

CV-SALTS Public Education and Outreach Committee Meeting ACTION NOTES

Convened: February 26, 2018 from 3:00 PM to 4:00 PM

Participants: Charles Gardiner, Glenn Meeks, Cristel Tufenkjian, Mary Currie, Walt Plachta, Daniel Cozad, J.P. Cativiela



Agenda

Item 1: Welcome & Introductions

- Participants are as indicated above.

Item 2: Approval of Minutes of the January 31, 2018 Meeting

- Cristel Tufenkjian moved, and Glenn Meeks seconded, and by general acclamation the January 31, 2018 meeting notes were approved.

Item 5: Outreach Matrix

- Mary Currie provided an update on the outreach activities being captured in the matrix and stressed the importance of logging all contacts, even single phone calls or emails.
 - The tracking form (with link) and ongoing outreach activities will be added to the March 8th Executive Committee agenda.
 - Mary laid out four proposed steps for outreach between now and the May 31st hearing.
 - Ensure adequate outreach has been done with the Farm Bureau, Ag Council and Western Growers.
 - Daniel will confirm with CVSC members on what additional outreach, if any, remains to be done with these organizations.
 - Set editorial board meetings with the Sacramento Bee and Fresno Bee.
 - Mary will contact the editorial boards for potential meeting dates. Daniel will work with the CVSC to determine who should attend.
 - Continue development of informational workshop for late summer/early fall.
 - Daniel, Mary and Charles will contact Parry Klassen to see if the format of the presentation done in his area could be used as a template for an outreach workshop.
 - Make sure sufficient coordination with EJ organizations.

Item 5: Discuss material/product needed.

- The committee discussed the one and two-page versions of the Drinking Water insert. There was general agreement that the two-page insert would target water purveyors and organizations working with disadvantaged communities. The one-page version will include the Spanish translation on one side and be used for distribution directly to disadvantaged community residents.
 - Mary will revise both documents to incorporate the most recent comments received. The inserts will be included in the March 8th Executive Committee agenda for approval.

Item 5: Recap Next Steps and Set Next Meeting

- The next PEOC meeting will be Tuesday, April 3rd.

Item 6: Adjourn