

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

---



**Convened:** April 17, 2017 from 3:30 PM to 4:30 PM

**Participants:** Nicole Bell (Chair), Daniel Cozad, Charles Gardiner, Mary Currie, Cristel Tufenkjian, Glenn Meeks, Daphne Orzalli

### Agenda

#### Item 1: Welcome & Introductions

- Participants are as indicated above.

#### Item 2: Approval of Minutes of the March 24<sup>th</sup> Meeting

- Cristel Tufenkjian moved, and Glenn Meeks seconded, and by general acclamation the March 24<sup>th</sup> meeting notes were approved.

#### Item 3: Outreach Matrix

- Daniel Cozad provided an update on matrix submissions received since the last meeting. Daniel also provided a summary of feedback received from Regional Board members on the April 7<sup>th</sup> presentation before the Board.
  - Board members expressed specific interest in the plans for the MEDIA approach in the communications plan, and the status of the outreach through the Self-Help Enterprises/WIC Program.
  - Nicole Bell expressed a concern that the Education & Outreach effort did not yet have full buy-in from the people who needed to be delivering the message.
  - Charles Gardiner outlined a proposed plan for a series of bi-weekly check-in calls to support ongoing outreach activities. The focus of the calls would be to help people think through:
    - Who are their highest priority contacts, what is the best way to get in touch with them and get them information? What are the upcoming key speaking opportunities?
    - How did the outreach go? What kind of response did you get? What else do you think they want to hear?
    - Issues and concerns identified in the process would be brought back to the PEOC for discussion.

#### Item 4: Discuss material/product needed.

- The committee discussed the 11 X 17 brochure. Some of the feedback from the committee:
  - Comments from Jeanne and Glenn still need to be incorporated.
  - In the “What Does It Mean For You” section, include more than just Ag dischargers.
  - Use something other than a “Farmer” in the Nitrate MZ Pathway example.
  - Make sure the goal of providing safe drinking water is clearly identified, not just greater regulatory flexibility.
  - The brochure will be revised and forwarded to the Executive Committee for approval on 4/20.
- Daphne Orzalli summarized the web site content revisions that had been made to improve the accessibility of key outreach documents.
- Charles and Mary will start work on the industry insert pages, beginning with Irrigated Lands.

#### Item 5: Recap Next Steps and Set Next Meeting

- The next PEOC meeting is scheduled for Tuesday, May 16<sup>th</sup> at 3:30 PM.

#### Item 6: Adjourn