

CV-SALTS Public Education and Outreach Committee Meeting ACTION NOTES



Convened: November 15, 2016 from 9:00 AM to 11:00 AM

Participants: Nicole Bell (Chair), J.P. Cativiela, Daniel Cozad, Cristel Tufenkjian, Pam Buford, Bruce Houdesheldt, Parry Klassen

Agenda

Item 1: Welcome & Introductions

- Participants are as indicated above.

Item 2: Approval of Minutes of the October 26th meeting

- Cristel Tufenkjian moved, and Pam Buford seconded, and by general acclamation the October 26th meeting notes were approved.

Item 3: Review and Discuss Updated State Board Outreach Plan

- The committee had not received the updated plan and deferred this item to the December meeting.

Item 4: Stakeholder communication – Who, When, What Materials

Item 5: Materials

- The committee discussed how to get key stakeholder groups up to speed with the CV-SALTS process before the public release of documents in January. The committee recommended the following next steps for development of materials:
 - Provide edits to Miryam for the water board draft fact sheet to ensure the messaging is consistent with CV-SALTS. The WORD version of the document will be distributed for editing.
 - Begin development of a basic CV-SALTS fact sheet for approval by the Executive Committee.
 - Once the basic message is developed explore the use of additional platforms to convey the message, e.g. video, social media, infographics etc.
 - It was the committee's recommendation that a communications specialist be hired to create the final outreach items. Daniel will draft a contract and add the item to the 12/2 CVSC meeting.
 - Committee members agreed to develop a 30 second elevator speech that would best describe CV-SALTS to their stakeholders/members and email them to Daniel. Daniel will also contact members of the Coalition and request they create a similar message.
 - Parry Klassen volunteered to draft a basic press release.
 - J.P. Cativiela will summarize some of the key points that Tim Moore used in his talk with the dairy farmers.
 - Pam Buford will forward the PowerPoint presentation Jeanne Chilcott used at the June meeting to Daniel.
 - Daniel will contact Tim Moore to ask him for his version of the elevator speech, and if he has any notes or messaging ideas from the discussion he led in East San Joaquin.

Item 6: Recap Next Steps and Set Next Meeting

- J.P. Cativiela advised the committee that USDA NRCS is interested in a briefing on CV-SALTS. Parry Klassen offered to contact Carlos Suarez at USDA NRCS. Daniel will add this item for discussion on the 12/2 Coalition meeting agenda.
- Daniel will forward a list of action items to the committee no later than Friday, 11/18.
- The next PEOC meeting will be conducted via conference call on Wednesday, December 7th from 9:00-10:00 AM.

Item 5: Adjourn