

CV-SALTS Public Education and Outreach Committee Meeting ACTION NOTES



Convened: October 26, 2016 from 9:00 AM to 11:00 AM

Participants: Daniel Cozad, Rob Neenan, Glenn Meeks, Cristel Tufenkjian, Nicole Bell, Miryam Barajas, Pam Buford, Bruce Houdesheldt, Parry Klassen

Agenda

Item 1: Welcome & Introductions

- Participants are as indicated above.

Item 2: Committee Membership and Election of Chair/Co-Chairs

- Bruce Houdesheldt moved, and Rob Neenan seconded, and by general acclamation the committee approved Nicole as primary co-chair and Bruce as secondary. There were no objections.

Item 3: Approval of Minutes of the September 28 meeting

- Cristel Tufenkjian moved, and Parry Klassen seconded, and by general acclamation the September 28th meeting notes were approved.

Item 4: View and Discuss State Board Outreach Plan

- Miryam Barajas presented the proposed Outreach Plan for discussion. Some of the feedback from the committee:
 - Divide stakeholders into different levels that reflect their level of engagement and knowledge of CV-SALTS and tailor fact sheets to each.
 - Utilize the PowerPoint presentation created by Jeanne Chilcott as a starting point for development of basic information on the CV-SALTS process.
 - Consider the use of infographics.
 - Create a timeline that aligns the editorial board meetings with the CV-SALTS milestones.
 - Identify “trusted messengers” and utilize them as a communication channel. Miryam asked the committee to identify and forward to her individuals they feel would be good messengers for the CV-SALTS information.
 - Keep in mind the messaging for nitrate will be different than the message for salinity to reflect the difference in the implementation approach for salinity vs. nitrates.
 - Use focus groups to test the message.
 - Obtain copies of Tim Moore’s presentations to stakeholder groups and enlist Tim’s help in reviewing some of the outreach documents and perhaps making presentations to some groups.
 - Clarify what is being asked. Public Comments/Feedback vs. Direct Implementation
 - Utilize the Executive Committee’s Prioritization List for Implementation of the SNMP
 - Develop media contacts and identify reporters actively writing on these issues and proactively provide them with CV-SALTS information.
 - Use the CV-SALTS Summary Document from Jeanne Chilcott as a start for a draft outreach document. Daniel will forward the WORD version of this document to Miryam.
 - Committee members were concerned about possible CV-SALTS inquiries because of the Lewis Griswold article on Tulare. Pam Buford will get a contact name from Jeanne and forward to Miryam.
 - Miryam will revise the plan based on the discussion and start development of the first fact sheet.
 - Pam indicated that Jeanne thought it would be useful if fact sheets for each individual policy or strategy were developed to help interested parties better understand the policies in the SNMP.

Item 5: Interim communication – non-media

Item 6: Materials

- a. **Updated Factsheet/Brochure - Nitrate-focused and General**
- b. **Master Presentation Slides**
- c. **Others**
 - o Daniel asked committee members to forward estimates for additional outreach efforts like videos, infographics, etc. so he can factor that into the 2017 budget.

Item 7: Recap Next Steps and Set Next Meeting

- The next PEOC meeting will be conducted via conference call on Tuesday, November 15th from 9:00-10:00 AM.

Item 5: Adjourn