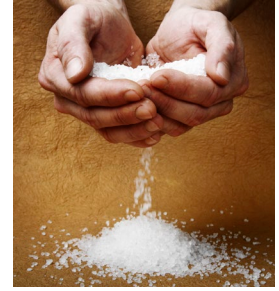


CV-SALTS Public Education and Outreach Committee Meeting ACTION NOTES

Convened: February 19, 2019 from 3:00 PM to 3:30 PM

Participants: Nicole Bell (chair), Charles Gardiner, Mary Currie, Patrick Pulupa



Discussion Items

Item 1: Welcome & Introductions

- Participants are as indicated above. Due to the small number of participants some items were discussed only briefly or deferred to the March PEOC meeting.

Item 2: Approval of Minutes of the January 8, 2019 Meeting Notes

- This item was deferred to the March PEOC Meeting.

Item 3: Outreach Matrix

- Mary Currie provided an update on recent items added to the matrix.
 - Some early outreach activities for 2019 have been added to the matrix. A copy of the draft Communications Plan for 2019, plus a reminder to enter any contacts into the outreach matrix, was forwarded to the PEOC on February 12, 2019.

Item 4: Four Minute Video Approval

- Suggested edits have been incorporated into the video and the final version will be presented to the Executive Committee for approval on Thursday 21, 2019..

Item 5: 2019 Communication Plan

- Charles Gardiner summarized the draft 2019/2020 Communications Plan and highlighted some of the key actions and deliverables for 2019. Focus items identified for discussion at the next PEOC meeting:
 - Results of interviews with Executive Committee members on current communication networks and social media use.
 - Development of supplemental brochure covering the timeline and requirements of both the Salt and Nitrate Control Programs.
 - Outcome of discussions with video production company on options for production of second video focusing on “Management Zones.”
 - Specifics on proposed update of CV-SALTS website to provide easier access to public information materials.

Item 6: Recap Next Steps and Set Next Meeting – TBD