

CV-SALTS Public Education and Outreach Committee Meeting ACTION NOTES

Convened: April 6, 2021 from 3:00 PM to 4:00 PM

Participants: Nicole Bell (chair), Charles Gardiner, J.P. Cativiela, Cristel Tufenkjian, Anne Walters, Debbie Webster, Aaron Pope, Daniel Cozad, Rebecca Quist, Walt Plachta, Parry Klassen



Discussion Items

Item 1: Welcome & Introductions

- Participants are as indicated above.

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

- The March 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 has been updating the matrix regularly to reflect recent management zone activities.

Item 4: General Outreach – Status Update

- Charles Gardiner presented the updated Management Zone Outreach Summary. Committee members were asked to email additional comments on the summary to Charles and Aaron. Committee comments will be incorporated, and the Summary will be presented to the Executive Committee for approval on Thursday, April 8, 2021.
 - Some recommendations from the committee:
 - Move table of outreach metrics on page 3 of the summary to the first page.
 - Whenever possible quantify the number of contacts to which the email or survey has been sent.
 - Page 2 – Problem and Solutions. Clarify language in the first paragraph to reflect these processes have already been initiated and the next phase will focus on “expanding,” “increasing,” and “implementing” the solutions.
 - Page 3 change “Council” to “Counsel”
- The committee provided feedback on the draft of the CV-SALTS Quarterly Email Update.
 - Expand the total participating dischargers in the Salt Control Program to include those represented by the ILRP coalitions and the Dairy monitoring program. Use an informative subheading. Nitrate Control Program and Salt Control Program are more recognizable than CV-Salts.

Item 5: Salt Control Program

- Charles Gardiner presented the revised Q & A summary from the Salt Control Program Webinar. Charles will update the summary with the following recommendations from the Committee:
 - Explain all acronyms on first reference, in both question and answer.
 - Include a Glossary of terms.

Item 6: Nitrate Control Program

- [April 27, 2021 Regional Board](#) Workshop – Charles and Aaron will be working with the Management Zones to organize a panel and presentation for the workshop.
[Featured Stories Concepts](#) – The committee provided several suggestions on for the approach on the media contact strategy and story rollout. A small group was formed to develop the first feature story, “Outreach and Engagement to Address Nitrate in Drinking Water.” Members of the group: Parry Klassen, J.P. Cativiela, Cristel Tufenkjian, Aaron Pope and Charles Gardiner.

Item 7: Recap Next Steps and Set Next Meeting – Tuesday, May 11, 2021 from 3:00-4:00 PM