

## CV-SALTS Public Education and Outreach Committee Meeting ACTION NOTES

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**Convened:** December 7, 2016 from 8:30 AM to 9:30 AM

**Participants:** Nicole Bell (Chair), Christine Zimmerman, Daniel Cozad, Cristel Tufenkjian, Glenn Meeks, Charles Gardiner, Pam Buford, Miryam Barajas, Bruce Houdesheldt, Parry Klassen, J.P. Cativiela

### Agenda

#### Item 1: Welcome & Introductions

- Participants are as indicated above.

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

- Cristel Tufenkjian moved, and Bruce Houdesheldt seconded, and by general acclamation the November 15<sup>th</sup> meeting notes were approved.

#### Item 3: Review and Discuss Updated State Board Outreach Plan

- Miryam Barajas presented a summary of the updated plan. The committee agreed next steps were to narrow down the messaging and finalize the factsheets.
- Nicole asked committee members to forward any information they felt would be helpful to update the plan, including additional elevator pitches from industries/organizations not yet included.

#### Item 4: Materials

- Daniel Cozad presented the CV-SALTS SNMP Policy Changes document. Committee members were asked to forward any comments to Daniel in email. Daphne will forward the WORD version to the committee.
- The committee discussed the elevator pitches that had been submitted. Miryam suggested the content of the elevator pitches could be used in the introductions of the factsheets. Miryam forwarded the following tips on writing plain language to the committee after the meeting:
  - Readability tools: use this website to determine the level of the content <https://readability-score.com/text/>
  - Write in short sentences. Limit your sentence to two lines. Omit unneeded words
  - Limit acronyms
  - The more syllables a word has the harder the mind works to interpret
  - Use conversation catch phrases, everyday words
- Pam Buford provided a copy of the PPT presentation given to the San Joaquin Valley Wine Growers Association. Pam indicated the maps used in presentation were from the June 2016 Workshop. Parry Klassen asked Daniel Cozad to provide copies of the most recent zone maps.

#### Item 5: Outreach Support

#### Item 6: Stakeholder Communication Plan Development

- Charles Gardiner advised they committee a specific road map of communications was needed to support the milestones developed by the committee. Charles will develop a draft.

#### Item 6: Recap Next Steps and Set Next Meeting

- A Meet-O-Matic will be circulated to determine the best date for a January meeting.

#### Item 5: Adjourn