

CV-SALTS Public Education and Outreach Committee Meeting ACTION NOTES

Convened: March 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, Rebecca Quist, Stephanie Reyna-Hiestand, Walt Plachta, Sarah Rutherford



Discussion Items

Item 1: Welcome & Introductions

- Participants are as indicated above.

Item 2: Approval of Minutes of the February 9, 2021 Meeting Notes

- The February 9, 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 still in the process of updating the matrix with management zone activities.

Item 4: General Outreach – Status Update

- Charles Gardiner presented the key talking points for the Nitrate Control Program as well as a two-page draft of a [CV-SALTS Management Zone Outreach Summary](#). Committee members were asked to email comments on the summary to Charles and Aaron.
 - The committee recommended that both the talking points and the outreach summary, once finalized, be converted to the CV-SALTS handout format.
- Daniel Cozad updated the committee on the status of the potential cost share for the Management Zones on the Nitrate Control Program budget item. A short scope of work for that portion of the plan was shared with the Management Zone leads. Daniel expects to hear back from each of the zones within a week or two as to whether the proposed cost share fits within each of their budgets.

Item 5: Salt Control Program

- Charles Gardiner provided a brief update on the webinar follow-up items.
 - The Q & A summary has been completed and is currently under final review. It will be posted on the website as soon as it is finalized. Charles will forward a copy of the Q & A draft to Debbie Webster to review.
 - A copy of the [webinar survey feedback](#) was included in the agenda package.

Item 6: Nitrate Control Program – Featured Stories Concepts

- Charles indicated there was interest among the various Management Zones about an opportunity to do some knowledge sharing of Best Practices. Current thinking is this would take the form of a 2–3-hour call or work session with all the Zones that Catalyst would help convene and organize.
 - The committee agreed that it was also important to preserve and document what was learned in the Priority 1 areas, so that it is readily available for the Priority 2 area launches.
- Aaron Pope presented the initial concepts for [Management Zone Outreach Stories](#). The committee stressed the importance of having compelling visual elements (e.g., professional photography/video) to illustrate any story, improving the chances it will be carried and distributed more widely.

Item 7: Recap Next Steps and Set Next Meeting – Tuesday, April 6th from 3:00-4:00 PM