

**DRAFT MEETING NOTES**

**CV-SALTS Public Education and Outreach Committee  
January 13, 2009**

**Participants:**

Participant List and sign-in sheet will be attached to the final version as Attachment A:

1. Rosa Lau-Staggs chaired the meeting as Sandra Salazar-Thompson stepped down as the Chair for the CV-SALTS Public Outreach Committee due to other work assignments.
2. Meeting notes (November meeting):
  - a. Approved no revisions
3. Consideration on Video Distribution / Newsletter – Rita Schmidt-Sudman
  - a. Shared School Education Program (SEP) ideas.
  - b. Distribution of the 20 min. documentary to legislators – possible during “Brown Bags” lunch meeting with most legislators’ assistants.
    - i. Cost: Reproduction of the 20 min documentary will not be expensive.
  - c. Documentary fed to NETA, will be air nationwide at various times/cities
  - d. Discussed the newsletter concept/need. Other alternatives to be explored.
  - e. **Actions:**
    - i. **Bring video documentary distribution recommendations to the EC/CVSC**
    - ii. **Constitute Ad-hoc group to conference regarding best communication channel (blog, web, newsletter, other) Daniel to email Volunteers: Rosa, Dave, Gail, Rita and Bobbi**
4. Fact Sheet Development
  - a. Shared Fact Sheet on Salts/CV-SALTS. Suggestion to put fact sheet in a tri-fold brochure format to broaden appeal
  - b. Rita shared examples of “Fact Cards.” Ideal to put salinity foot print information (when developed and available).
  - c. Ensure Nitrates are included in all communications. (“Salts, including nitrates”)
  - d. **Action: Daniel will work on next version of the Fact Sheet for review**
5. Strategic Planning and Audience Development:
  - a. Reviewed latest draft. Audience Groups added.
  - b. Proposed coming up with basic and critical messages
6. **Actions:**
  - a. **Each member to bring 5 audience related “critical messages” for next meeting Feb 18.**
  - b. **These will be coordinated and added to the strategic plan and other appropriate documents**

7. Next meeting date:
  - a. February Wednesday, February 18, approximately from 8:00 to 10:00 AM
8. Agenda for next meeting:
  - a. Follow up report on “Salt of the Earth” documentary distribution to Legislators
  - b. Communication strategy from sub-group ideas
  - c. Critical Messages from all participants
  - d. Other
9. Nominations for Chair and Co-Chair to be forwarded to the Executive Committee
  - a. Rosa Lau-Staggs, Chair.
  - b. David Melilli, Co-Chair.
10. Report to the Executive Committee
  - a. Suggestion to CVSC to distribute the 20 min. documentary to Legislators – through WEF – cost associated to reproduce documentaries.
  - b. Ad-hoc committee to discuss communication strategy (newsletter, web site, etc.)
  - c. Feedback on Fact Sheet – CV-SALTS.
  - d. Strategic Planning – List of critical message based on goals and audience.
  - e. Next meeting – February 18 – 8-10AM
  - f. New Chair Nominees: Rosa Lau-Staggs. Co-Chair: David Melilli
  - g. “Things You Can Do...” to TAC.

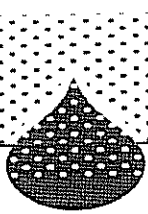
**Attachment A Participant List and Sign-in**

Gail Cismowski - Central Valley Regional Water Board, Sacramento  
Daniel Cozad – Integrated Planning & Management  
Pamela Creedon – Central Valley Regional Water Board, Sacramento  
Joe DiGiorgio – ECO: Logic  
Mark Felton – Culligan Water  
Rosa Lau-Staggs - City of Fresno  
Karl Longley - Valley Regional Water Quality Control Board  
Jim Martin – Central Valley Regional Water Board, Sacramento  
Rick Staggs – City of Fresno  
Rita Schmidt-Sudman – Water Education Foundation  
Beth Stern – Water Education Foundation (teleconference)

Sign-in sheet to be attached in the final document

# CV

Central Valley



# SALTS

Salinity Alternatives for Long-term Sustainability

## EDUCATION + OUTREACH COMMITTEE MEETING

JAN 13, 2009

### SIGN-IN SHEET

Name

Organization

Email (if new)

MARK FELTON

CULLIGAN WATER

ROB NEENAN

CLFP

Jim Martin

R.B.

ROSALAN STAGGS

CITY OF FRESNO

RICK STAGGS

"

Steve Bayley

City of Tracy

BURT FLEISCHER

HILMAN CHEESE