

**Central Valley Salinity Leadership Group
Public Education and Outreach Committee
Wednesday, December 16, 2009; 3:30PM to 5:00 PM**

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

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

- 1. Welcome, Introductions, Circulate Roster**
- 2. Review/Approve [November 19 Meeting Notes](#)**

Upon Motion of Member Felton and Second by member DiGiorgio the notes were approved.

- 3. Materials [Matrix review/completion](#) Review**

Daniel provided a brief overview of the changes made to the Matrix and indicated it needed additional input from different groups. He listed several groups he had thought of and indicated he used the outline to complete it for the Wine industry based on interviews.

Other Groups are needed and discussion ensued on what groups and individuals may be important. Other outreach efforts were discussed as well.

The group in Modesto were primarily the result of the presentation we gave there. They enjoyed the DVDs. The matrix is proving very valuable to knowing who to contact regarding various issues and is being passed around to those who need it.

Daniel asked for names of people who would be interested in receiving the matrix. Most everyone who needed it and would be interested have already been approached. Suggestion by Chair Melilli that he would provide a list of Dixons and other community groups in January. Perhaps Storm Water contacts for Sacramento. Suggested by Vice Chair Dorn that one be sent to Central Valley Storm Water Association?

The Central Valley water is being tested for salinity content because Central Valley water flows into Southern California. That needs to be recording with their MTDS permit.

Daniel asked about rate payer or tax payer groups contacts for the matrix.

- 4. Review draft final and approve [PowerPoint](#)**

The final version hasn't come back from Linda. Rosa had wanted to do a last review, but she won't have time. Daniel followed up a couple of weeks ago. The Chair will follow up with Linda.

- 5. Review Committee Work Plan for 2010 budget request**

Daniel compiled all the point discussed at the last meeting into a new Work Plan. The final Grant proposal was submitted, December 15 for the slide card and the brown-bag lunch seminar series. The total budget was \$16,000 and that includes the mandated 25% match of funds. In February they will confirm that they have

received. In June, we will hear if we've been funded or not. Most grants given are between \$3000 and \$20,000 and the demand on funds is about \$6 million.

Daniel thanked Gail for the suggestion. The coalition provided a support letter. The scope of that grant will be added to the first two items. These items will probably be delayed until word comes of the grant money. These projects weren't listed in any priority order, just in the order in which people thought of them.

Suggestion that there be a contingency plan in the event that the grant doesn't come through, otherwise half the year would go by without any work or progress. Daniel suggested that while waiting for the grant, the group move on to other projects.

Public workshops or forums have been done earlier. Format was discussed at the last meeting and about going outside Sacramento.

Rosa didn't think that the salt and nitrate educational tour was a good idea. Suggestion that Rosa be told that it would be a stakeholder-targeted tour and that it was Karl's idea. Discussion about the merits and the target audience, including the media. There would need to be grant money to offer scholarships to give more incentive to attend.

Suggestion that the first be done on a shoestring budget and then as people pay and start investing in this issue bigger events can be held at later stages. Suggestion that this be a two-day event.

Daniel will follow up with Rosa about her concerns.

Suggestion that a list be created that is prioritized - that #8 become #1. Workshops, forums, summit would be #2. Suggestion that the media be engaged with a tour and that it be done in conjunction with the workshops. The tie-in for all these things should be focused towards a salt management plan for the region that ties in with the basin plan.

Suggestion that some focus be given to forming partnerships with water education and other groups who are the right people to apply for the grants. Daniel suggested that we focus on what our priorities are going to be and where the money we have should go and that needs to be presented to the Executive Committee. Discussion about what we can do by way of fundraising or finding people who would have access to the funding through grants. Suggestion that the committee pay attention to the EPA and the Farm Bill much more carefully.

6. Discuss Scoping and Outreach Meetings for April 28/29/30

Daniel suggested that Gail and Betty make a presentation as to the scope and outreach meetings. There are some requirements for CEQA. Betty commented that the project description isn't specific enough. Daniel commented that there probably wouldn't be enough information to say definitively what the project is by April, but scoping meetings should still be possible along the lines of a CEQA scoping meeting that would give people a lot of information, that would solicit their input. CV-SALTS is not in a position to describe what will happen at the end of the work plan or what the basin plan amendment will change, but we can talk about the things we would like to change. This discussion need to happen and we need to speak with the public. This can't wait until 2013.

The first one will be the hardest.

7. [Strategic Plan \(12/2009\)](#) review and evaluation (if needed)
No additional Review was needed

8. **January 21 Meetings Planning – No items identified**

9. **Identify items to be taken to the January 21 Executive Committee**

The PEOC needs a co-chair.

Member Felton made the motion that we nominate Joe as co-chair dependent on Joe's ability to serve after investigating with other responsibilities. The motion was seconded by Member Longley. The committee will await Member DeGiorgio's response and inform the Executive Committee of their recommendation.

10. **Adjourned**