



Salish Sea Strategy

Joint Planning Committee Meeting

April 28, 2023

Meeting Minutes

Introduction

This document summarizes the key discussion points of the Salish Sea Strategy Joint Planning Committee that occurred on April 28, 2023. The meeting commenced at 9:00am (PST).

Joint Planning Committee members and support staff in attendance:

| Name | Organization |
|------------------------|--|
| Carlo Acuna | Canadian Parks and Wilderness Society – British Columbia |
| Christianne Wilhelmson | Georgia Strait Alliance |
| Jessica Stigant | Oceans Network Canada |
| Kaity Arsoniadis | The Shipping Federation of Canada |
| Lauren Crumley | Department of Fisheries and Oceans Canada |
| Lisa McCuaig | Vancouver Fraser Port Authority |
| Meghan Mathieson | Clear Seas |
| Michael Rylko | United States Environmental Protection Agency |
| Robert Lewis-Manning | Greater Victoria Harbour Authority |
| Sarah Bartnik | Environmental Climate Change Canada |
| Sharlene Shaikh | Parks Canada |
| Vida Ramin | Chamber Shipping of British Columbia |
| Jordan Brears | Transport Canada |
| Alana McFarlane | Transport Canada |
| Tanya Howes | Transport Canada |
| Subirt Bains | Transport Canada |
| Sebastian Rodrigo | Transport Canada |
| Chrystiane Mallaley | Hill+Knowlton |
| Alex Mitchell | Hill+Knowlton |
| Angella Thang | Hill+Knowlton |

1. Welcome and Review of Agenda

The facilitator welcomed committee members to the meeting and took a moment to review the agenda. This was followed by introductions from the Transport Canada team, and then the Committee members who shared some information about their organizations, and their relationship to the Salish Sea.

No questions or additions to the agenda were raised.

2. Recap and Updates



Transport Canada walked Committee members briefly recapped key points that were discussed at the last meeting which included key goals, enhancing collective efforts, vision, issues statement and the scope (both the geographic and the programming landscapes).

Additionally, the project team continues to hold discussions with regional groups to determine interests, including a series of recent meetings with transboundary US groups. After several discussions with different US groups, the Puget Sound Partnership was identified as a focal point for liaison with other transboundary US groups.

Transport Canada will be conducting broader outreach to several Indigenous partners through an Indigenous Information Session on June 6, 2023. In addition to Salish Sea Summit updates, Transport Canada shared other engagement opportunities, such as:

- [Let's Talk: Labour Shortages in Canada's Marine Transportation Sector \(April 30, 2023\)](#);
- [Indigenous Marine Coordinator Capacity Program \(May 19, 2023\)](#); and
- [Let's Talk: Preparing and Responding to Marine Pollution \(May 31, 2023\)](#).

The Committee was then shown a high-level timeline for the Joint Planning Committee – including the timeline for the work of creating Terms of Reference for this Committee in the coming months. Transport Canada noted that the focus of this meeting will be to explore how the Committee will work together and to determine priorities that will help inform the scope.

3. How We'll Work Together

The facilitator walked the Committee through proposals for how the Committee could structure, resource and carry out its work.

Question 1: **How should the Committee structure its work?**

Proposal:

- Single Committee structure focused on:
 - Salish Sea Summit agenda co-development; and
 - Information management/communications strategies.

Committee members were asked for feedback on the proposed approach. Committee members noted:

- Identifying groups of interests:
 - Committee membership is still in the forming stage;
 - Various groups and members have indicated interest in involvement with the strategy; and
 - Membership is fluid and subject to change over the summer.
- Flexible approach to Committee structure:
 - Explore different structures to support the advancements of the two different buckets of work;
 - Consider splitting the agenda 50/50 or identifying different groups with different areas of focus; and
 - Explore different structures, including potential working groups to tackle specific areas of work.
- Communications plan development:
 - Ensure a collaborative effort is used to create a cohesive communications plan;



- Discuss who the target audience is and what messages should be communicated to them;
- Connect with the communications people on each team to better understand what the audience needs;
- Approach communications in a manner that tells the story of the Salish Sea;
- Understand the goals and objectives of the Committee and how they relate to the communications plan; and
- Use the Summit as a vehicle to increase awareness and collaboration opportunities.

Question 2: What resources does the Committee need to do this?

Proposal:

- The federal government and contractor logistics and general support for Committee meetings.
- Community Participation and Funding Program (CPFP), a small grant program to support capacity of Indigenous groups; not-for-profit organizations; local communities (for example, municipal governments or resident associations).

Committee members were asked for feedback on the proposed approach. Committee members noted:

- Accessibility and usability of information:
 - Make information more usable and accessible for groups; and
 - Ensure small grant programs are available to support the capacity for Indigenous groups, not-for-profit organizations, local communities, etc.
- Capacity building for involvement in the Committee:
 - Provide direct resourcing towards short-term projects and programs;
 - Ensure financial support is available for travel, attendance and preparation for the Summits;
 - Build capacity for involvement in the Committee; and
 - Identify gaps in resourcing as mapping expands.

Question 3: How often should this Committee meet, and what will happen when it does?

Proposal:

- Frequency: Two-hour meetings once per month.
- Agenda topics: Split monthly agenda between:
 - Summit agenda co-development; and
 - Information management/communications strategies.

Committee members had no questions or additions to this section.

4. Review and Validate Changes



The Committee then moved to the first discussion activity to think about the revised issues statement, shared vision, outcomes and objectives that were discussed during the last meeting.

Transport Canada began the activity by outlining the former issues statement that was presented to the Committee at the last meeting: **There is currently a high volume of ocean protection and marine transportation-related work taking place in the Salish Sea. This work is highly fragmented and being led by different groups, which is contributing to a general lack of awareness, misperception of gaps in the programming landscape, and barriers to engagement opportunities. This is leading to reduced effectiveness of collective and individual initiatives, duplicative efforts, and increased engagement fatigue across the region.**

Members' feedback was summarized and outlined as key considerations:

- Importance of developing a common strategy:
 - Recognizing there are activities taking place outside of the Salish Sea region that influence the oceans component of the Salish Sea;
 - Ensuring awareness and connectivity throughout strategic planning;
 - Adapting government-to-government strategies to include Indigenous governments; and
 - Identifying approaches to deal with urgent issues.
- Defining barriers to engagement opportunities:
 - Capacity challenges and needing to choose between processes to engage with;
 - Public knowledge, awareness, and risk of opposition; and
 - Being strategic in change management and identifying ways to improve efficiency.

Following the outline of members' feedback, a revised issues statement was presented to the Committee: **There is currently a high volume of ocean protection and marine transportation-related work taking place in the Salish Sea. This work is fragmented, contributing to a lack of awareness, misperceived gaps, and barriers to engagement. This results in the reduced effectiveness of initiatives, duplications, and engagement fatigue.**

After outlining the revised statement, Transport Canada proposed accounting for clarifications of terminologies by defining key terms in a section of the Terms of Reference and also keeping track of the identified considerations. When asked if they were comfortable proceeding with the revised issue statement, members were invited to respond to a Slido poll to gather some initial feedback on the revised changes. As of May 2, the polls results were as follows:

- Several Committee members (44%) responded no, some tweaks are needed first;
- Some Committee members (33%) said yes, but they'll want to revisit it in the future; and
- A few (22%) members said it's great.

Additionally, Committee members provided the following feedback:



- The issue statement should identify a problem that can be resolved by the Committee:
 - Need for other approaches and initiatives to address certain sections of the issue statement;
 - The final objective is more of an awareness-raising and information sharing forum;
 - Need for clear objectives and problem statement in the Salish Sea Strategy;
 - Emphasize making new linkages that will reduce the isolation of efforts and adjust statements for long-term and lasting connection-building;
 - Concerns about duplications and engagement fatigue;
 - Include broader language in the issue statements to be inclusive of all groups;
 - Lack of clarity and structure in the Issue Statement; and
 - Requires the need for more time to review and provide meaningful feedback.

The Committee then moved to the second part of the discussion activity and encouraged Committee members to think about the shared vision.

Transport Canada began by outlining the proposed shared vision that was presented to the Committee at the last meeting: **To develop and implement an information hub that promotes regional cooperation, encourages novel information management/communications solutions and supports the needs of regional partners in delivering on oceans protection work relevant to the Salish Sea.**

Members' feedback was summarized and outlined as key considerations:

- Positive that initiative is framed as a pilot project:
 - Allows for lessons learned and future next steps.
- The need to manage scope creep and keep the project manageable/feasible.
- Building in a portion of sessions at the Salish Sea Summits to look at problem identification and solving beyond current work with attendees.

Following the outline of members' feedback, a revised shared vision was presented to the Committee: **The Salish Sea Strategy, within its five-year mandate, will improve information sharing that supports regional cooperation and collaboration, encourage novel information-based solutions and support the needs of regional partners who are delivering on oceans protection work relevant to the Salish Sea.**

After outlining the revised statement, Transport Canada proposed to consider the time frame component (i.e., five-year pilot), include language that speaks to collaboration and remove "info hub" and replace it with "promote". When asked if they were comfortable proceeding with the revised shared vision statement, members were invited to respond to a Slido poll to gather some initial feedback on the revised changes. As of May 2, the poll results were as follows:

- Some Committee members (33%) responded no, some tweaks are needed first;
- A few Committee members (22%) said it's great;
- A few Committee members (22%) responded yes, but they'll want to revisit it in the future; and
- A few (22%) members responded that they were not sure yet.

Additionally, Committee members provided the following feedback:

- Spatial data and mapping:



- Suggestion to have a map of the Salish Sea and attach initiatives to specific geographic areas as it could be extremely helpful for understanding and organizing information.
- Perception of government mandate:
 - Strategy is seen as more about collaboration than fulfilling government mandates;
 - Suggest tweaking the language to make it more accessible to non-government individuals; and
 - Provide clarity on regional partners – are there official Salish Sea Initiative regional partners or does this refer to our agency/ department partners (which can vary between entities in the federal family)?

The Committee then moved to the third part of the discussion activity and encouraged Committee members to think about the list of desired outcomes of this work.

Transport Canada began by outlining the former list of outcomes that were presented to the Committee at the last meeting:

| | |
|--|---|
| Building awareness of existing work | Outcome 1: Increased centralization of relevant oceans protection information. Outcome 2: Improved understanding of linkages between oceans protection work and impacts from marine economic activities. |
| Enhance effectiveness of collective efforts | Outcome 1: Improved net marine safety and/or environmental outcomes. |
| Improve engagement opportunities | Outcome 1: Aligned engagement efforts across regional groups. Outcome 2: Reduced engagement fatigue. |

Members' feedbacks were summarized and outlined as key considerations:

- Efficiency outcome change:
 - Decrease the overall number of committees, meetings, initiatives, and agreements in the region; and
 - Does not duplicate efforts that already exist.
- Other considerations:
 - Concerns with defining “safety and environmental outcomes”;
 - Important to keep to scope;
 - Broader ecosystem approach to protection SS environment; and
 - Clarify performance measures associated with the outcomes to support understanding of these outcomes.

Following the outline of members' feedback, a revised list of outcomes was presented to the Committee:



| | |
|--|--|
| Building awareness of existing work | <p>Outcome 1: Improved usability of relevant oceans protection information.</p> <p>Outcome 2: Improved understanding of linkages between oceans protection work and impacts from marine economic activities.</p> |
| Enhance effectiveness of collective efforts | <p>Outcome 1: Improved net marine safety and/or environmental outcomes.</p> <p>Outcome 2: To create efficiencies across individual initiatives.</p> |
| Improve engagement opportunities | <p>Outcome 1: Aligned engagement efforts across regional groups.</p> <p>Outcome 2: Reduced engagement fatigue.</p> |

After outlining the revisions, members were asked if they were comfortable proceeding with the revised outcomes and were invited to respond to a Slido poll to gather some initial feedback on the revised changes. As of May 2, the poll results were as follows:

- Most Committee members (67%) responded no, some tweaks are needed first;
- Some Committee members (22%) responded that they were not sure yet.
- A few members (11%) responded no and to go back to square one.

Additionally, Committee members provided the following feedback:

- Difficulty in measurement and measuring impacts:
 - It is difficult to achieve and measure outcomes of improved net marine safety and environmental outcomes, as they are beyond the scope of the committee’s work and more so government responsibilities;
 - Build awareness of existing work to be more in line with compiling information on relevant Salish Sea initiatives;
 - Build awareness by hosting/planning an information summit, and advance data and information sharing through data management systems; and
 - Establish an agreed vision for the Committee before trying to determine what can be accomplished.
- Focus on achievable goals:
 - Caution against including outcomes that are the responsibility of the government;
 - Government departments should also work in parallel with this initiative to achieve more substantive policy outcomes;
 - Need for a clear delineation between government and group responsibilities; and
 - Importance of having a clear understanding of how the group is contributing to broader goals.

The Committee then moved to the fourth part of the discussion and encouraged Committee members to think about the Committee’s objectives. Transport Canada began by asking what should be the core objectives of the Committee to which they proposed several strategic goals for members’ consideration:

| Strategy Goals | JPC Objectives |
|----------------------------------|---|
| Build awareness of existing work | 1. Support the Salish Sea Summit collaborative planning process |



| | |
|---|---|
| | <p>through the co-development of the Summit content and agenda.</p> <ol style="list-style-type: none">2. Advancing discussions on information sharing and communicating current oceans protection/marine transportation work taking place within the Salish Sea, to enhance regional awareness of existing efforts.3. Identifying opportunities and implementing information management strategies and processes to promote regional awareness of oceans protection/marine transportation work relevant to the Salish Sea. |
| Enhance effectiveness of collective efforts | <ol style="list-style-type: none">4. Advancing collaboration with interested partners to improve access to tools, methodologies and data related to oceans protection/marine transportation work.5. Identifying commonalities across initiatives for shared processes, objectives, and/or outcomes. |
| Improve engagement opportunities | <ol style="list-style-type: none">6. Foster regional engagement cohesion by keeping track of engagement opportunities and identifying streamlining opportunities. |

Members were invited to respond to five Slido poll questions to gather some initial feedback on the proposed objectives.

When asked if the proposed objectives capture what they view to be important for the Committee to accomplish, as of May 2, the poll results were as follows:

- Many Committee members (43%) responded yes, but there are some changes needed;
- Many other members (43%) noted that they were not sure; and
- The remaining (14%) members responded that there are substantial changes needed.

When asked which Committee objectives resonate with them and if they should be kept with little or no change, as of May 2, the poll results were:

- Most Committee members (50%) responded that the second objective (advancing discussions on information sharing and communicating current oceans protection/marine transportation work taking place within the Salish Sea, to enhance regional awareness of existing efforts) resonates with them;
- Some members (25%) responded that the first objective (support the Salish Sea Summit collaborative planning process through the co-development of the Summit content and agenda) resonates with them; and
- Some members (25%) responded that the fifth objective (identifying commonalities across initiatives for shared processes, objectives, and/or outcomes) resonates with them.



When asked which Committee objectives require some changes/rework, as of May 2, the polls found that:

- Many Committee members (40%) responded that the second objective (advancing discussions on information sharing and communicating current oceans protection/marine transportation work taking place within the Salish Sea, to enhance regional awareness of existing efforts) requires some changes;
- Some members (20%) responded that the third objective (identifying opportunities and implementing information management strategies and processes to promote regional awareness of oceans protection/marine transportation work relevant to the Salish Sea) requires some changes;
- Some members (20%) responded that the fourth objective (advancing collaboration with interested partners to improve access to tools, methodologies and data related to oceans protection/marine transportation work) requires some changes; and
- Some members (20%) responded that the fifth objective (identifying commonalities across initiatives for shared processes, objectives, and/or outcomes) also requires some changes.

When asked what revisions are needed and for what objectives, one member noted that objectives need to be more in line with the goals. Further recommending that it would be helpful to provide these materials to the members for further consideration and feedback.

Additionally, Committee members were asked to provide feedback:

- Information management strategies:
 - Need for future content-related discussions in the Committee to identify potential strategies; and
 - The Committee should maintain flexibility in multi-year strategy and parameters in terms of information sharing around confidentiality and proprietary information should be considered.

The Committee will have the opportunity to provide additional feedback on the objectives.

5. Priority Alignment

The Committee then moved to an activity to indicate additional priority work and other groups of interest that need to be considered as Committee work advances. The facilitator led Committee members through a Jamboard activity to capture input on mapping supporting initiatives.

Committee members noted:

- National main conservation;
- Parallel federal initiatives;

- DFO Marine Atlas; and
- The ECHO program.

The input on the priority work is important and is clear that there remains some discussion to be had at the committee table.



The Committee then moved to an activity to think about groups of interest and what should be included in the list. Committee members noted the following groups:

- Salish Sea Indigenous Guardians Association;
- Coastal Restoration Society;
- Puget Sound Harbor Safety Committee;
- WWF-Canada; and
- Local governments.

As with the priority work, there remains some discussion to be had at the Committee table.

6. Closing and Next Steps

The facilitator thanked the Committee members for their time. Members were informed that they will receive meeting minutes and the links to both the Slido polls and the Jamboard activity will remain open for members to provide additional feedback. The contributions from both the Jamboard and Slido activity will be gathered and shared back with the Committee in advance of the next meeting. The next meeting will be on May 24, 2023.

The meeting ended at 11:00am (PST).

Oceans Protection Plan

Salish Sea Strategy Joint Planning Committee

April 28, 2023

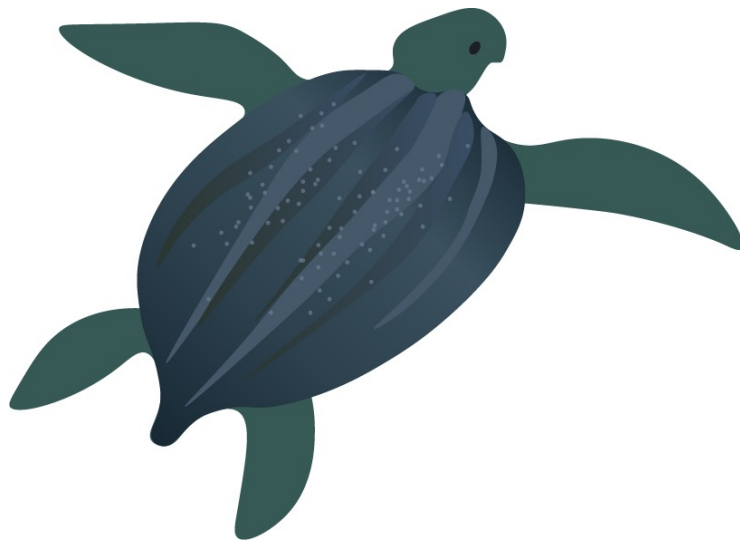


Welcome



Introductions

Agenda



1) Welcome

2) Introductions

3) Recap & Updates

4) Committee Timeline

5) How We Will Work Together

6) Validating Changes


7) Priority Alignment

8) The Way Forward and Closing




Recap & Updates

Key Goals of the Strategy



I. Build Awareness
Create widespread understanding of marine transportation/ oceans protection work taking place in the Salish Sea



II. Enhance Effectiveness of Collective Efforts
Explore ways to better manage info, communicate, and collaborate and reduce duplication of efforts or redundancy



III. Identify Engagement Opportunities
Explore current and future opportunities to engage with initiatives in the Salish Sea

Review of Last Committee Meeting Topics

Discussion Items

- Collaborative approach, shared vision, issues statement, scope, and how to work together

General Feedback:

- Validation of the need for a cohesive strategy in Salish Sea Region
- Support for the pilot project approach
- Require future clarification of terminology

Pending Discussions:

- Format and cadence of committee meetings
- Committee Objectives

Recap & Updates

- **Updates**

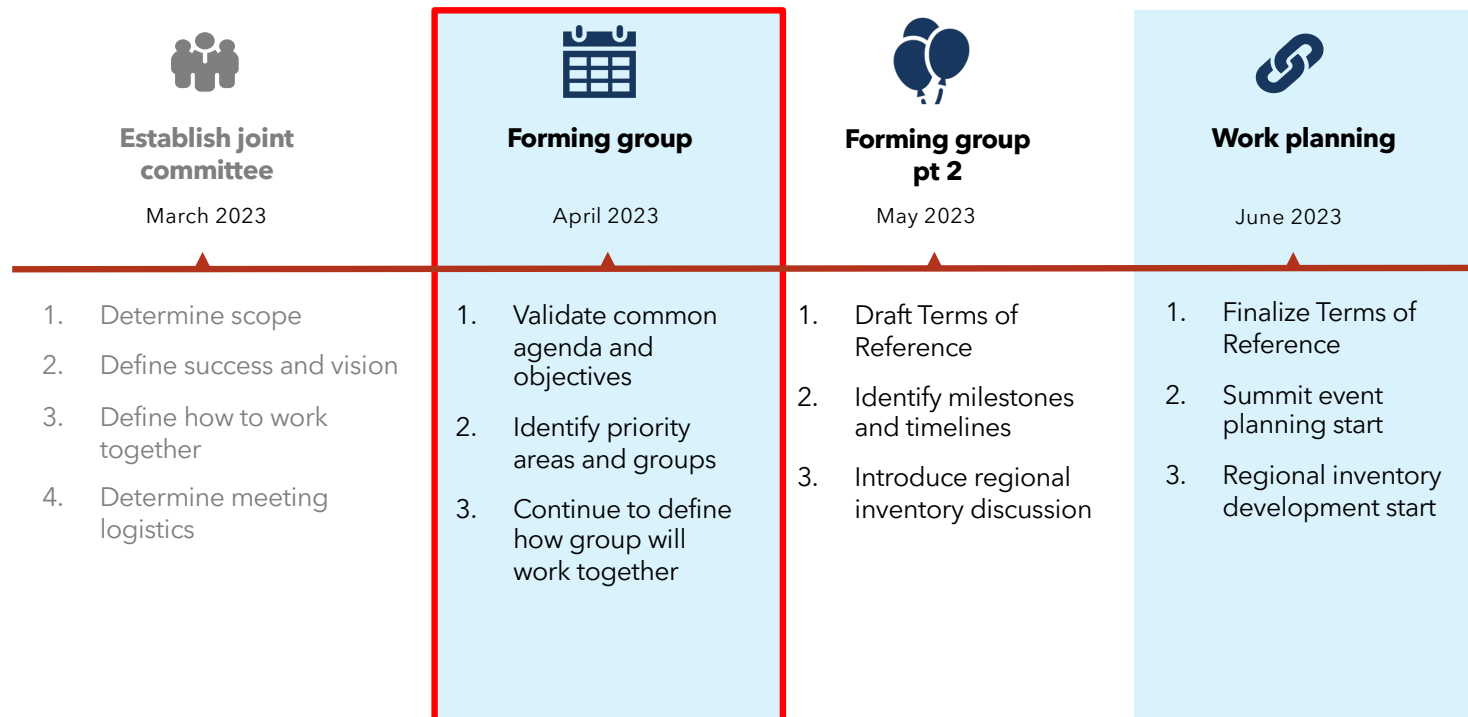
- Indigenous Virtual Info Session (June 6th)

- **Engagement Opportunities**

- Let's Talk: Labour shortages in Canada's marine transportation sector (April 30, 2023)
- Let's Talk: Preparing and responding to marine pollution (May 31, 2023)
- Indigenous Marine Coordinator capacity program (May 19, 2023)



JPC Work Timeline





How We'll Work Together

Question: How should the Committee structure it's work ?

Proposal:

Single Committee structure focused on:

1. Salish Sea Summit agenda co-development
2. Information management/communications strategies



Question: What resources does the Committee need to do this?

Proposal:

- Federal government and contractor logistics and general support for Committee meetings
- Community Participation and Funding Program (CPFP), small grant program to support capacity for Indigenous groups; not-for-profit organizations; local communities (for example: municipal governments or resident associations).



Question: How often should this Committee meet, and what will happen when it does?

Proposal:

- **Frequency:** Two-hour meetings once per month.
- **Agenda Topics:** Split monthly agenda between:
 1. Summit agenda co-development
 2. Information management/communications strategies



An aerial photograph of a coastline with a dense forest of green trees. A small white boat is visible in the clear, shallow water. The water transitions from dark blue to light green near the shore. A sandy beach area is visible on the right side of the image. The text 'Review & Validate Changes' is overlaid in white on the left side of the image.

Review & Validate Changes

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Validation: Former Issues Statement

There is currently a high volume of oceans protection and marine transportation-related work taking place in the Salish Sea. This work is highly fragmented and being led by different groups, which is contributing to a general lack of awareness, misperception of gaps in the programming landscape, and barriers to engagement opportunities. This is leading to reduced effectiveness of collective and individual initiatives, duplicative efforts, and increased engagement fatigue across the region.

Considerations

- **Importance of developing a common strategy:**
 - Recognizing there are activities taking place outside of the Salish Sea region that influence the oceans component of the Salish Sea
 - Ensuring awareness and connectivity throughout strategic planning
 - Adapting government-to-government strategies to include Indigenous governments
 - Identifying approaches to deal with urgent issues
- **Defining barriers to engagement opportunities:**
 - Capacity challenges and needing to choose between processes to engage with
 - Public knowledge, awareness, and risk of opposition
 - Being strategic in change management and identifying ways to improve efficiency

Changes

- **Streamline language and make more concise**

Validation: Revised Issues Statement

There is currently a high volume of oceans protection and marine transportation-related work taking place in the Salish Sea. This work is fragmented, contributing to a lack of awareness, misperceived gaps, and barriers to engagement. This results in the reduced effectiveness of initiatives, duplications, and engagement fatigue.

Proposed Next Steps

- **Proceed with the above issues statement for future terms of reference**
- **Keep track of identified considerations and define key terms in the future**

Validation: Former Shared Vision

To develop and implement an information hub that promotes regional cooperation, encourages novel information management/communications solutions and supports the needs of regional partners in delivering on oceans protection work relevant to the Salish Sea.

Considerations

- **Positive that initiative is framed as a pilot project**
 - Allows for lessons learned and future next steps
- **The need to manage scope creep and keep project manageable/feasible**
- **Building in a portion of sessions at the SS Summits to look at problem identification and solving beyond current work with attendees**

Changes

- **Consider the time frame component (i.e., 5-year pilot)**
- **Include language that speaks to collaboration**
- **Remove "info hub" and replace with "promote" (hub may not be the appropriate strategy)**

Validation: Revised Shared Vision

The Salish Sea Strategy, within its five-year mandate, will improve information sharing that supports regional cooperation and collaboration, encourage novel information-based solutions and support the needs of regional partners who are delivering on oceans protection work relevant to the Salish Sea.

Proposed Next Steps

- **Proceed with shared vision statement for future terms of reference**
- **Keep considerations in mind for future discussions (i.e., manageable scope and pilot project nature)**

Validation: Former Outcomes

Build awareness of existing work

Outcome 1: Increased centralization of relevant oceans protection information

Outcome 2: Improved understanding of linkages between oceans protection work and impacts from marine economic activities

Enhance effectiveness of collective efforts

Outcome 1: Improved net marine safety and/or environmental outcomes

Improve engagement opportunities

Outcome 1: Aligned engagement efforts across regional groups

Outcome 2: Reduced engagement fatigue

Considerations

- **Efficiency outcome change:**
 - Decrease the overall number of committees, meetings, initiatives, and agreements in the region
 - Does not duplicate efforts that already exist
- **Other considerations:**
 - Concerns with defining “safety and environmental outcomes”?
 - Important to keep to scope
 - Broader ecosystem approach to protection SS environment
 - Clarify performance measures associated with the outcomes to support understanding of these outcomes

Changes

- **Add to second goal: Improved effectiveness through dovetailing**
- **‘Improved usability’ instead of ‘centralize’ info for Outcome 1, Goal 1**

Validation: Revised Outcomes

Build awareness of existing work

Outcome 1: Improved usability of relevant oceans protection information

Outcome 2: Improved understanding of linkages between oceans protection work and impacts from marine economic activities

Enhance effectiveness of collective efforts

Outcome 1: Improved net marine safety and/or environmental outcomes

Outcome 2: To create efficiencies across individual initiatives

Improve engagement opportunities

Outcome 1: Aligned engagement efforts across regional groups

Outcome 2: Reduced engagement fatigue

Proposed Next Steps

- **Move forward with proposed outcomes for future terms of reference**
- **Identify and develop relevant measures**

Discussion: Joint Planning Committee Objectives

Question: What should be the core objectives of this committee?

Proposal:

Strategy Goals:

JPC Objectives:

Build awareness of existing work

1. Support the Salish Sea Summit collaborative planning process through the co-development of the Summit content and agenda.
2. Advancing discussions on information sharing and communicating current oceans protection/marine transportation work taking place within the Salish Sea, to enhance regional awareness of existing efforts.
3. Identifying opportunities and implementing information management strategies and processes to promote regional awareness of oceans protection/marine transportation work relevant to the Salish Sea.

Enhance effectiveness of collective efforts

4. Advancing collaboration with interested partners to improve access to tools, methodologies and data related to oceans protection/marine transportation work.
5. Identifying commonalities across initiatives for shared processes, objectives, and/or outcomes.

Improve engagement opportunities

6. Foster regional engagement cohesion by keeping track of engagement opportunities and identifying streamlining opportunities.



Priority Alignment



JAMBOARD ACTIVITY: PRIORITY WORK





JAMBOARD ACTIVITY: GROUPS OF INTEREST



The Way Forward

- Next meeting: May 24th
- Meeting minutes will be shared next week
- File sharing approach

