

CV-SALTS Public Education and Outreach Committee Meeting ACTION NOTES



Convened: April 3, 2018 from 3:00 PM to 4:00 PM

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

Agenda

Item 1: Welcome & Introductions

- Participants are as indicated above.

Item 2: Approval of Minutes of the February 26, 2018 Meeting

- Cristel Tufenkjian moved, and Parry Klassen seconded, and by general acclamation the February 26, 2018 Meeting Action 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.
 - Editorial boards at the Sacramento and Fresno Bee were contacted, however June primary election coverage is their primary concern, deferring any potential CV-SALTS coverage until after June 5th.
 - CV-SALTS representatives suggested as possible participants in the editorial board meetings:
 - David Cory, Bobbi Larson and a representative from Regional Board (Patrick/Pamela, Glenn, or Jeanne).
 - Mary will edit the editorial board strategy and Daniel will forward to the Regional Board to decide who would be able to participate and when.
 - It was suggested that the Redding newspapers also be contacted.
 - In the Proposed Workshop Schedule revise “3 to 6 months” to read “6 months to a year...”
 - Once the proposed workshop schedule and format is finalized it will need to go to the Executive Committee and CVSC for approval.

Item 5: Discuss material/product needed.

- The committee discussed the one and two-page versions of the Drinking Water insert. The inserts were revised and approved with edits suggested by the Executive Committee. PEOC agreed to an additional edit to the two-page version:
 - Delete the first sentence: *“In 2012, California established access to clean, safe drinking water as a legal right through the Human Right to Water Bill (AB 685).”* The final versions will be posted to the web site.
 - Storm water group has reached out to Mary and may also want to develop an insert in the future.
- The committee discussed the possibility of developing a video element for outreach purposes.
 - Mary and Charles will review a previously recorded video from an East San Joaquin Coalition presentation to determine if it can be edited/condensed for outreach purposes.

Item 5: Recap Next Steps and Set Next Meeting

- The next PEOC meeting will be Tuesday, May 1st.

Item 6: Adjourn