

# Muskwa-Kechika Advisory Board Project Descriptions

## Category 3 Advisory Board and Staff Operational Support

**Table 3: Muskwa-Kechika Trust Fund Category 3 Project Descriptions for Fiscal Year 2005-2006**

Project	M-KAB Annual Report to the Premier and the Public
Description	The M-KAB Annual Report to the Premier and the Public is a key information and communication tool that accounts in summary form for the activities and expenditures of the Advisory Board in relation to its legislated roles and responsibilities. Publication of this report is a statutory requirement of the Advisory Board under the <i>Muskwa-Kechika Management Area Act</i> .
Project	Muskwa-Kechika Management Area Website
Description	The M-KAB has undertaken the completion of a new M-KMA website to include information on the M-KMA, the M-KAB, and the Trust Fund. The M-KMA Website is a key electronic information tool which is accessed locally, provincially, nationally and internationally. Costs include M-KMA Information Office staff training to facilitate regular updating and maintenance of the Website, and a secure page to enable Board member communication and document review.
Project	M-KMA Information Brochure & Advertising
Description	Funds for this project will go towards development costs associated with brochure printing and distribution, as well as design, layout and publishing of advertising aimed at providing information about the M-KMA and the activities of the Advisory Board to the public. Both are considered to be key methods of connecting with the public and branding the M-KMA logo and tag line.
Project	M-KMA Promotional Materials
Description	Costs are associated with stocking promotional materials to maintain inventories for sale through the M-KMA Information Office. Successfully marketed in the past, items such as shirts, travel mugs and ball caps displaying the M-KMA logo are expected at public venues such as Visitor Information Centres in the region and when the M-K is represented at public venues.
Project	M-KMA Comprehensive Communications & Marketing Strategy (New Initiative)
Description	In relation to the commitment of funding and new governance model, the Board is now moving forward into a new era. This project is in support of conducting a comprehensive communications review of the M-KMA and development of a comprehensive marketing strategy. A coordinated communications and marketing strategy with local, regional, national and international elements is believed to be critical to increase public awareness of the M-KMA and the Advisory Board.
Project	M-KMA Communications Strategy Implementation
Description	To be undertaken upon completion of the Comprehensive Communications and Marketing Strategy with the intent of implementing the strategies and recommendations resulting from that project.