

CV-SALTS Public Education and Outreach Committee Meeting ACTION NOTES



Convened: January 30, 2017 from 9:00 AM to 10:00 AM

Participants: Nicole Bell (Chair), 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 January 10th meeting

- J.P. Cativiela moved, and Cristel Tufenkjian seconded, and by general acclamation the January 10th meeting notes were approved with the following revision: Item 5 should indicate that Parry Klassen's offer to volunteer as speaker for the California Plant and Soil Conference was accepted by the Committee.

Item 3: Review and Discuss Outreach Plan, SNMP Fact Sheet, Now and Future

- Charles Gardiner presented the updated Outreach Plan, SNMP Fact Sheet, Now and Future documents. Some of the feedback from the committee:
 - Add a section that addresses the issue of cost.
 - Mention that the Outreach Plan has been developed in the PPT presentation for the 3/9 Board meeting.
 - Revise to make it clearer that the "regulated community" is a priority audience. Items 6 & 7 in Key Audiences is a good format. Charles will re-format and state more explicitly in the introductory paragraphs of Priority 1 & 2.
 - Remove the reference to the January 12th revision from the header.
 - Last sentence of Now and Future document was deleted (package page 21), need a new pdf version.
 - The committee discussed the relative familiarity of "CV-SALTS" vs "SNMP" or "Salt and Nutrient Management Plan" for the target audiences, and the importance of incorporating the more familiar "CV-SALTS" term in the outreach documents. Charles will draft an introductory email and a draft press release.
 - Incorporate the concept of phases, or stages in the process. Charles will work on a visual that demonstrates this.
- In response to a question from Nicole Bell on the approval process for the PEOC documents, Daniel Cozad indicated he had forwarded the latest versions to Miryam Barajas for review, and would confirm finalization with the work group meeting on 2/1. Once the documents are finalized, they will be sent to Pamela Creedon for final approval.
- The working draft of the documents, along with a draft of the introductory email, will be forwarded to the Executive Committee for review at the February 2nd meeting. Executive Committee members will be asked to submit comments by Monday/Tuesday of the following week.
- Committee members should forward any additional comments to Daniel Cozad NLT Friday, 2/3.

Item 4: Materials

- The DRAFT Policy Summaries were provided as reference links for the committee.

Item 5: Recap Next Steps and Set Next Meeting

- The next PEOC Meeting/Conference Call will be Monday, February 6th at 11:00.

Item 7: Adjourn