

Public Advisory Committee Meeting
November 25, 1999
Echo Centre

Present:

Ron Frank – NIW facilitator	Jack McKay - Contractor
Joe Thorne – Ditidaht First Nation	Steve Chambers – Weyerhaeuser
Ronda Morris - Ministry of Forests	Dennis Fitzgerald - Weyerhaeuser
Charlie Cootes Jr - Uchucklesaht First Nation	Dan Powell - Ministry of Forests
Ted Kimoto - Weyerhaeuser	Eileen Parker - Chamber of Commerce
John McIntosh - Parks Canada Protected Areas	Harold Carlson - AV Outdoor Club
Gary Swann – Alberni Clayoquot Regional District	Mayor Gillian Trumper - City of PA
Nancy Blair - Weyerhaeuser, Sproat Operation	Gary Johnsen - Toquaht First Nation
Mike Carter – Pacific Rim Tourism	Pat McKay - Small Business (sawmill)
Larry Rewakowsky – IWA	Carol Pitts – secretary
Jack Thornburgh, AEC	

Regrets:

Neil Malbon, Weyerhaeuser	Elverna Baker, Chamber of Commerce
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1. Welcome and Introduction - Ted Kimoto

This is exciting for me to be here, involved in this process. Certification will mean a lot of work and commitment. MacMillan Bloedel has raised community involvement. The values and principles of Weyerhaeuser fit well with MacMillan Bloedel. North Island Woodlands has already been certified, so we have the luxury of looking at it. What is the payoff for certification? Yesterday, Weyerhaeuser had a major breakthrough. We now supply Home Depot Canada with all their red cedar. We also have a document from Home Depot Canada, which states that we are environmental partners. Certification does pay dividends, and will pay more dividends.

Steve will lead the certification project. He is no stranger to the area. Steve has worked in all parts of the Tree Farm License. I will not be attending all the meetings. I am available to you though. If there is something I can do phone or e-mail.

2. Format and Outcomes - Steve Chambers

(Passed around binders for the Public Advisory Group) The minutes will be made available to you. Please contact us regarding any errors or omissions. Asked members of the Public Advisory Committee to consider taking a facilitator role. We need a process for selection.

3. Overview of how we got here. – Steve Chambers

WI Certification Team
Public Involvement Team - Steve Chambers, Neil Malbon, Ron Povey, Wayne French, Mike Bragg, Nancy Blair, Dennis Fitzgerald,

Larry Rewakowsky expressed his concerns regarding lack of involvement from the hourly employees.

Hourly employees will be involved at a later date.

Steve Chambers can provide a list of people for the involvement groups.

The First Nations will meet after this meeting to discuss their representation.

“A Natural Step for Business”, by Paul Hawkins has been ordered for everyone on this committee as a reference book.

4. Public Advisory Process and Certification - Dennis Fitzgerald

A year ago Campbell River began the North Island certification process. It was a little terrifying; we were the first in Canada. A significant reason no one had moved on it was that everyone was terrified. Customers are demanding certified products and the customer is always right. This process can be a benefit to communities and companies, but we don't know specifically how at this time. When the meetings started this group provided something that was missing before. There was no one place that a broad cross section could meet and bring all their perspectives together. There was no venue where everyone could sit down in a non-crisis situation and say where do we want to go? What do we want to do? In order to attract new business and hang on to the business we have we need to be certified. Ikea will not buy products unless they are certified.

Larry's concerns/Dennis' response

Our research indicated that the Denver customer wanted high-grade cedar, on time. They did not care about certification, most had not heard of it.

Merchants placing big orders are getting word from their head office that wood has to be certified.

Why not FSC? Why go to expense?

Our judgement is that one system should not have the monopoly on the market place. We are going to go after other certification at a later time. No one knows about our certification; the market is vague about what they want.

Our drive for certification is that our people in marketing say we have to have this or we are going to get marginalized.

It will be put on the hourly employee to keep the costs down.

Certification is not the long-term goal. This committee will give us a tool to measure things and make things better. Certification is the first step, but this is an on going commitment. IWA is at the table, First Nations etc.

Clayoquot Sound - not one person working. 10 years later we are still doing processes that are losing jobs.

I'm not going to say that this is going to save jobs or make jobs. If we are going to get the market we will need it.

This is a waste of money. Someone at head office says it is best for us and the workers have to carry the load.

Head office is making decisions that are good for market and good for shareholders. Every major Operation on the coast is going the same way.

Steve Chambers' comment: Would you agree that there is an opportunity for improvement in management? The Public Advisory Group is a tool for this. EMS is well-written and supports managers in their decision making. As managers we can do a better job. The jury is out as to whether certification will be good for sales. It is good for management.

Public Advisory Process and Certification - Dennis Fitzgerald cont.

Concerns and comments from Joe Thorne

We want to make sure people know that the wood comes from us. Certification is coming and there is not a thing we can do about it. We may not like it but there is nothing we can do to stop it. Let's sit down and work it through. We want to make sure there is lumber to build our homes and canoes, a certainty that the lumber will be there. It is not just having the canoe or the logs to build our homes. It is the whole process from selecting the log, cutting it down, milling it, carving... a lot of people touch that log. It creates a lot of jobs. Looking at things we can use for the community, not just the Ditidaht. We look at everyone around us as our extended community. A lot of the Native Bands are talking about certification. What is it? How much is it going to cost? Are we going to get shafted again? We have had a lot of cooperation from the companies. We want our kids to have something to work at, and to look at. I am here because I care.

Certification is not going to solve all our problems, but it will address a lot of our issues. It is a tool for measuring things we talk about. I can't see how it is going to take anyone's job away.

Advisory Group

Is

- not over after certification
- permanent ongoing body
- broad based, maybe this is representation tonight, maybe not.
- independent of the company
- manageable size (12 – 14 people)

Does

- recommend, advise, and establish goals.
- communicates (brings information, advice, suggestions to the meetings and takes things we talk about back out to the community)
- the company will make a commitment to listen to advice, implement changes or come back with reasons why it can not be done and maybe solutions that are acceptable.
- review results. If the operation has not made progress, why, and what can we do to make sure we make the goals and objectives next year?

Benefits

- certification
- solution-seeking process
- improved relationships
- desirable resource management
- making management decisions transparent
- When the North Island Woodlands advisory group took responsibility it became more exciting. It takes on a life of its own. We received criticism about certification but not about the rest of the results. It is not a negotiating session. Despite disagreements people have, somewhere upstream the values are the same. Find the common ground and then work down. We experienced constraints in participation sometimes MoF, First Nations, Environmentalists. We've managed to get over most of these things. We were there to have a conversation, dialogue, and hopefully beneficial results.

Dennis Fitzgerald – Public Advisory Process and Certification cont.

Advisory Group

Challenges

- time & resources
- advice and controls

CSA

- based on criteria approved by the Canadian Council of Forest Ministers
- requires a public participation process to define local values, goals, indicators, and objectives to support the criteria.
- in a sense CSA is more community driven, FSC is regionally driven.

An example from NIW

Criteria

- species diversity
- critical elements

Value

- no known species shall become extinct as a result of management activities

Indicator

- number of identified species at risk in DFA

Objective (Objective is where you want to get to)

- 0 increase in number of species at risk

Do you find that it is really local values that were represented at the meetings? (North Island Woodlands)

Not strictly a local value, but one that is a local concern.

Local First Nations wanted old growth cedar assurance

There are a number of values that are left on the table at this time that are more local value. (These are items that have not had a solution presented at this time but we are going to work on and improve them. We will be coming back to these items.)

How should it be facilitated? - It is not appropriate for Weyerhaeuser to facilitate, but it's up to the people on the committee. Is there someone in valley that would be appropriate and willing to facilitate?

The availability of the people to attend the meetings. Can you devote the time?

Agenda for next meeting will be forwarded to you two weeks before the next meeting.

It may be useful to bring in people to talk about broad concepts, an educational component.

Do you want to consider yourself or know someone who would make a good facilitator?

NIW can send some one over from their group to speak with our group.

An invitation was extended by Ron Frank for some of our members to sit in on one of North Island Woodland's Public Advisory Committee meetings.

Next Meeting
Wednesday, December 15, 1999
6:30 pm
Echo Field House