

## CV-SALTS Funding and Fundraising Subcommittee Notes and Funding Plan

### Participants

- Trudi Hughes
- Tim Johnson
- Parry Klassen
- Tim Johnson
- Gail Cismowski
- Karl Longley
- Travis Peterson
- Daniel Cozad

Plan outline from Conference Calls on June 3 and July 9, 2010

#### 1. Actions Decisions and Follow-up

- a. Tim Johnson appointed to chair meeting on an interim basis
- b. Materials - Vision Implementation Concept Paper What We Want to Fund and why
  - i. Longley provided draft and Cozad provided a PowerPoint summary
  - ii. Recommend engaging contract writer (volunteers have no time in next 30 days)
  - iii. Email review late in the month and review version 2 at next call

#### 2. Approved Recommendation to the CVSC and Executive Committee

- i. Funding Approach and Plan Development (outline below to be fleshed out for review on next call) including Federal, State and Local funding
- ii. Develop initial scope of work and expectations for lobbyist
- iii. Interviews with federal lobbying firms (4 initial firms, Ag and water focused)
- iv. Solicit fundraising lobbying costs from CVSC and others preliminary budget \$250-300K per year
- v. Develop (via consultant) what needs to be funded for implementation in summary and detail, projects, research, planning and implementation
- vi. Target analysis for funding opportunities short term and longer term

**Next meeting August 9 at 9:00 AM by conference call**

### Funding Plan Outline (details to be developed)

Funding to accomplish funding for studies and for implementation

#### Four Part Funding Plan

1. Local and Regional Member Contributions in accordance with approved policy
2. State funding including continued Cleanup and Abatement, Proposition 84 and Future Bond Funding
3. Federal Funding from USDA, EPA, Reclamation, and appropriations with lobbyist support
  - a. Targets include USDA, EQIP, and other funding for water and salt
  - b. Broaden Sac River Designation via Matsui
  - c. Expand support from Valley Delegation – Costa, Cardoza, Matsui, Radanovich, Boxer and Feinstein
  - d. Base plan tactics on selected Lobbyists advice and active issues in DC
4. Foundation and other support for organization and stakeholder support

## **Funding Support Needs**

1. Continue development of Central Valley Salt and Nitrate Vision and explanatory documents
2. Develop Summary and detailed programmatic “ask list” for funding and 5 year plan
3. CVSC Members coordinate with their lobbyists to solicit funding to support lobbying
4. Continue State and Local focus on funding
  - a. CAA funding Resolution from the State Board
  - b. Lower San Joaquin Funding allocated from CAA for TMDL
  - c. Budget Request 2012 for CV-SALTS by RWQCB support from CVSC
  - d. Bond funding applications and requests
  - e. Coordinate with EPA Grant to ESJWQC for San Joaquin River Data

## **Additional Notes and Comments**

Lobbyists that have been identified fall into 2 categories, Ag focused with USDA experience and Water and Irrigation focused. All firms discussed have extensive valley contacts and experience. This level of effort would be “full engagement” rather than a project based effort. Travis Peterson has also discussed needs with lobbyists. Selected lobbyists must represent all areas of the CV-SALTS needs Ag, urban and any other communities.

## **Lobbyist Scope of Work/RFP (to be developed)**

### **Outline**

#### **Purpose and Approach**

- Interim funding of research/planning and long term programmatic funding of salt and nitrate management efforts
- Local, State and Federal funding matches
- Duration and timeline for planning, implementation and federal funding 3-5 years
- Projects as part of a regional solution program

#### **Goals and Scope Objectives**

- Federal matching funding for planning and implementation projects in a regional program
- Brief explanation of project types and needs and timing
- Expectations of Lobbyist
  - Assist with Legislative and Agency Strategy and Approach
  - Legislative Meetings and Briefings supporting requests
  - Coordination with member lobbyists and governments
  - Updates on progress and legislative report

#### **Selection Process**

- Interviews and references
- Proposal
- Conflicts and Synergies
- Experience in areas
- Preferences