

CV-SALTS Public Education and Outreach Committee Meeting ACTION NOTES

Convened: October 22, 2019 from 3:00 PM to 4:30 PM

Participants: Nicole Bell (chair), Charles Gardiner, Mary Currie, Daniel Cozad, Stephanie Hiestand, Parry Klassen, J.P. Cativiela, Cristel Tufenkjian



Discussion Items

Item 1: Welcome & Introductions

- Participants are as indicated above.

Item 2: Approval of Minutes of the August 13, 2019 Meeting Notes

- There were no objections, and the August 13, 2019 Meeting Action Notes were approved by consensus.
- There was no PEOC meeting during the month of September.

Item 3: Outreach Matrix Update

- Mary Currie provided a status update on the matrix. No entries had been made to the matrix since May.
- The following article by Christine Souza was published in the October 23rd edition of *AgAlert*:
 - [“CV-SALTS plan to bring new requirements”](#)

Item 4: Discussion – SWRCB Action on 10/16/19

- There was general agreement that it was not necessary to document the October 16th revisions to the Resolution in any special communication materials, and the messaging for the implementation phase could go forward as planned.
- Copies of the October 14, 2019 CVSC, and the October 16, 2019 SWRCB, press releases were included in the agenda package.

Item 5: Updated Outreach Plan / Next Steps

- Mary Currie presented the [“Updated CV-SALTS Outreach Approach – October 17, 2019.”](#) Some of the feedback and concerns from the committee on the plan:
 - A second brochure targeted for the Priority 1 Areas, and focusing on the Nitrate Control Program, would be very helpful. Catalyst will work on a draft in November after the next round of Management Zone meetings.
 - The committee directed Catalyst to move forward with publication of the new [cvsalts.info](#) web pages. The email sign-up form on the new pages should query both geographical area and industry.
 - Both standalone workshops and speaker participation in outside conferences should be pursued.
 - It was suggested to begin work on developing workshops for January - February during the month of November. The workshop development plan will be discussed at the November PEOC meeting.
 - Coordinate with the Regional Board about the possibility of distributing an informational workshop flyer along with the Notice to Comply.
 - Establish a directory on the website for individual Management Zone contact information.
- The committee had no objections to the updated outreach approach.

Item 6: Website Refresh

- Discussed under Item 5 above:
 - The committee directed Catalyst to move forward with publication of the new [cvsalts.info](#) web pages.

Item 7: Documents for Review and/or Approval

- Implementation Postcard to Permittees
 - Revisions/Corrections from committee: “Waterboard” change to Water Board; Replace “High Priority” with Priority 1; Remove the logo; Correct spelling for “permittees”; Change web address to [cvsalts.info](#)

Item 8: Recap Next Steps and Set Next Meeting – Tuesday, November 12th from 3:00-4:00 PM