

DRAFT MEETING NOTES

CV-SALTS Public Education and Outreach Committee February 18, 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
2. Meeting notes (January meeting):
 - a. Approved, no revisions
3. Legislator Video Distribution - Daniel reported the materials from WEF arrived on Monday and they will distribute next week.
 - a. Should consider further distribution to folks including by internet.
4. Salinity Coalition Website Demonstration
 - a. Daniel provided a demonstration
 - b. Comments were positive and recommendations included
 - c. Add Presentations sections for users and link to other presentations
 - d. Encourage more registered users
 - e. Sponsorship suggested (for funding or development)
5. Subcommittee Recommendations
 - a. Aquaforia article, needed further explanation. Add to next month's agenda for WEF discussion. (\$2,700)
 - b. Slide card with salinity information (\$6,000 for printing of 3,000 cards)
 - c. Develop other links and further consider other methods
6. 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. Stakeholder suggestion to add "out of valley cost."
 - c. Changes recommended will be incorporated into the next version. (attached to the notes)
 - d. Add white paper (or position paper) discussing "salinity economic fact sheet."
7. Strategic Planning and Message Development:
 - a. Reviewed latest draft. Audience Groups discussed
 - b. Important messages
 - c. Daniel will take from Brochure and fact sheet for review next meeting
8. **Actions:**
 - a. Develop salinity power point for distribution/web
 - b. Link information in the web site
 - c. Target Speaker's Bureau
 - d. Develop press kit

9. Next meeting date:
 - a. February Wednesday, March 18, approximately from 8:15 to 10:00 AM
Meeting location will be at Association of California Water Agencies offices downtown Sacramento.

10. Agenda for next meeting:
 - a. Communication strategy from sub-group ideas
 - b. Critical Messages Review
 - c. Electronic Press Kit Contents
 - d. Other

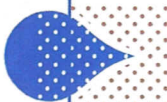
11. Report to the Executive Committee
 - a. New participants from irrigated lands and ag community
 - b. Add presentations to the website and link to others
 - c. Factsheets and Whitepapers as appropriate
 - d. Press Kit Contents.
 - e. Develop and review messages.
 - f. Next meeting – February, 18 – 8-10AM

Other:

Karl Longley - Possibility to be interviewed by Sam Burbank for a National Geographic article on salinity issues – Feb 26th.

Attachment A Participant Sign-in

Sign-in sheet attached on following page.



Meeting Sign-in

CV-SALTS

Meeting

Education & Public Outreach

Date

2/18/09

Name	Organization	Email (if new or changed)
ROSA LUI-STABLES	CITY OF FRESNO	
Daniel COZAD	IPWM	
Pam Klassen	East San Joaquin WQ	pklassen@wqwrddhb.com
Bruce Houdesheldt	NCAWA/Sacramento Valley WQA Coalition	bruceh@narcawater.org
Egal Cisrowski	CVRWQCB	
Karl Loughey	"	
Danel S. Melilli	CITY OF RIVERSIDE	dmelilli@riverbank.org
Joe DiGiorgio	ECOLONG	