

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

**Convened:** May 11, 2021 from 3:00 PM to 4:00 PM

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



### Discussion Items

#### Item 1: Welcome & Introductions

- Participants are as indicated above.

#### Item 2: Approval of Minutes of the April 6, 2021 Meeting Notes

- The April 6, 2021 Meeting Action Notes were approved by consensus. There were no objections.

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

- Catalyst has been updating the matrix regularly to reflect recent management zone activities. Committee members were reminded to also document any outreach presentations done in addition to ongoing Management Zone work. Catalyst will look at ways to further distinguish past outreach activities from upcoming events on the matrix.
- Press and Broader Outreach – Links to three published articles were included in the package. The committee discussed the confusion created by the coverage in the Modesto Bee and Univision. Press coverage going forward needs to clearly distinguish between the relatively small percentage of the audience that may have impacted water, from the larger audience on safe public water systems.

#### Item 4: General Outreach – Status Update

- The next program email update will be distributed in June. A draft of that email will be presented at the June 8<sup>th</sup> PEOC meeting.
- The committee discussed potential enhancements to the [cvsalts.info](http://cvsalts.info) pages. Some of the suggestions from the committee:
  - Remove the pdf that returns when clicking on “Find a Management Zone” and replace it with direct links to all the Management Zone sites.
  - Consider the addition of an interactive Google map which allows for input of an address that returns the appropriate Management Zone contact information for that area.

#### Item 5: Salt Control Program

- An email reminder for the approaching July 15<sup>th</sup> deadline will be sent in June. A draft will be before the committee for review at the 6/8 meeting.

#### Item 6: Nitrate Control Program

- The April 27<sup>th</sup> Workshop went well. Catalyst will meet with the Management Zones in mid-June to compare notes on outreach approaches and techniques, lessons learned, etc.
- Story Development and Placement: Aaron Pope presented the story elements and media placement options for Story 1 of the [Nitrate Program Story Plan](#). Recommendations from the committee:
  - Focus on print media for now.
  - Use a sequenced media placement strategy. 1-Pitch story concepts to larger newspapers. 2-Package content for smaller papers/journals. 2-Develop finished content for direct use.
  - Wait 2-3 weeks to see if the media outreach strategy needs to be adjusted based on the level of activity in the Management Zones.
  - Begin pitching Story 1 now to the large newspapers.
  - Make sure to keep the communications offices of the larger cities in the loop. Get the link to the city “Consumer Confidence Reports” available on the State Waterboard web site and provide the city contacts with that information.

**Item 7: Recap Next Steps and Set Next Meeting** – Tuesday, June 8, 2021, from 3:00-4:00 PM