

CV-SALTS Public Education and Outreach Committee Meeting ACTION

NOTES Convened: June 8, 2021, from 3:00 PM to 4:20 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 May 11, 2021, Meeting Notes

- The May 11, 2021, Meeting Action Notes were approved by consensus. There were no objections.

Item 3: [Outreach Matrix](#) Update

- Catalyst continues to update the matrix regularly to reflect recent management zone activities. The committee discussed the option of posting outreach activities on a website calendar. This item will be discussed at the Management Zone Best Practices workshop on June 24th.
- Press and Broader Outreach – A copy of the June 1, 2021, Modesto Bee article, [“Stanislaus homes with tainted wells start getting free bottled water. How to qualify”](#) was included in the package.

Item 4: General Outreach – Status Update

- Charles Gardiner presented the draft email update scheduled for distribution in June. Committee members were asked to provide comments or edits no later than the morning of June 9th. The revised email update will be presented to the Executive Committee at the June 10th policy meeting.
- The committee discussed adding management zone mapping functionality to the website. It was suggested the map function should be linked to both the Nitrate Control Program and Safe Drinking Water pages. The page content will need to be updated with a background explanation and user instructions for the management zone mapping tool.
 - Another potential update discussed was the development of a framework for regularly posting and publishing management zone progress information such as applications received, tests done, households receiving water, etc. Daniel Cozad is developing the proper context and format for publication of the management zone data.

Item 5: Salt Control Program

- Charles Gardiner presented the draft of the email reminder for the July 15th deadline for filing the Notice of Intent (NOI). The committee recommended that a line be added to advise of potential penalties for late filing and/or payment of fees. The final revision will be presented to the Executive Committee at the June 10th policy meeting.

Item 6: Nitrate Control Program

- Aaron Pope provided a status update on story development and placement. Recommendations from the committee:
 - Farmers are not the target audience for these articles.
 - Pitch the stories to the small community newspapers in the management zone areas. Some of the papers suggested: Mid Valley Times, Visalia Times Delta, Madera Tribune, Selma Enterprise.
 - Parry Klassen will forward photographs for use in the articles.
- A Management Zone Best Practices meeting is scheduled for June 24th.

- The committee discussed the need to coordinate either a Priority 1 => Priority 2 area knowledge sharing session, or a new webinar, to facilitate implementation of the program in the Priority 2 areas. It was stressed that cities need information well in advance to meet future budget requirements.
- The committee provided edits on the draft letter being used by Valley Water Collaborative to advise residents all well data will be uploaded into the GeoTracker database. Charles Gardiner will revise the letter based on the discussion. Parry Klassen will share the final approved version with the other management zones.

Item 7: Recap Next Steps and Set Next Meeting – Tuesday, August 17, 2021, from 3:00-4:00 PM