



June 14, 2017

TO: Flood Authority Members
FROM: Scott Boettcher, Staff
SUBJECT: Outreach Updates

The purpose of this memo is to provide Flood Authority members with a brief update on recent outreach activities. We will discuss this at tomorrow's 6-15-2017 Flood Authority conference call. Please feel free to call or email if you have questions (i.e., 360/480-6600, scottb@sbgh-partners.com).

Recent Outreach Activities

1. **Chronicle** – Edna Fund, Dan Wood and Scott Boettcher met with Eric Schwartz of the chronicle to talk about the "Ten Year Anniversary" idea. It was a productive, enthusiastic conversation. They, like the Flood Authority, have an interest in acknowledging the event and are in the conceptualization/development stages of their thinking. Sharing and leveraging resources and ideas with the Flood Authority (and vice-versa) made much sense to all in the meeting. Ideas discussed included:
 - Factual Information – showcase what has been done since 2007 with maps, facts, figures, etc.
 - Compare/Contrast – discuss improvements since 2007 (awareness, readiness, and protection).
 - Stories – personalize the 2007 event with stories from those that lived through it and what are their stories now (e.g., Adna school kids are ten-years older now).
 - Perspective – develop visualizations/approaches to help people better appreciate the magnitude of the 2007 event (document high water marks).
 - Professional Production – Work with TVW to produce a "Ten-Year Anniversary" production with a panel of speakers, background information, stories, etc.
 - Issues – highlight remaining issues (e.g., rising flood insurance premiums, large capital projects, habitat improvements, etc.).
2. **TVW** – Dan Wood and TVW (Renee Sinclair) have had several rounds of productive email conversations about TVW producing a "Ten Year Anniversary" production. TVW is very interested in the story of the Chehalis Basin. They will reach out to Dan and Scott next month to start discussing in more detail what an in-depth, TVW-produced production could look like.
3. **Fairs** – Received registration information for Southwest Washington Fair (8/15-20/2017) and Grays Harbor County Fair (8/9-13/2017).