

CV-SALTS Public Education and Outreach Committee Meeting ACTION NOTES

Convened: November 13, 2018 from 3:00 PM to 4:00 PM

Participants: Nicole Bell (Chair), Glenn Meeks, Charles Gardiner, Daniel Cozad, J.P. Cativiela, Mary Currie, Walt Plachta, Parry Klassen, Patrick Pulupa, Anne Littlejohn

Discussion Items

Item 1: Welcome & Introductions

- Participants are as indicated above.

Item 2: Approval of Minutes of the October 16, 2018 Meeting

- J.P. Cativiela moved, and Parry Klassen seconded, and by general acclamation the October 16, 2018 Meeting Action Notes were approved with one revision.
 - Agenda Item 4, revise first bullet under “Video Goal/Purpose” as follows:
 - The committee agreed the entire workshop should be captured. The current budget includes the writing and editing of a 2-minute story. The committee discussed perhaps producing a final edited version of the entire workshop at some later date. Mary advised there would be an additional editing cost for producing the full workshop video, or any additional smaller segments.

Item 3: Outreach Matrix

- Mary Currie advised no additional outreach items had been added to the matrix since October 1st and reminded committee members to continue to use the matrix to identify any outreach activities.

Item 4: Discussion of Action Items for Workshops Being Planned

- The committee discussed the status of workshop preparations. Some of the feedback provided by the committee:
 - Save the Date & Pre-Registration Process:
 - Current registration totals: 66 Tulare, 58 Modesto
 - Glenn Meeks will contact Debbie Ores to find out if the EJ representatives want to participate in the workshops as either attendees or panelists. Glenn will also confirm with Debbie if there will be a need for translation services at either of the workshops.
 - The committee agreed continued outreach to the EJ organizations was critically important.
 - Now that panelists have been identified Mary Currie will update the Save the Date to a Workshop Invitation and distribute.
 - Update on Panels:
 - J.P. Cativiela will be added as the third panelist for the Modesto Workshop.
 - Catalyst Communications has drafted a list of potential discussion questions for the panels. The draft will be forwarded to Daniel Cozad for input, and then forwarded to the committee for feedback.
 - Video Interviews:
 - David Cory was identified as the 4th video interviewee, along with Tess Dunham, Tim Moore, and Daniel Cozad.
 - Outreach Materials for Workshop:
 - Nitrate Control Program Draft – suggested edits:
 - Mary will work with Daniel to clarify the last sentence:
*“Taken together, the program provides an **alternative compliance** opportunity for those who cannot comply with nitrate standards or for whom participating in a management zone is a better business decision than working to demonstrate compliance.”*
 - Revise to indicate “consideration” by the State Board in April 2019, not “approval.”
 - Clarify that if a permittee cannot meet the conservative standards in Pathway A they will be required to use the Pathway B approach.
 - Workshop Budget Update:
 - The committee agreed providing just coffee and water would be enough. Mary will obtain an estimate for coffee service at the two workshop facilities and compare to take out from a nearby Starbucks.

Item 5: Recap Next Steps and Set Next Meeting – Next PEOC Meeting set for Tue., Dec 4th @ 3:00.

