

CV-SALTS Public Education and Outreach Committee Meeting ACTION NOTES



Convened: January 10, 2017 from 9:00 AM to 10:00 AM

Participants: Nicole Bell (Chair), Christine Zimmerman, Daniel Cozad, Cristel Tufenkjian, Glenn Meeks, Charles Gardiner, Mary Currie, Bruce Houdesheldt, Karl Longley, Parry Klassen, J.P. Cativiela

Agenda

Item 1: Welcome & Introductions

- Participants are as indicated above.

Item 2: Approval of Minutes of the December 7th meeting

- Christine Zimmerman moved, and Cristel Tufenkjian seconded, and by general acclamation the December 7th meeting notes were approved with the following revision: J.P. Cativiela asked that the [12/7 Notes be corrected](#) to reflect his attendance.

Item 3: Review and Discuss Updated Outreach Plan from State Board

- Charles Gardiner presented the updated Outreach Plan and introduced Mary Currie.
- In response to an inquiry from Glenn Meeks on timeline for the Fact Sheets, Charles indicated they anticipate to have the factsheets available by the end of the month. Per Daniel Cozad, Richard Meyerhoff is drafting summaries of the individual SNMP Policies. Those summaries will go to Charles and Mary when complete to be tailored for public distribution.
- Key points Charles asked for feedback from the committee:
 - What do you think are the most important messages?
 - What do you see as the foundational pillars of the plan itself?
 - What does the public really need to hear about the plan?
- Committee members were asked to weigh in on these and other issues as soon as possible. Daniel will coordinate phone calls with Charles and Mary for specific discussion with the following groups: ILRP, Dairy, POTWs, Oil & Gas, Regional Board Staff.
- Other feedback from committee members during the call:
 - Need a relationship with CDFA to ensure we get the message out right.
 - Identify Priority 1 Landowners as “Landowner/Members”
 - Address the issue of cost directly, including use of concept of “broad-based funding.”
 - The topic of a press/media event was discussed and it was suggested it be more appropriate to wait until after the 3/9 Workshop.

Item 4: Materials

- Per Daniel Cozad the Draft Press Release will be forwarded later in the week.
- Committee members/stakeholders interested in volunteering to assist with the presentations for the March 9th Regional Board Workshop should contact Daniel.

Item 5: Request for Speaker – California Plant and Soil Conference

- Information item only.

Item 6: Recap Next Steps and Set Next Meeting

- The next PEOC Meeting/Conference Call will be Monday, January 30th.

Item 7: Adjourn