

**Central Valley Salinity Leadership Group  
Public Education and Outreach Committee  
Thursday, March 11, 2010; 1:30PM to 3:00 PM**

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

**Committee Chair Joe DiGiorgio, called the meeting at 1:35 PM followed by introductions of all present. No phone participants were on teleconference.**

- 1. Welcome, Introductions, Circulate Roster**
- 2. Review/Approve [February 10 Committee Meeting Notes](#)**

**Motion / Seconded - Approved**

- 3. MSSC [Paper on CV-SALTS and SWQCB Recycled Water Policy](#) and [Presentation](#)**

Feedback has been generally positive and acknowledging that salinity is a serious issue.

Daniel asked if there were minor errors or things that should be added please provide them to him.

- 4. Salt and Nitrate [Project Summary Page for Outreach](#)**

This was a draft put together by Newfields Environmental.

Daniel asked for feedback.

It was pointed out that on page 2 the Salinity Coalition is non-profit. It was suggested that the document not be put on CV-SALTS letterhead and that the summary be attributed to the writers of the document, as well.

Daniel thought it would be helpful to include a statement about why this work was started, what happens next and how it relates to previous work.

Joe volunteered to work with the group to develop an executive summary of what we have learned from the pilot study. For example, how the pilot study identifies to land use decisions as the largest controllable salt “source”.

- 5. Review and Approve [Scoping and Outreach Notice and Questions](#)**
  - a. Notice for Release**

Meeting to be 2-3 hours. Focus is on receiving input. And engaging people, providing sufficient information so they can participate in the questions.

Suggestion that “overview of pilot source study for the local area” should be added. Workshop comments will have a deadline of May 30<sup>th</sup>.

**b. Questions for Responses**

Suggestion that to eventually achieve compliance with CEQA the questions need to assist the group describe existing conditions, frame the project in terms of what exactly do you want to do (what needs to be changed), timing of completion of the project, and location of the project. This is the type of information that needs to be in the project description before it goes out for scoping.

Recommendation that questions need to be worded to allow more than a yes and no answer. Need to be more open-ended.

Questions 1-5 are going to be addressed by everyone. Questions 6-13 are optional questions and may just come up. Questions 17 onward are not really necessary. Question suggestion: How does salt impact your community? Add, "If so, how?" on question 4.

**c. Facilitator/Staffing Training**

Daniel said that there would be general rules for breakouts. The main points will be listed on a flipchart for feedback. Daniel stated that he would like to find a way to record each of those sessions and have those discussions transcribed. The facilitator, though, should capture the basic concept of the questions being asked and the answers received.

Joe DiGiorgio committed to drafting an email be sent out to all the CV-SALTS members for 4-5 volunteers who could arrive 20 minutes early – one committee person at each table. Rose, Bruce, and Mark Larson were discussed as people to approach. Each group would be presented with the same discussion topics. No votes will be needed, but feedback should include the topics that seemed most important to the smaller groups.

Suggestion that presentations for the day include what is going on and what has been done so far in salt/nitrate management to help promote the outreach meetings. Study information should be provided to each region. Pilot Study should be worked into the program after Status Report on CV-SALTS to develop science and policy to examine the implementation of policy in the region.

Joe wondered how each of the sessions are going to be documented. Flip charts and consolidated documentation will be done by the facilitators. The summaries will be recorded and transcribed.

**d. Press Releases outreach in Tulare and Woodland areas**

Daniel has had it suggested that for \$500 press releases could be drafted and sent out to the appropriate news agencies and contacts.

**Consensus to hire PSA writer and to issue the notices regarding the upcoming workshops. Press releases and notice will be provided to committee members via email for feedback before issuing to the public.**

**6. Approve [Committee Work Plan for 2010](#)/budget w/chairs priorities – Develop project details and priorities for implementation of priority projects**

Daniel added a new table with all the items that were presented.

Joe DiGiorgio asked about the funding for the slidecards with a budget \$6000. Daniel replied that notice about funding wouldn't be decided on until June when the EPA Grant is known.

Discussion about when the brown bag lunch should be planned in relation to the workshops. Daniel replied that previous discussion had been over scheduling one in conjunction with the passing of certain legislation to draw in the legislators. Suggestion that one be arranged in November.

**Motion to approve / seconded – approved.**

**7. Other Outreach Efforts – Leadership Group and Forum? September**

Suggestion that the forum focus on policy instead of technical things. Need to develop a draft of what the forum would consist of.

The leadership group meeting is going to be about three hours and consist of high-level executives of the agencies.

**Action: Sufficient time be planned for a forum once the topic of the forum is decided and what is still needed according to the scope following the meeting in April. September is too soon.**

Joe DiGiorgio wanted to make sure that the legislative brown bag lunch is still being planned.

**8. Next meeting April 21 and April 26/27 Workshops [2010 Calendar](#)**

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

1. Workshops – one of the co-chairs to attend; update on the volunteers available and still needed; press releases
2. Workplan approved

**10. Other items**

Gail described the updates to the Regional Board's Salt web pages, and asked for feedback on the different projects and products linked with salt. Each project needs to have a map. A performance-tracking chart is needed. Links and descriptions of the projects should also be included. As well as contact information. The material is needed to appeal to the EPA.

Gail announced that there are two PSPs out and guidelines are out. The Regional Board has invited CV-SALTS to comment on the pre-public draft.

**11. Adjourned**