

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

**Convened:** October 16, 2018 from 3:00 PM to 4:00 PM

**Participants:** Glenn Meeks, Cristel Tufenkjian, Charles Gardiner, Daniel Cozad, J.P. Cativiela, Nicole Bell, Mary Currie, Walt Plachta, Christine Zimmerman, Parry Klassen, Patrick Pulupa



### Discussion Items

#### Item 1: Welcome & Introductions

- Participants are as indicated above.

#### Item 2: Approval of Minutes of the September 18, 2018 Meeting

- Cristel Tufenkjian moved, and Glenn Meeks seconded, and by general acclamation the September 18, 2018 Meeting Action Notes were approved with one revision.
  - Remove second occurrence of Charles Gardiner's name from list of participants.

#### Item 3: Outreach Matrix

- Mary Currie provided an update on the outreach activities being captured in the matrix.

#### Item 4: Discussion of Action Items for Workshops Being Planned

- The committee discussed the workshop planning elements. Some of the feedback provided by the committee:
  - Save the Date & Pre-Registration Process:
    - Current registration totals: 10 Tulare, 20 Modesto
    - Committee requested Mary forward a list of registrants, so members could compare to those invited.
    - Glenn Meeks secured approval from State Board for translation services. Need the total number of Spanish-speaking attendees no later than December 1<sup>st</sup>.
    - Scott Seyfried from State Water Board should be added to the workshop distribution list. Either Adam Laputz or Anne Littlejohn will attend from the Regional Board.
  - Update on Overall Program:
    - The third panel participant is being held open for a representative from one of the pilot programs/grant recipients. Daniel Cozad advised that four Letters of Intent had been received, and the Selection Committee recommended awarding grants to East San Joaquin and Kings.
    - The program will be a moderated discussion rather than a presentation. Discussion questions for each panelist need to be defined.
    - Panelists for the Modesto workshop should be secured by the end of October. 2 of the panelists for Tulare have been identified, 3<sup>rd</sup> will be a representative from the pilot program.
  - Video Goal/Purpose:
    - The committee agreed the entire workshop should be captured. The current budget includes the writing and editing of a 2-minute story. The committee discussed perhaps producing a final edited version of the entire workshop at some later date. Mary advised there would be an additional editing cost for producing the full workshop video, or any additional smaller segments.
    - The scripted videos of 4 experts (Tim, Tess, Daniel, David) will be used to produce the 2-minute introductory video.
  - Outreach Materials for Workshop:
    - Two new fact sheets (Nitrate and Salinity) are in development. Mary will provide drafts to the committee by November 1<sup>st</sup>.
    - Glenn Meeks advised that the 11 X 17 Outreach Brochure will need to be reprinted with the updated timeline. Mary will secure a bid for the reprint.

#### Item 5: Discuss Material/Product Needed

- Committee members were asked to review the video clips at the following link and email any comments/concerns to Nicole:  
[https://www.dropbox.com/sh/e82p41ap3pdn71w/AADpeHr\\_icl6l99m4uQogroha?dl=0](https://www.dropbox.com/sh/e82p41ap3pdn71w/AADpeHr_icl6l99m4uQogroha?dl=0)
- Mary will check in with the workshop locations 2 weeks prior to confirm printing needs for meeting materials based on projected attendance.

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

- The next PEOC meeting was set for Tuesday, November 13, 2018 @ 3:00.