

Meeting Minutes

Central Valley Salinity Leadership Group Education and Outreach Committee

April 22, 2009

Meeting started at 9:20 AM

Item#1

- Introductions (sign up sheet attached)
- Rosa taking notes
- Discussed note taking service agency
 - Beth to get contact information about transcriber

Item #2

- Agenda review
 - Added proposed qualifying criteria for supplemental environmental project (SEP)
- Approved March notes – (Thanks Beth, great notes!)

Item #3

- Salt documentary nominated for two Regional Emmys:
 - Best Informational Program
 - Best Writing of a Documentary
- Nominations will lead to more airing time in Public Television (Philadelphia, San Francisco)
- Karen Christian will get links to the one-hour documentary by early next week
- CV-SALT web site will point to the site/link

Item #4

- Beth reported on Aquaforia article.
- Writer (Gary Pitzer) doing research. Should have draft by next meeting for review
- Developing contract as scope of work, will e-mail within two weeks, feedback appreciated
- CV-Salinity Coalition approved \$2,700 for this project after recommendation by the PEOC and Executive Committee
- Outreach Committee will approve draft and present to Executive committee for review and approval.

Item #5

- Review draft tri-fold brochure
- Latest revision in web site
- Graphic ownership was cleared by CVSC.
- Assess printing needs and costs
- Brochure is final for use by all

Item #6

- Reminded to select top 5 messages to convey related to salinity
- Committee to rate messages so can be developed as standard talking points for presentations, power points, future public information material

Action: Daniel will assign a letter to each of the draft messages, send it out, Committee to pick the top 5 or the “core” message

Item #7

- Strategy Planning (SP) should be used as funding document
- Reviewed projects and actions near-term
 - Update needed for completed actions
 - Danielle (ACWA) adding link to CV-Salinity. Will add info on ACWA newsletter
 - ACWA offering distribution list
 - Gail- IRWM including Salinity Management Plan
 - Karl- California Partnerships for the Central Valley, good group to reach out
 - DWR participation is a must. Invite Jose Faria to give DWR update
 - Replace proposed workshops at California Teacher’s Association with “Ag in the Classroom” project

Item #7.5

- Gail presented item related to supplemental environmental projects
- Regional Board adopted clarifying criteria for SEP
- SEP that result on a Salinity Outreach proposal should be reviewed according to guidelines established by the CV-SALT Outreach Committee
- Reviewed questions put together by Gail.
- SEP proposals that relates to salt should be reviewed by Committee
- Committee develop/establish process and recommend
- Mona recommended transmitting the list of project priorities to Executive Committee for review and approval and funding consideration

Action: Daniel to collect questions and consolidate questions and distribute to Outreach Committee before next meeting

Item #8

- Next meeting May 13, 3:30 PM - 5:00 PM at the ACWA office in Sacramento

Other

- David reminded the need to have water purveyors involved
 - Water purveyors contribution needed
 - Strategy needed to engage this group to the CV-SALT initiative
 - DPH penalties to help fund CV-SALTS

Item #9

- Items to take to the Executive Meeting:
 - Nomination of Documentary for Regional Emmy Awards
 - Feedback on top core messages – clarified purpose
 - Working on Strategy Planning List for funding
 - Aquaforia article to be distributed to committee next month
 - Guidelines for SEP with public outreach for salt
 - Request the Executive Committee approval printing the Tri-Fold and over print for purchase by involved agencies



Meeting Sign-in

Meeting Public Ed Outreach Comm. Date 4/22/09

Name	Organization	Email (if new or changed)
ROSA LAN-STAGGS	CITY OF FRESNO	
GAIL OISMAWski	CVR WQCB	
MARK FELTON	CULLIGAN WATER / PWOA	
Danielle Bisset	ACSA	
Mona Shulman	Pacific Producers	
Tom Koenig	CVRWQCB	
Jill Swanson	ECHO:USGIC	
Beth Stern	Water Education Fund'n	
David Melillo	Riverbank	