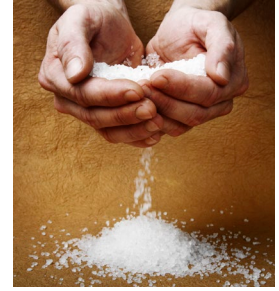


CV-SALTS Public Education and Outreach Committee Meeting ACTION NOTES

Convened: March 26, 2019 from 3:00 PM to 3:30 PM

Participants: Nicole Bell (chair), Charles Gardiner, Mary Currie, Daniel Cozad, Cristel Tufenkjian, J.P. Cativiela, Parry Klassen, Anne Littlejohn

Discussion Items



Item 1: Welcome & Introductions

- Participants are as indicated above.

Item 2: Approval of Minutes of the January 8, 2019 and February 19, 2019 Meeting Notes

- J.P. Cativiela moved, and Cristel Tufenkjian seconded, and by general acclamation the January 19, 2019 Meeting Action Notes were approved. There were no objections or corrections to the February 19, 2019 Meeting Action Notes, and they were approved as distributed.

Item 3: Outreach Matrix

- Mary Currie provided an update on recent items added to the matrix.
 - Items still to be added to the matrix: the information received from the Executive Committee member briefings, and Daniel Cozad's ACWA presentation.

Item 4: ACWA Spring Conference – May 7-10

- Daniel Cozad and Parry Klassen will work on putting a panel together and developing a presentation for the conference. The presentation/panel will have a structure similar to the outreach workshops done in December, incorporating a larger GSA element for a broader level of participation.

Item 5: Executive Committee Member Interviews

- Charles Gardiner summarized the feedback received during interviews with Executive Committee members.
 - Members interviewed: Debbie Webster, Parry Klassen, Bobbi Larson, J.P. Cativiela, Debra Dunn, Jason Meadors, Willie Rivera.
 - The interviews confirmed the items and activities in the 2019 Communications Plan were appropriate. Members were supportive and eager to work with the outreach products.
 - The Outreach Matrix will be added as a standing item to future Executive Committee agendas.

Item 6: Final 4-Minute Video "Nitrates in Groundwater"

- The video was presented to the Executive Committee during the February policy meeting and is available at the following:
 - Can be viewed on CV-SALTS Website at: <https://www.cvsalinity.org/docs/videos.html>
 - Available for download at: <https://vimeo.com/322155619>

Item 7: Supplemental Public Outreach Brochure

- Committee members were asked to provide input on the focus of the proposed supplemental outreach brochure included in the 2019 Communication Plan. Suggestions from the committee:
 - An updated fact sheet on Nitrate and Salt Control Programs (covering P&O and Management Zones) that can be used for a major outreach effort to members once the State Board timeline is set.
 - A Pilot Management Zone specific piece, usable in both pilot areas. Some suggestions for content:
 - List of 6 Priority Basins & Management Zone requirements (available from Richard Meyerhoff)
 - Major goals of Management Zones

Item 8: 2019 Initial Outreach Priorities

- Priorities listed for 2019: Develop General CV-SALTS PowerPoint Presentation, Website Update with public oriented landing page (www.CVSalinity.info), Identification of Key Audiences in Six High Priority Basins, and Development of Management Zone Video.

Item 9: Recap Next Steps and Set Next Meeting – Tuesday, April 23rd, 3-4 PM