

## CV-SALTS Public Education and Outreach Committee Meeting ACTION NOTES



**Convened:** May 16, 2017 from 3:30 PM to 4:30 PM

**Participants:** Nicole Bell (Chair), Daniel Cozad, Charles Gardiner, Mary Currie, Cristel Tufenkjian, Glenn Meeks, Karl Longley, David Cory

### Agenda

#### Item 1: Welcome & Introductions

- Participants are as indicated above.

#### Item 2: Approval of Minutes of the April 17<sup>th</sup> Meeting

- Cristel Tufenkjian moved, and Glenn Meeks seconded, and by general acclamation the April 17<sup>th</sup> meeting notes were approved.

#### Item 3: Outreach Matrix

- Mary Currie updated the committee on the status of the outreach tracking form.
  - Mary had received feedback from Cristel and Nicole on their outreach activities.
  - Mary had conducted calls with JP Cativiela, Nicole, Cristel & Casey Creamer to discuss industry inserts and any completed outreach activities. Charles had also discussed outreach with Tim Johnson and Bruce Houdesheldt. Tim suggested a larger convening of valley leaders, in the Oct-Nov time frame, to provide an opportunity for a deeper discussion of policy and technical issues.
    - The committee suggested scheduling these discussions in conjunction with organizational events already scheduled in the next 6 months.
    - Charles recommended that the outreach tracking form include a prompt for identifying upcoming events/conferences.
  - The committee agreed that there should be a presentation at the next Executive Committee to discuss needs and issues that have been identified in the outreach process, as well as expectations regarding participation going forward. Daniel will add an Outreach item to the next Executive Committee meeting agenda.

#### Item 4: Discuss material/product needed.

- The committee discussed the 11 X 17 brochure. Some of the feedback from the committee:
  - Add a version number, or approved date to bottom corner of the document.
  - Change salt accumulation total for San Joaquin Valley to 6 million tons per year.
  - Incorporate Pamela Creedon's edit into the "Basin Plan Amendments in the Works" section.
  - Daniel will email CVSC members to get estimates for the number of brochures needed in the initial printing. Nicole will survey the Irrigated Lands contacts for brochure needs.
  - The brochure will be updated with the recommended changes and re-posted to the website.
- The committee discussed the status of the Industry/Community inserts development. There are currently 3 in development: Irrigated Lands, Dairy, and Northern Ag/Rice.

#### Item 5: Recap Next Steps and Set Next Meeting

- The next PEOC meeting is scheduled for Tuesday, June 13<sup>th</sup> at 3:30 PM.
- The committee also requested that a reminder be sent to the Executive Committee regarding the cancellation of the Thursday, May 18<sup>th</sup> meeting.

#### Item 6: Adjourn