

**DRAFT Meeting Notes
CV SALTS
Education and Outreach Committee
November 19, 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 October 29 Notes

The notes from October 29th meeting were circulated. Upon motion of Mark Felton and **seconded by Joe DiGiorgio; Minutes were unanimously approved with noted changes.**

3. Issues and Benefits Matrix Review

Daniel received three matrix files back from reviewers. In addition he produced one. The review shows that those whom the committee thought would be interested, are interested, since committee members completed it that is likely.

Next step is to get information from coalition board members, the State board. Suggestion to add a “not applicable” choice or zero interest. Add a section that allows them to express what their biggest challenge is and what issues they didn’t see addressed on the questionnaire.

Daniel will pick a couple of people and send them their response columns to get extra feedback and send the document to them.

The PowerPoint was tabled to a future meeting

4. Review of the 12/2008 strategic plan and planning for 2010

Daniel reviewed the 2009 strategic plan as the committee approved it. One goal is to convince people to put money into the CVSC to help create the plan and be involved and work was done on outreach. Some of the other things could be done in public education. Some committee members thought the committee should be more focused on public education. Suggestion that the committee should choose three things on the list and work on achieving those for 2010.

Comment that some of the things listed are vague and not well defined. Need to get more specific if they are to be actionable.

Suggestion that the committee focus on getting involved in other initiatives and programs to get the issues of salinity heard (networking) AND public education. To be effective, both areas need to be focused upon.

Comment that the current goals and strategies list is a mixture of goals and tasks. The committee needs to establish a list of specific tasks that they will be undertaking for 2010. Karl suggested the committee members to try to decide on a few priorities from the list.

It was suggested that the education committee work in tandem with other committees, find out what other committees' needs are that the education committee can help with in addition to developing education committee-only initiatives. For example, when the technical committee comes back with the pilot project, the education committee should take that and translate it into layman's terms, and find the news hooks in it – what's interesting, unique, or controversial?

Suggestion that there be a budget number to help determine what the committee can accomplish. Discussion ensued about various projects completed in the past and how much those cost.

Daniel indicated that there has been recent interest in a large summit or workshop. Suggestion that it be a focused public forum and to charge a fee, and that it not be targeted to mayors and managers shouldn't be the focus.

The group reviewed the list from the last plan and focused on more implementable efforts. They attempted to provide costs for the efforts shown below:

#2 – Slide cards with a budget of \$6000;

#7 – brown bag lunch with a budget of \$4000;

#10 – conduct 2 focused public forums or workshops cost \$10,000 each;

#17 – salt tour at a cost of \$20,000.

5. Develop Committee Workplan 2010 and Funding list

This item started off with the discussion from the prior item:

Plus coordination with other committees and the Executive Committee to see what areas they need help with. Recommended that Daniel add \$15,000 to support scoping meetings and support the other committees, to the proposed \$50,000 budget for \$65,000 total.

There was agreement to work on detailing and funding the following:

- #2 – Slide cards with a budget of \$6000;
 - #7 – brown bag lunch with a budget of \$4000;
 - #10 – conduct 2 focused public forums or workshops cost \$10,000 each;
 - #17 – salt tour at a cost of \$20,000
 - # 99 - New Support scoping public meetings/Committee outreach support \$15,000
- Total \$65,000**

Daniel reminded the committee that Phase 2 of the Beneficial Use and Objectives study would be coming out and the information distributed would need the committees help.

It was agreed to add a “salt” footprint or seal of approval program similar to the carbon footprint initiatives like the EnergyStar programs to active workplan list when it has been completed by City of Fresno.

6. Covered through discussion on Item 5

7. Calendar and Next Meeting

The next meeting will be on December 16, 2009. The committee reviewed the projected meeting dates presented for 2010. Discussion about conflicts with the schedule – June 17 is the International Groundwater Conference so June meeting will need to be moved to the 16th. Suggestion that the April 22nd meeting be moved to the 21st because of Earth Day.

8. Actions/Recommendation to bring to Executive Committee

Joe and Daniel need to contact Rosa and coordinate with her what she would want to present to the Executive Committee.

Presentation of the PowerPoint and marketing plan.

List of actions and budget - to be developed.

The education committee has a list of prioritized tasks and has outlined a preliminary budget for those tasks. By January those tasks and budgets would be more definitive. Recommendation that Rosa review the proposal and recommend to the Executive Committee that they allocate \$65,000 in the future funding for the purpose of outreach and public education.

9. Meeting Adjourned at 5:00 pm