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. Aquaforma 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.