

CV-SALTS Public Education and Outreach Committee Meeting ACTION NOTES



Convened: March 24, 2017 from 9:00 AM to 10:00 AM

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

Agenda

Item 1: Welcome & Introductions

- Participants are as indicated above.

Item 2: Approval of Minutes of the February 21st Meeting

- Cristel Tufenkjian moved, and Nicole Bell seconded, and by general acclamation the February 21st meeting notes were approved.

Item 3: Outreach Matrix

- Daniel Cozad had not yet received any submissions of the matrix with logged activities and asked that committee members email him with a list of their outreach activities to-date and he will enter them into the matrix.

Item 4: March 9th Regional Board Workshop

- This item was discussed only briefly. There was general agreement that the March 9th presentations went well and were well-received.

Item 5: Discuss material/product needed.

- Charles Gardiner suggested that the committee reach out to the EJ representatives to talk specifically regarding what they see as their communication needs at this point. Daniel will email EJ contacts to perhaps set up a call to discuss EJ outreach, e.g. an EJ insert page, with Charles and Mary. J.P. Cativiela noted the need to have the final Outreach materials translated into Spanish.
- The committee discussed the development, printing and control of messaging, on the industry/organization insert pages. Daniel suggested that the approval process for the insert pages be discussed at the next Executive Committee meeting.
- Committee members were asked to email comments on the 11 X 17 brochure to Daniel by Wednesday, March 1st.
- Glenn Meeks requested that the CV-SALTS website content be updated to make the recently developed outreach documents, (Factsheets and Policy Summaries), more readily accessible, and ensure that the hyperlinks remain permanent through any future revisions. Daphne will make the web content changes and email the participants for feedback when complete.
- J.P. Cativiela suggested that a section of the CV-SALTS website be used to house a directory of all groups working on management zones. Daniel will present this idea to the CVSC board for consideration.

Item 6: Recap Next Steps and Set Next Meeting

- The next PEOC meeting is scheduled for Monday, April 17th at 3:30 PM.

Item 7: Adjourn