



Many Voices Working for the Community

Oak Ridge Site Specific Advisory Board

Monthly Meeting of the Oak Ridge Site Specific Advisory Board

Approved September 13, 2017, Meeting Minutes

The Oak Ridge Site Specific Advisory Board (ORSSAB) held its monthly meeting on Wednesday, September 13, 2017, at the Olive Garden Restaurant, 7206 Kingston Pike, Knoxville, TN 37919, beginning at 6 p.m.

Members Present

Kathryn Bales
Christopher Beatty
David Branch
Richard Burroughs
Martha Deaderick
Eddie Holden
Shelly Lohmann
Leon Shields
Deni Sobek

Fred Swindler
John Tapp
Venita Thomas
Dennis Wilson, Vice Chair

Members Absent

Leon Baker
Rosario Gonzalez
Belinda Price, Chair
Bonnie Shoemaker
Ed Trujillo
Tara Walker
Rudy Weigel
Phil Yager

Liaisons, Deputy Designated Federal Officer, and Alternates Present

Kristof Czartoryski, Tennessee Department of Environment and Conservation (TDEC)
Melyssa Noe, ORSSAB Alternate Deputy Designated Federal Officer (DDFO), Department of Energy
Oak Ridge Office of Environmental Management (DOE-OREM)

Others Present

Shelley Kimel, ORSSAB Support Office
Cameron Niemeyer, Hardin Valley Academy
Chloe Nussbaum, Oak Ridge High School
Pete Osborne, ORSSAB Support Office
Ben Williams, DOE-OREM

Liaison/DDFO Comments

Ms. Noe summarized the results of the annual planning meeting and discussed the draft work plan for FY 2018 (Attachment 1). She specifically noted that Dave Adler will give an overview of the national EM program in November to familiarize the many new members with the program. She briefly discussed the highlights of each month's topics and how DOE came to order them in a logical way.

She encouraged the members to sign up for issue groups over the next few weeks so those choices can be incorporated into the final work plan that will be made official in October. Each member is encouraged to sign up for two topics.

Mr. Czartoryski gave a brief overview of the state laws that apply to his TDEC office. He noted that the statewide agreement is currently under discussion and TDEC is working with DOE to negotiate a new agreement for oversight.

Public Comment

None

Presentation

Mr. Williams, DOE public affairs officer, discussed with members how OREM distributes information and communicates with the public (Attachment 2).

Mr. Williams said this was the first time in his tenure to present this information to the board and looked forward to the board's recommendations on how to improve. Highlights of the conversation:

OREM uses many avenues to communicate with stakeholders, and local leadership is constantly talking to people, Mr. Williams said. This week they are at a national conference, for example. OREM also has many audiences, each with different needs - government, regulators, media, and the community, among others, including employees internally. Mr. Williams said the employees of OREM all being on the same page is a great part of the organization's success and that this audience is one of the most important.

These groups are reached locally, regionally and nationwide. One outreach method, The *EM Update* email newsletter has 60,000 subscribers and is growing. Mr. Williams said at least one story in the newsletter usually mentions Oak Ridge. OREM also has a "very robust website." "It is a hub to point people towards with "many different spokes, including our social media," he said. "We have one of the most active Facebook accounts in the EM complex. ... We're trying to grow Twitter right now. We're also on YouTube and we'd like to grow more in the future. We also have Flickr, a picture sharing platform." OREM also issues annual publications - particularly the annual *Cleanup Progress* and the *Public Involvement Plan*, which is updated every three years.

There are several important messages for OREM to share. Mr. Williams pointed to four critical topics for OREM to communicate: Vision 2020 is within reach, large-scale cleanup at Y-12 is imminent, additional waste disposal is crucial, and Oak Ridge is an investment worthy site. Guiding principles for messaging include: Keep messages simple, emphasize project impact, be timely, and connect each project to the ultimate vision.

OREM is developing video content to help educate about its mission. During his discussion, Mr. Williams showed a video produced as part of the OREM outreach mission. Titled "Project 101: Mercury Treatment Facility," it is just one of many videos available on the OREM YouTube channel. Mr. Williams noted that the "Project 101" series of videos was a result of board members' feedback about needing to understand OREM projects. Also, changing trends among the public include preferring video consumption to reading and DOE is always trying to use the most effective tools to reach the audience.

After the presentation questions were asked as follows:

Ms. Lohman asked if the social strategy was paid or organic. Mr. Williams said none of it is paid.

Mr. Wilson asked about the updates to publications. Williams said they are updated by calendar year, not fiscal year. Wilson also asked about editorials and Williams explained that editorials are done jointly with OREM leadership and public affairs. Two have been done in 2017 and they are usually done through the Oak Ridger newspaper to capitalize on the local area.

Ms. Thomas asked about shipments to WIPP. Mr. Williams said OREM has completed two already. Shipments are currently scheduled for two per month but hope to increase to once per week.

Mr. Swindler asked about public input on social media. Mr. Williams said usually social media is not the place people put substantive comment, but that public affairs responds as quickly as possible to any questions.

Mr. Wilson asked about videos on YouTube connecting the OREM account to the SSAB account. Mr. Williams explained those are separate, unlinked accounts.

Announcements and Other Board Business

ORSSAB's next scheduled meeting will be Wednesday, October 11 at the DOE Information Center. The topic will be Vision 2020: Planning for the Future of ETTP Including Reuse, Historic Preservation and Stewardship.

The minutes of the June 14 meeting were approved.

Dennis Wilson, Belinda Price, and Richard Burroughs were elected chair, vice chair, and secretary respectively for FY 2018.

Motions

09/13/17.1

Mr. Tapp moved to approve the June 14, 2017, board minutes. The motion was seconded and motion approved unanimously.

09/13/17.2

Mr. Tapp moved to approve the August 19, 2017, annual meeting minutes. The motion was seconded and motion approved unanimously.

9/13/17.3

Mr. Burroughs presented the slate of candidates for board officers for FY 2018 submitted by the Nominating Committee at the board's annual meeting in August. The slate included Mr. Wilson, Ms. Price, and Mr. Burroughs for chair, vice chair, and secretary respectively.

Mr. Wilson asked for any further nominations or comments. Mr. Branch said he would like to nominate himself as secretary and felt it was good for new members to serve. He also nominated Ed Trujillo for vice chair. Although Mr. Trujillo was absent, Branch said he had Mr. Trujillo's permission for the nomination.

Mr. Wilson noted those additions to the slate and called for votes on each position.

In voting for chair, Mr. Wilson received 12 votes and was approved and elected as chair.

In voting for vice chair Ms. Price received 8 votes and Mr. Trujillo received one vote. Ms. Price was approved and elected as vice chair.

In voting for secretary, Mr. Burroughs received 9 votes and Mr. Branch received one vote. Mr. Burroughs was approved and elected as secretary.

Alternate DDFO Report

Ms. Noe said DOE has no recommendations or responses outstanding. The last recommendation provided by the board is at currently with the Secretary of Energy. She also reminded any members who have not been reimbursed for travel to let her know.

Committee Reports

EM & Stewardship – None

Executive – Mr. Wilson said the committee reviewed results and feedback from the annual planning meeting and that Jenny Freeman was there to help analyze. He said the committee noted in the survey results that several people had asked for more speaker time and for the question and answer period. That has been taken into account.

He said the committee expects good follow up on presentations at the EM & Stewardship Committee meetings as those are key for the recommendations.

Open Discussion

None.

Action Items

None.

Mr. Wilson closed the meeting at 7:08 pm

Attachments (2) to these minutes are available upon request from the ORSSAB support office.

I certify that these minutes are an accurate account of the September 13, 2017, meeting of the Oak Ridge Site Specific Advisory Board.

Richard Burroughs, Secretary



Dennis Wilson, Chair
Oak Ridge Site Specific Advisory Board
DW/smk

10/11/17