

**Meeting Notes  
CV-SALTS  
Public Education and Outreach Committee  
May 13, 2009**

**Attendees:** See separate sign-in sheet and teleconference log.

**1. Welcome, Introductions, Committee Membership**

Each attendee shared his/her name and organization.

**2. Review Agenda and Approve April Notes**

Item 9 (Economic Report White Paper development) was moved to the top of the discussion. Other items were inserted into the agenda. April notes were approved.

**3. Discuss Economic Report White Paper development**

The idea was to create a one-page online summary, written in very simple (“5<sup>th</sup>-grade level”) terms, of the project’s purpose and progress. The committee agreed that this is a great idea; and, **Daniel agreed to create** the first draft and send the link to the committee for review.

**4. Update on Video Web Distribution Video Page – WEF**

A couple committee members were not able to open some of the videos a couple days prior. **Daniel will make a note** that some videos open with QuickTime. The quality being a bit low was also brought up, and **Karen agreed to follow up** with the producer to improve quality. There will be no more updates on this topic unless there are further issues.

**4.5 Brown bag**

Karl would like the committee to host an event for legislative aides to educate them on the salinity problem in the Central Valley. Rita made the point that the presentation needs to be very hard hitting to get anyone’s attention, let alone action. After the discussion drifted onto water softeners and related legislation, no specific follow-up actions came out of this.

**5. Printing Request for the Tri-fold Brochure**

The final version is posted. Daniel relayed how the price per brochure goes down as the quantity ordered goes up. **Daniel will send a message** to all committees to get quantity desired and will place an order.

**6. Aquaforia Article Outline and Feedback – WEF**

Rita and Beth will resend to all members as a Word doc, and feedback is due within a week. Then, once this committee's feedback is incorporated, it will go to other committees for their feedback.

**7. Review Messages and Ordering**

Gail did an excellent job sorting out which pieces are high priority and which pieces might relate to other groups; no other feedback was received. The committee agreed to table this item and give the rest of the group one more week to submit feedback via email. If no additional feedback is provided we will complete the list.

**7.5. Matrix coordination**

The Coordination committee is putting together a list of programs and completing a matrix of all programs. It was agreed that Gail's idea that one person get on every email list and feed everything to Daniel or committee chairs was a good one; but, no one volunteered at this time to take it on.

**8. Review strategic funding list and project review guidelines**

This item was tabled for a future meeting.

**9. Discuss promotion of "things you can do" document**

This is done and approved by the Executive Committee. All that remains is for the committee to decide and recommend where and how it is to be used. Rosa agreed to create the Spanish version.

**10. Web Site Review Volunteers**

Daniel asked for feedback from members on the Web site. No volunteers were identified.

**11. Discuss next meeting date June 17 and create Agenda; Scoping Meeting and Leadership meeting outreach Draft Calendar**

The next meeting will be held on the 16<sup>th</sup> (instead of the 17<sup>th</sup>) at 1:30pm. The meeting will be held in Rita's office; Daniel will email the address to members.

The scoping meeting is tentatively scheduled for July 15<sup>th</sup>. The regional board's intention is that this be the first public, informational meeting. Daniel asked for input on exactly how this meeting should be conducted.

**12. Meeting adjourned**



# CV SALTS

Salinity Alternatives for Long-term Sustainability

Central Valley

OUTREACH

## Meeting Sign-in

Name	Organization	Email (if new or changed)
ROSA LAU-STAGGS	CITY OF FRESNO	
GAIL GIBSONSKI	CVRWOCB	
Rick Staggs	City of Fresno	
MARK FELTON	CULLEMAN + PWA	
Beth Stern	Water Education Fundtn	
Katie J. Judman	Water Sustainability Fund	
Lee Dickinson	ECOCOLLECT	
Paul Longley	CVRWOCB	
Linda Pohn	SRCSO	
Ellie	CVRWOCB	