
- d. Output
  - i. Issues
    - How does this relate to other processes?
      - a. None are gathering catch data digitally from fishers
      - b. Data belongs to DFO and not necessarily available for other purposes
      - c. SFI project is much broader and have been invited to participate/share lessons

- d. Need to also talk with Ted Brookline
- ii. Opportunities
  - Can this kind of system validate or contribute to the creel survey data
  - Can the system fill gaps when the creel survey is not operating
  - What kind of information can be available and what can be shared
  - Need to scale some of these questions

**6. Process transition**

- a. Terms of Reference – will be the same
- b. Structure – to be determined based on needs of partners picking up the lead
- c. Control and funding – will need to wait until Ed George, Rod Clapton, Vic/Tony from FVAGA, and LFFA in attendance

**Action:** Convene a special meeting in the future with necessary participants at the table to discuss

**7. Set up next meeting to focus on sport fishing cell phone app in the agenda – in Vancouver or Langley**

**Actions:**

- a. Dave M. to provide a mock-up to get the conversation going
- b. IQMI will be invited to a subsequent meeting to present again on past work and discuss ideas/feedback from this group

**8. Next meeting:**

- May – Date to be confirmed