

**Meeting Notes
CV SALTS
Education and Outreach Committee
October 29, 2009**

Attendees:

Attendees are noted on the [Committee Roster](#) attached.

1. Welcome, Introductions

Chair Rosa Lau-Staggs reviewed the agenda and led introductions and each attendee shared his/her name and organization.

2. Review Agenda and Approve September 16 Notes

The Notes from September 16 were approved by acclamation.

3. Discuss Outreach for membership, funding and Membership Benefits and Messages vs. Audience Matrix

Daniel reviewed the matrix provided in the package and acknowledged consolidation of information from Joe. The new matrix is printed smaller because of the size. Committee members made various recommendations and requests for changes to clarify the audiences.

Next the committee discussed completing the matrix with ratings. The committee members committed to completing the matrix for groups they are familiar with. Daniel agreed to make the changes recommended and to email the file to the group that attended for their input. These are to be returned to Daniel Cozad ASAP.

Dan Odenweller noticed that there were many audiences and that the environment only had two and would be “outvoted” when compared to water supply and quality groups. Daniel Cozad indicated he had not expected to total the “votes or ratings” from the groups across, so that would not be a problem. Karl noted that categorizing the audiences may be helpful in alleviating the issue as well.

Daniel agreed to categorize the groups and to review the appropriateness of using the matrix to determine high priorities for the committee or CV-SALTS as a whole.

committee members have put their votes in the matrix these will be averaged and presented. Areas with little or no data will be sent to member of that group for completion in a survey tool manner.

Review and Approve Marketing Plan

The committee reviewed the Marketing plan and made several comments but with those changes approved the marketing plan and recommended it be sent to the Executive Committee for Approval and briefing at the next meeting.

Review One Page Membership Sheet

The version 3 of the membership sheet took the committees comments and changes and attempted to motivate participants and potential stakeholders to join the coalition. Daniel agreed to make a few changes the committee recommended and ask for any final changes. The Committee approved the sheet with the changes and recommended the Executive Committee approve it. Version 4 will go to the Executive Committee in November.

Review and approve Membership Master PowerPoint

The committee reviewed the PowerPoint and received feedback from the committee members and Karl, who had presented the PowerPoint recently. He suggested that it needed graphics and images to make it more visually appealing. Rosa agreed. Daniel indicated that he remembered Lind Dorn had offered a marketing person to help with prettying it up and changing the graphics. Daniel agreed to transmit the file to her.

4. Aquafornia Article Posted Final

Beth Stern reviewed the final changes to the Public Information Article prepared by WEF. The article has been posted with images and graphics. The committee's comments have been incorporated and should situations change the article can be edited and reposted. Joe asked if it could be featured more prominently on the main page. Beth responded that she will check on that. Daniel indicated the changes in the "for more information" section need to be updated in accordance with the changes he provided.

5. IRWM Fact Sheet on CV-SALTS

The committee reviewed the IRWM Fact sheet on CV-SALTS and made recommendations to Jim Martin. All were asked to send comments to him

forwarded to Genevieve Sparks for sharing with the IRWM planning groups. Daniel Indicated that direct references to the Recycled Water Policy Salt and Nutrient Management Plan requirements and the Water Plan Strategy requirements for Salinity Management will be required for IRWM areas.

6. Calendar and Next meeting

The next meeting date was set for November 19 the meeting will be at WEF downtown Sacramento so members will not feel rushed to complete the meeting by 5:00 pm.

7. Meeting Adjourned at 5:00 pm