

CV-SALTS Public Education and Outreach Committee Meeting ACTION NOTES

Convened: May 21, 2019 from 3:00 PM to 3:53PM

Participants: Nicole Bell (chair), Charles Gardiner, Mary Currie, Daniel Cozad, Cristel Tufenkjian, J.P. Cativiela, Walt Plachta, Anne Littlejohn, Patrick Pulupa, Debbie Webster, Parry Klassen, Rebecca Franklin



Discussion Items

Item 1: Welcome & Introductions

- Participants are as indicated above.

Item 2: Approval of Minutes of the April 23, 2019 Meeting Notes

- The April 23, 2019 Meeting Action Notes were approved by consensus.

Item 3: Outreach Matrix Update

- Mary Currie provided an update on recent items added to the matrix.
 - The committee discussed forwarding an email update to the list of contacts generated at the December 2018 Outreach Workshops. It was agreed that the email update should be forwarded after the 30-day notice for the July 3 State Board Workshop is sent out, and should contain a link to the workshop notice as well as a link to the new video, *"Nitrates In Groundwater: The Issue..."*
 - It was also suggested that a second email update be forwarded once there is a firm date for the August Hearing to include a progress update and a link to the video.

Item 4: Development of CV-Salts PowerPoint Presentation

- Charles Gardiner presented the latest version of the general presentation and asked that committee members forward comments/suggestions. The presentation had been used at both the ACWA Conference and the Almond Board Meeting. The presentations went well, but there was agreement among the presenters that there should be fewer slides, and/or some slides needed more visual content, less text.
 - Debbie Webster (CVWCA) is developing a targeted outreach to POTWs and will work with Regional Board staff and Catalyst to tailor a version of the presentation for that audience.
 - The presentation will be added to the May 23, 2019 agenda for review and approval by the Executive Committee.

Item 5: Draft P&O Study Dedsignation Fact Sheet

- Daniel Cozad presented the Fact Sheet. Some of the feedback from the committee:
 - The word "Dedsignation" should be added to the title. Mary Currie will forward some sample titles to the participants on today's call for help with selecting a title. Parry Klassen will share some layout ideas with Daniel to better highlight the main point (dedsignation) of the fact sheet.
 - The draft Dedsignation Fact Sheet will be added to the May 23, 2019 agenda for review and approval by the Executive Committee.

Item 7: Recap Next Steps and Set Next Meeting – Tuesday, June 18th from 3:00-4:00 PM

- The committee agreed that outreach to key publications (e.g. Sac Bee, Modesto Bee...) should be pursued in the weeks before the adoption hearing. Mary will work on a draft Press Release.