

**Central Valley Salinity Leadership Group  
Public Education and Outreach Committee  
Thursday, January 21, 2010; 3:30PM to 5:00 PM**

**Attendees:** See [Roster](#) for attendance.

**Committee Co-Chair Melilli called the meeting at 3:30 followed by introductions of all present in-house and on teleconference.**

**1. Welcome, Introductions, Circulate Roster, Co-Chair Appointment**

Rosa is officially replaced by Joe DiGiorgio. Roster circulated.

**2. Review/Approve December 16 [Committee Meeting Notes](#)**

Member Longley moved to approve, Co-Chair DiGiorgio, seconded, approval was unanimous

**3. Co-chairs Priorities for 2010 (Joe DiGiorgio) ([Materials to be Posted](#))**

Co-chair would like to ensure more general education to reach a larger audience than we've been able to reach before. Issue some regular press releases. More press coverage from general press. Committee needs to be consistent in their communication.

Part of education is collaboration. The committee needs to engage law makers and legislators. The committee needs to get broader than the regional board. The committee needs to get planners and rate payers engaged.

EIR processes should include salinity effects and should acknowledge things and we should encourage them. Environmental justice and policy issues are to include salt. The committee should connect with the schools. The committee needs to continue to work with WEF and expand readership and awareness.

The committee wants to hear back from the regional board source control plan information. Do we need to provide feedback on that information? The committee also needs to follow-up on the salt footprint and how to develop that further to let people know about the metrics.

Joe will work on more details about how to develop these goals and they can be added to the Committee workplan.

**4. Review [Committee Work Plan for 2010](#) budget request**

Daniel made the recommended changes including targeting the brown bag legislative awareness to a bill or some other active thing that would highlight those, and changes to the education card. Daniel added the scope that Beth wrote for the grant on the card.

Joe asked about how to get people involved without repeating work that is already being done in the brown bag lunches. Daniel responded that how to target will be decided when the funding is provided. Comment that if the brown bag lunches were done in conjunction with other organizations, they wouldn't cost as much. Suggestion that the committee team up with the Metropolitan Water District. Daniel was going to ask those who are on the Technical Committee and on the Metropolitan Water District if that would work.

Suggestion that there be a list of the specific audiences (target) the committee would like to reach. The committee needs to establish a benchmark for success from these target audiences (eg: what kind of legislative change? Awareness?) The first goal should be education about the problem of salt.

Brown bag lunches with the legislators need to have a prepared message; conduct to focused forums or workshops is academic/research oriented; Slide cards should be used for the brown bag and the public workshops.

Daniel commented that the projects were listed in order of priority. Suggestion that the brown bag lunch should be moved up to priority 2 and that the slide cards be handed out – depending on grant application decision. Daniel suggested planning something for the fall legislature. Karl suggested that these meetings can be held on a regular basis. Chair has been asked by outside source to put together a meeting with those legislators have expressed concerns about ground water; would be a potential audience for salinity.

Revised priority listing:

- 1) Public scoping outreach meetings
- 2) Brown bag lunch
- 3) Public forums
- 4) Slide cards
- 5) Salt tour

Focus will be on what should be included in the salinity management process and plan.

#### 5. Discuss [Scoping and Outreach Meetings](#) for April 28/29

Public scoping and outreach meetings are planned for April. The committee will use the regional board mailing list. Use perhaps Fresno or Regional Board meeting. Suggestion that we start in Sacramento and then branch into Fresno and Reading. Discussion about how many meetings are needed and whether or not there is enough interest to bring people down from the north to Sacramento. Need to make sure that there are representatives of various agriculture sectors and agencies.

Suggestion that a southern location might be considered after seeing how Tulare and Fresno area meetings go.

Suggestion to start in Sacramento or Modesto and Tulare/Fresno. Need to get volunteer staff and a room reasonably cheap. Daniel and Chair will approach Pamela with the mini-plan and see if the regional board can help staff after feedback from the other committee chairs.

Karl voiced a concern about summarizing all the information from the meeting and then getting the information out in a timely manner. Suggestion that the chair provide information that he used for their meetings as a guide for how to structure the meeting and information.

Decision that Daniel will put the discussion into a bullet-list plan and share it with the regional board folks and get a list of questions.

Daniel will forward what was previously done to Joe, Dave, Gail and Betty for evaluation for use this time. Daniel asked how we would get the people in. Suggestion that if there is freedom as to how they can discuss the issues people will come. Nitrate issues will also be presented. Not just salinity.

#### 6. [Matrix review/completion](#) Review

Daniel reviewed the current efforts but has not been able to make significant progress.

**7. February 10 Meeting and [2010 Calendar](#)**

The Calendar was reviewed as “final” and all will calendar these dates

**8. Identify items to be taken to the February 10 Executive Committee**

Items the committee would brief the Executive Committee include:

- Outreach Meetings and need for volunteers
- Priority of efforts as the committee sees them

**9. Adjourned at 5:09 pm**