

2023 Business Plan Key Activities- DRAFT 1

Priority / Goal	Activity	2023 Milestones	Resources Needed	Funding Source	Team Lead
Cowichan Fish Flows – Replace the weir.	Work with “Frog Team” (CT, CVRD, Catalyst, CWB) and facilitator to establish weir governance including application for conservation water license and	Apply for conservation water license. Raise the remainder of the capital funds. Establish weir partnership agreement/protocols	HR – admin, salmon scientist, governance, and communications In kind – advisors, Government Relations,	REFBC – 3 years	Tom
Koksilah – multiple Targets. -Watershed Sustainability Planning	Support Cowichan Tribes and Province to establish watershed-wide WSP Community engagement support. Participation in science studies. (Koksilah Connections, Twinned Watershed salmon counts, etc.) Administration support via CWS to oversee process facilitation contract(s).	? Tom to clarify	HR for administration, salmon scientist, communications, governance. In kind – advisors, UVic groundwater scientists, Koksilah Working Group, etc.	CT/HWI grant REFBC grant -3 yrs CT/BCSRIF grant – 2 yrs	Tom
Koksilah – Fish Flows -Groundwater study	Koksilah Connections	Support UVic team as needed	HR – science, communications	CT /HWI Grant REFBC	Tom
Koksilah – Fish Flows -In Season Mgmt	Drought Mgmt Group	Support collaborative in-season drought management as needed	HR - science	CT /HWI Grant REFBC	Tom
Target Working Groups create Action/Project plans to advance progress toward new targets.	Complete Target Review. Create or confirm project/action plans to move toward targets. Seek Cowichan Tribes co-chairs for each WG	CWB Targets and indicators updated. New targets under consideration. Each WG is active and has an action plan or project underway. Funding applications to support.	HR – coordination, admin, communications, website support	Unfunded. Initial planning contract funded via core.	Heather and Chris – Kennen

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		Cowichan Tribes community member serving as co-chair where possible. Targets section of website has WG resources available both publicly and an internal WG file section.			
Water Quality Target - WQ testing.	Write and present report on 3 rd round of attainment sampling.	Report on the 2022 WQ 5 in 10 sampling of marine and freshwater sites in partnership with Cowichan Tribes and MoE.	HR -admin, coordination, technical writer, presentations, comms.	CT - RBC Tech for Nature MoE Additional funds may be required.	TBD
Org Health -Improve data systems.	Develop data sharing agreement	Data sharing agreement between CVRD, CT, and CWB for existing Cowichan-Koksilah watershed related data.	HR + facilitator	RBC Tech for Nature via Cowichan Tribes	TBD
Org Health -Strengthen Core Partnership	Improve CVRD governance systems to address communication gaps	Follow up on 2022 Setting the Course workshops and meetings to implement recommendations. Adjust CWB Governance Manual.	HR – admin, coordination with partners, governance.	BC Freshwater Legacy Fund Core	Lisa Fox
Org Health -Maintain Core Operations	Maintain CWB and CWS administration.	financial stability and clarity, min. 5 Society meetings; all legal filing; contracting, insurance; accessible files	HR - admin	Core	Lisa
Org Health - communications	Maintain CWB monthly meetings, communications, websites.	10 monthly meetings, letters, media, websites; email.	HR – communications	Core	Jill
Community Engagement -Events	Increase face to face communications	Fireside discussions, pop-up info tents, market info booths. 1x monthly	HR – community engagement	REFBC	Jill
	River Day – Quw’utsun Sta’lo Skweyul	Provide admin support to CSRT for annual River Day event.	HR – admin	Heritage Canada	Lisa Fox – contracting Cowichan Stewardship Roundtable.

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	River Cleanup	Annual Lower River Cleanup	HR – admin, coordination advertising Supplies- food, equipment, supplies	Catalyst \$2k In Kind donations Core Volunteers.	Core staff - TBD
Communication tools: -Video Storytelling					
	Why Fish Need... Bears? People? ... next in the series.	Script, filming and distribution	HR - production + videography contract \$2500	PSF - unconfirmed	Jill
	Koksilah WSP video	Salish Eye	HR – admin, comms + videographer	CT- HWI ? REFBC	Jill
Community Engagement -Mascot program	Stth'aqwi Season 2 - following scientists in the field and sharing what they do and why in short fun video clips.	WQ testing video Salmon coming home video at counting fence Develop list of field crews to visit and celebrate in summer 2023	HR – admin, comms, mascot team / budget for 'dancers' and handlers. 2 per appearance x 1 hr	REFBC RBC Tech for Nature	Jill
Communications - Expand media coverage. - Maintain social media presence.	Increase published communications. - articles, ENews, media releases, Improve timely responsiveness. Small CWB comms committee to support and align CT and CVRD comms team.	Submit monthly updates to publications of partnering organizations. Do more radio/TV interviews (Tom, co-chairs). Track and share articles/coverage about Cowichan watershed.	?	?	Jill
Community Engagement - Improve website	Website improvements	Develop Project pages. Add user-friendly Working Group sections. Make resources more searchable. Update content	HR, website dev't fees	CT-RBC REFBC	Jill