

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

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**Convened:** February 9, 2021 from 3:00 PM to 4:00 PM

**Participants:** Nicole Bell (chair), Charles Gardiner, J.P. Cativiela, Sam Safi, Cristel Tufenkjian, Anne Walters, Debbie Webster, Aaron Pope, Daniel Cozad, Rachel Quist



### Discussion Items

#### Item 1: Welcome & Introductions

- Participants are as indicated above.

#### Item 2: Approval of Minutes of the January 12, 2021 Meeting Notes

- The January 12, 2021 Meeting Action Notes were approved by consensus. There were no objections.

#### Item 3: [Outreach Matrix](#) Update

- Committee members were reminded to document all outreach on the matrix.
  - Catalyst is in regular contact with the management zone teams and updating the matrix with ongoing management zone activities.

#### Item 4: Management Zones Outreach

- Aaron Pope summarized the following outreach management zone outreach documents in development for 2021:
  - A compilation of outreach best practices employed across all six Priority One management zones.
  - A series of talking points and story line on community outreach and engagement efforts.
  - A calendar of regular feature stories highlighting management zone efforts and accomplishments.

#### Item 5: 2021 Communications Activities

- Charles Gardiner presented the proposed [2021 Communications Plan, Budget, and Timeline](#).
  - The committee recommended that the management zone teams be advised in advance of Thursday's Executive Committee meeting regarding the potential cost share for the zones on the Nitrate Control Program budget item. The benefit and efficiencies of using the CV-Salts communication team should also be stressed.
    - After discussion, Cristel Tufenkjian moved, and JP Cativiela seconded, and the Committee voted to approve the Communications Plan, Timeline and Budget for consideration by the Executive Committee. The Communications Plan, Budget, and Timeline will be presented to the Executive Committee at the February 11<sup>th</sup> Policy Meeting.

#### Item 6: Salt Control Program

- Salinity Workshop/Webinar – Scheduled for Wednesday, February 10<sup>th</sup> from 10-12. As of meeting time there were 666 registrants.
  - Presenters and Panelists: Patrick Pulupa, Daniel Cozad, David Cory, Tess Dunham, Debbie Webster, Richard Meyerhoff.
  - The recording of the webinar, a PDF of the presentation and the finalized Q&A will be posted on the CV-Salts website.

**Item 7: Recap Next Steps and Set Next Meeting** – Tuesday, March 9<sup>th</sup> from 3:00-4:00 PM