

CV-SALTS Public Education and Outreach Committee Meeting ACTION NOTES



Convened: September 12, 2017 from 3:30 PM to 4:30 PM

Participants: Nicole Bell (Chair), Daniel Cozad, Charles Gardiner, Glenn Meeks, Cristel Tufenkjian, J.P. Cativiela, Parry Klassen, Mary Currie

Agenda

Item 1: Welcome & Introductions

- Participants are as indicated above.

Item 2: Approval of Minutes of the August 15th Meeting

- Glenn Meeks moved, and Nicole Bell seconded, and by general acclamation the August 15th meeting notes were approved.

Item 3: Outreach Matrix Update

- The committee discussed the outreach tracking format. The document will be converted to a Google doc to facilitate sharing. Additional feedback from the committee:
 - Do a media search to capture third party coverage of CV-SALTS for the matrix.
 - Ensure the full Executive Committee membership is aware of the need to document their outreach.
 - The tool should also be used as a proactive planning tool for coverage of upcoming events.
- J.P. Cativiela volunteered to speak at the 2017 Groundwater Resources Association Law Workshop in October.

Item 4: Discuss material/product needed.

- Nicole Bell has distributed 6,000 of the 10,000 11 X 17 Outreach Brochure to ILRP coalitions.
 - In future printings, leave space for an address block.
- The Sacramento Valley and San Joaquin Valley & Delta Agriculture inserts were revised based on comments received from the Executive Committee at the August meeting.
 - Any additional comments from committee members should be emailed to Mary Currie.
 - The committee agreed to use the following title, removing the word "More."
 - **New Water Quality Regulations Provide More Options for Flexibility**
 - The Dairy insert has been forwarded to Dairy Cares for approval.
 - Daniel and Parry will contact Bruce Houdesheldt on the status of the Sac Valley insert.
- Daniel Cozad advised the committee that as many outreach activities as possible should be completed before the end of the year, so target audiences are well informed prior to the first workshop, tentatively planned for January 19th.

Item 5: Recap Next Steps and Set Next Meeting

- The next PEOC meeting is scheduled for Tuesday, October 10th at 3:30 PM.

Item 6: Adjourn