

CV-SALTS Public Education & Outreach Committee Meeting

When: **Tuesday, December 4, 2018 from 3:00 PM to 4:00 PM**

Location: Teleconference Only

Conference #: (641) 715-3580 Code: 279295#



Agenda

1. **Welcome and Introductions**
2. **Approval of [November 13, 2018 Meeting Notes](#)**
3. **Outreach Matrix Update** – Mary and Charles
 - Review Documented Activities and Feedback
 - [Outreach Tracking](#) <- Link Only
 - Press and broader outreach
4. **Status Update for Workshops** – Mary/Charles
 - Attendee Lists as of 11/30
 - [Modesto Workshop](#) – December 12th
 - [Tulare Workshop](#) – December 13th
 - What sectors have we missed during the invitation process?
 - [Workshop Logistics Summary](#)
5. **Recap Next Steps and [Set Next Meeting](#)**

One or more Central Valley Regional Water Quality Control Board members may attend.

CV-SALTS Public Education and Outreach Committee Meeting ACTION NOTES

Convened: November 13, 2018 from 3:00 PM to 4:00 PM

Participants: Nicole Bell (Chair), Glenn Meeks, Charles Gardiner, Daniel Cozad, J.P. Cativiela, Mary Currie, Walt Plachta, Parry Klassen, Patrick Pulupa, Anne Littlejohn

Discussion Items

Item 1: Welcome & Introductions

- Participants are as indicated above.

Item 2: Approval of Minutes of the October 16, 2018 Meeting

- J.P. Cativiela moved, and Parry Klassen seconded, and by general acclamation the October 16, 2018 Meeting Action Notes were approved with one revision.
 - Agenda Item 4, revise first bullet under “Video Goal/Purpose” as follows:
 - 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.

Item 3: Outreach Matrix

- Mary Currie advised no additional outreach items had been added to the matrix since October 1st and reminded committee members to continue to use the matrix to identify any outreach activities.

Item 4: Discussion of Action Items for Workshops Being Planned

- The committee discussed the status workshop preparations. Some of the feedback provided by the committee:
 - Save the Date & Pre-Registration Process:
 - Current registration totals: 66 Tulare, 58 Modesto
 - Glenn Meeks will contact Debbie Ores to find out if the EJ representatives want to participate in the workshops as either an attendees or panelists. Glenn will also confirm with Debbie if there will be a need for translation services at either of the workshops.
 - The committee agreed continued outreach to the EJ organizations was critically important.
 - Now that panelists have been identified Mary Currie will update the Save the Date to a Workshop Invitation and distribute.
 - Update on Panels:
 - J.P. Cativiela will be added as the third panelist for the Modesto Workshop.
 - Catalyst Communications has drafted a list of potential discussion questions for the panels. The draft will be forwarded to Daniel Cozad for input, and then forwarded to the committee for feedback.
 - Video Interviews:
 - David Cory was identified as the 4th video interviewee, along with Tess Dunham, Tim Moore, and Daniel Cozad.
 - Outreach Materials for Workshop:
 - Nitrate Control Program Draft – suggested edits:
 - Mary will work with Daniel to clarify the last sentence:
*“Taken together, the program provides an **alternative compliance** opportunity for those who cannot comply with nitrate standards or for whom participating in a management zone is a better business decision than working to demonstrate compliance.”*
 - Revise to indicate “consideration” by the State Board in April 2019, not “approval.”
 - Clarify that if a permittee cannot meet the conservative standards in Pathway A they will be required to use the Pathway B approach.
 - Workshop Budget Update:
 - The committee agreed providing just coffee and water would be enough. Mary will obtain an estimate for coffee service at the two workshop facilities and compare to take out from a nearby Starbucks.

Item 5: Recap Next Steps and Set Next Meeting

- The next PEOC meeting was set for Tuesday, December 4, 2018 @ 3:00.



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Central Valley Salinity Coalition/CV-SALTS

Final Workshop Logistics

Notification/Announcement

- **Save the Dave** developed and circulated to Ex Comm subset and PEOC
- **Invitation** developed and circulated to Ex Comm subset and PEOC
- Both posted on cvsalinity.org

Video filmed in Tulare on 12/13

- The entire workshop will be filmed
- After workshop, Daniel, Tess, and Tim will be interviewed – David Cory was our 4th choice but I haven't been able to find out if he is coming to Tulare as well as moderating Modesto. We should have a back-up person selected for the 4th interview, or put that time towards the video production.

Venue Prep

Modesto

1. Professional sound company will set up the sound
2. Theater style seating with aisle down the middle
3. Panel tables set up in front, no table covering offered at this venue
4. Moderator podium set up in front
5. Catalyst will bring enough cases of bottled water for the final count
6. Seeking a nearby Starbucks, if one exists, to order coffee – not handled yet
7. Will have a welcome table for people to check in
8. **Question:** Do we want to make name badges?
9. Will have a table with all of the printed and copied materials
10. We will arrive by 8:30 am

Tulare

1. Same professional sound company will set up sound
2. Theater style seating with aisle down the middle
3. Panel tables set up in front, will have table coverings
4. Moderator podium set up in front
5. This venue provides water
6. Seeking a nearby Starbucks, if one exists, to order coffee – not handled yet
7. Will have a welcome table for people to check in.
8. **Question:** Do we want to make name badges?

9. Will have a table with all of the printed and copied materials.
10. **Question:** If the PEOC concurs, because we are filming in Tulare, we will host the event in a large room adjacent to the main hall if the registration number stays below 120. The side room is carpeted and therefore better for capturing better quality sound, the main hall is huge and the acoustics are not great as a result.
11. **Question:** We need to coordinate with Parry re: your afternoon meeting location as we need the adjacent carpeted space for filming the interviews, as I understood it from Stephanie, I will confirm with her before the PEOC call.
12. We will arrive by 8 am

Materials Available

1. Program/Agenda for each workshop – 100 copies of each
2. Outreach brochure – 500 printed copies
3. Nitrate Control Program fact sheet – 200 copies in Black and White
4. Salt Control Program fact sheet – 200 copies in Black and White
5. Industry Inserts - 200 copies of each in Black and White

Approved

CV-SALTS Meeting Calendar

2019

1 January						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
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2 February						
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3 March						
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31						

4 April						
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5 May						
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6 June						
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7 July						
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8 August						
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9 September						
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10 October						
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11 November						
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12 December						
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Notes/Key

- Light Red conflicts
- Third Thursdays Where possible
- Executive Committee Meetings
- Policy or Admin Calls 1:00 or 1:30pm
- Yellow Salty 5
- Regional Board Workshops/Hearings
- TAC Meeting
- PEOC Committee