

DRAFT MEETING NOTES

CV-SALTS Public Education and Outreach Committee March 18, 2009

Meeting began at 8:25 a.m.

Participants:

Participant List and sign-in sheet will be attached to the final version as Attachment A:

Item #1

- Dave Melilli (DM) welcomed everyone and introductions were made by the group.
- DM was designated as secretary (note-taker) and Beth Stern was back-up secretary for this meeting. DM reviewed the agenda and it was approved.

Item #2

- February, 2009 meeting notes were reviewed and approved with no changes by a consensus vote.

Item #3

- Beth reviewed carriage report for PTV stations broadcasting SOE in the month of March
- Beth let committee know that SOE will run on KVIE-Channel 6 on Thursday, April 2 at 11 pm and Sunday, April 12 at 1 pm.
- Rita advised the committee that she met with the California Channel (public access TV station) and they are interested in running SOE and will do so after program runs on KVIE in April.
- DM noted that he has used the documentary in his presentations to Riverbank City Council and it has been very useful.
- DM also reported that as a result of running on Riverbank public access channel, SOE was picked up by a public TV station in Modesto.
- Daniel Cozad (DC) passed around a sample of the "press kit"
- DC let committee know that press kits were distributed to Assembly members, but as per Senate rules, mail cannot be dropped off for senators, so the kits will need to be mailed to state senators. Mailing is expected to go out this week.

Items #4 and #5

- Rita Sudman (RS) began comments by apologizing for missing last month's meeting due to illness.
- Rita showed committee a sample of an existing slide card and reviewed the type of information that could be included in it.
- The Water Education Foundation requested \$6,000 for the project; half of which would go to the actual production and printing costs of 3,000 slide cards (\$1 per piece to print); and, the remaining balance would cover the cost of Foundation staff to research, write, and design card.
- RS briefed the group on the blog *Aquaforia* and review the proposal to have an online article on salinity in the Central Valley.
- Rita stated that *Aquaforia* receives about 800 hits a day.

- Rita detailed how Foundation staff would research and synthesize information from various existing sources to create a comprehensive article.
- Water Education Foundation is asking for \$2,700 in funding for this project, and is matching approximately the same amount to cover staff time on project.
- Karl Longley suggested that the article could also allow users to ask what type of salt management programs exist in their area/region.
- RS also stated that Aquaforia is a good resource for reporters researching an issue, and just recently she sent a *NYT* reporter there. The online article on Aquaforia would be a good resource tool for CV SALTS.
- Both projects would convene Technical Advisory Committees to provide input and guidance on content.
- RS stated that she thought both projects were important to send to the Executive Committee for approval as the projects would give the PE&O committee two ways to get information out to more people for a modest investment.
- **ACTION** PE&O committee agreed that online article and salinity slide card should be forwarded onto Executive Committee without priority to begin process and to work with the coalition to obtain funding.
- Rita Sudman and Karl Longley took a look at Aquaforia on his laptop and it was decided to demo the site at the Executive Committee Meeting.

Item #6

- DC shared version 4 of the tri-fold draft brochure with the group and opened by giving credit to Gail Cismowski for all of her work on it.
- DC asked the group if they had any comments on the version and let group know that the he could not find the holder of the copyright of the picture on the front cover.
- Group stated that if he could not find, we could take our own picture of salt running through hands.
- Rita Sudman asked if brochure was meant for technical people.
- Linda Dorn stated that she would like to run it by her graphics department to see if they had any ideas for brochure layout.
- Karl Longley said he thought the brochure was a good tool when briefing city councils, etc. Thought brochure was “one level up” from general public.
- Group thought after feedback/edits are incorporated that brochure should be used as an interim tool – didn’t think we should wait to use, as the brochure can be useful in its current format.
- Karl Longley stated that the piece currently has value and should not be under-utilized.
- DM stated we should distribute to water agencies, purveyors, other agencies, schools, teachers, etc. In Riverbank, the brochure could be made available to general public for pick-up in city hall, etc.
- Discussion about water and salt trading – is this really on the table? Not necessarily, but it is included in list of possible collaborative activities and it MIGHT be an option. However, no policy decisions are included in the brochure.
- Dan Odenweller stated that since we have been working on brochure for a year, we should “call it done”, get it out there while simultaneously continuing discussion about it.
- DC will incorporate edits and send out V5 PDF of the brochure for printing and local use.

Item #7

- Daniel Cozad stated that he tried to take down messages developed from last meeting
- DC stated that he thought messages should be consistent in various tools, i.e. brochure, fact sheet, slide cards, articles, etc.
- DC asked for input from the group about messages: are they clear?
- DC then asked people to rank the top 5 items on the list, thinking of the scenario that you have an elevator ride with Linda Adams – what are the top 5 items you’d want to tell her about before she gets off elevator.
- Rita Sudman suggested items 5 and 9 and Karl Longley suggested item 11.
- Joe DiGiorgio stated that there was not discussion of how water conservation/recycling programs can worsen salinity problem.
- Group thought it could be addressed with a positive spin: Water Conservation and recycling are important in drought, but the need for a salinity management plan is also increased.
- DM stated that water conservation programs are leading to a loss in revenue for cities – complex issue.
- **ACTION** DC will send lit out to group again and in email ask all to rank top 5, so that he can rank the groups’ top 5 and present results by the next meeting in April.

Item #8

- DC stated that CV Salts website receives about 25 hits a days, 15 search hits a day, and the average time spent on the sites is about 8 minutes, and is receiving some interesting hits from outside of the Central Valley.
- DC asked the group to look at items and goals in the Strategic Plan and decide which ones we want to spend money on in the next couple of years.
- There are about 20 items included in the strategic plan - item #5 has been accomplished.
- Rita Sudman stated that the two that jump out at her are a public workshop for high level stakeholders and a “Salt” Tour.
- Rita detailed for the group what it takes to put on a tour, in terms of staff time and money.
- Karl Longley stated that he would like to see if we could get underwriting for reporters to attend Tour.
- Joe DiGiorgio talked about the SALT Seal of Approval. Outlines a program of EPA that gives household products a seal of approval. Manufacturers send in product formulas and if they meet the criteria set by EPA they get a seal of approval and are listed on website. Program is voluntary and it highlights the good guys, does not go after the bad guys. CV SALTS might consider this program as a model for SALT Seal of Approval.
- Linda Dorn suggested the salt footprint calculator be included in salinity slide card if that project is approved.

Item #8A - SOTE Copyright Issue

- As a result of an email from Karen Christian to Daniel Cozad on March 12, all downloadable links to 8-20- and 60-minute versions of the SOTE documentary were immediately removed from the cvsalinity.org website.

- The text of Karen’s email is below and contains the next steps necessary to comply with copyright:

SOTE is copyrighted material held by Karen Christian Media, and as such, any efforts to redistribute without permission (including posting on the web) are considered copyright infringement/violation. That said, I am obviously intent on sharing the message of salinity awareness, so I will provide links to the salt committee for the 8-min and 20-min SOTE videos by the end of March 2009. The 8-min and 20-min clips that are currently on their website can remain there until I provide the links, with the caveat that I will need a letter in writing from the committee stating that the temporary clip is not posted in a downloadable format, and that the material can also be shown, but not redistributed. At this time, Karen Christian Media grants DVD distribution solely to the Water Education Foundation in it’s agreed upon venues and formats. Once I post the links to the 8-min and 20-min, the salt committee’s website managers will need to convert the site from the clips to my links within 10 days. By providing web links, I am able to track usage of the material, which is also copyrighted by Karen Christian Media. This helps ensure that the material will not be redistributed/edited and parceled out in ways that can be taken out of context. I am committed to maintaining the integrity of the project, and as such, these are necessary steps that allow producers to share these important messages in the ways they were intended. The 60 minute version is still under first-run rights that I have granted to PBS station managers, NETA, and several other station managers with whom I have agreements. As such, I will not be posting a link for the 60-minute version until a date later this year. This date has yet to be determined, but will most likely fall in late autumn. Any questions or further requests can be directed to Karen Christian Media at karenchristianmedia@yahoo.com or 916-213-4759.

- Rita explained that this agreement is more than usually available for PTV producer
- Karen Christian is simply guarding the integrity of the program.
- Although versions are no longer downloadable, WEF has 8-20- and 60-minute versions of program and will make available upon request.
- DC requested direction from the Committee on posting and copyright issues. Several members strongly indicated that no posting should occur until the link was available from the producer. This was the consensus of the committee.

Item #9

- Next meeting will be held on ~~April 22~~ April 14th, time TBD at Sacramento County Regional Sanitation District in Mather.

Meeting adjourned at 9:55 a.m.

Attachment A Participant Sign-in

Sign-in sheet to be attached in the final document

Meeting Sign-in

Meeting Public Ed Outreach Comm. Date 3/18/09

Name	Organization	Email (if new or changed)
MARK FELTON	CULLIGAN WATER	
Beth Stern	Water Education Fundn	
Pika Sudman	"	
Don Odumegben	CVRWQCB	
Danielle Blacet	AWA	
Gail Ornowski	CVRWQCB	
Karl Lowrey	CVRWQCB	
Linda Dorn	SRCSID	
TRAVIS PETERSON	CVWA	
Joe Dubois	ECOLGIC	
Larry Klasse	ESJ WQC	
Emily Alejandrino	CVRWQCB	
Rob Neenan	CLR	
Daniel Merrill	City of Evrebank	
Tom Reyes	City of Vacaville	
Tim Atherton	Phono	