

August 10, 2017

PEOC Members:

A workshop planning group met via conference call on July 13. As a result, we are going forward with planning two workshops, one in Tulare and one in Modesto. Refer to the attached Workshop Plan and Workshop Logistics and Budget files for additional details.

On the August 14 PEOC call, we are seeking action on the following items to keep things moving in a timely manner:

1. [Confirm general workshop structure and format.](#)
Currently, the group was thinking 2 hours with panel presentations.
2. [Lock in dates and locations for each workshop;](#) refer to the attached Workshop Calendar file. The recommendations are:

Tulare available dates and locations:

December 11, 12, 18, 19 (Tuesdays and Wednesdays), Tulare Veteran's Memorial, **seats 600 for \$400 plus insurance.**

Tuesday, December 11, International Ag Center, seats 1000 for \$1000 (they've offered a reduced price from \$1500) plus insurance

Modesto available dates and locations:

January 7, 8, or 9: Modesto Junior College Auditorium, **seats 792, \$175/hour plus one junior tech at 13.50 per hour.**

3. [Select the Desired Panelists](#) and [Lock them in for the dates and locations chosen.](#)

Before making the final arrangements for securing the locations on the dates selected, we need to be sure that the desired panelists are available.

Who are the panelists that we want to lock in for the workshop?

- **Who are the CVSC experts and specialists?**
 - Daniel Cozad, CV-SALTS
 - Tim Moore, Drinking Water, Nitrates, and the changes in regulations
 - Tess Dunham, Management Zones
 - Others?
- **Who are the regulated industry leaders for the panel?**
 - David Cory, CVSC
 - Others from the target regions?
- **Who are the regional leaders in each of the two areas:**
 - GSA leaders
 - Drinking water providers
 - DAC representative

- Others?
- Who will represent the Regional Board?
 - Patrick Pulupa, Executive Officer, CV Water Quality Control Board
 - Others?

We need someone who can walk through, in simple terms, how the formation of a Management Zone might work in a given high-priority area; this should be as “real” and on the ground as possible – presenting a real-life example of how people could come together. Could Tulare be the example area and Parry and a GSA person do this jointly?

To develop this example and a clear call to action, planning and preparation for the workshop should include pre-workshop meetings and discussions among the regional and CVSC leaders to flesh out some details on how the management zones would form and develop. These pre-workshop meeting could/should focus on parties ready and willing to apply for available grant money to form first management zones.

4. Confirm video documentation approach. The cost estimate is \$6500 to \$8000

The video specialists are recommending a very short piece of less than 2-minutes. This is based largely on the short attention span that people have today. The 2-minutes would feature interviews with 4 speakers (along the lines of Daniel, Tess, Tim, and David Cory) giving very brief scripted soundbites that, combined, have a clear call to action (pay attention, get involved, visit CV Salts website for more info). They would also add some relevant b-roll, music, and titling. The interviews would take place the same day as one of the workshops. The website will need a new custom landing page with specific information to play off the soundbites.