

CV-SALTS Public Education & Outreach Committee Meeting

When: **Tuesday, August 17, 2021, from 3:00 PM to 4:00 PM**

Location: Teleconference Only



Link for computer or tablet <https://zoom.us/j/5492067771>

Dial-In 669-900-9128 Access code #5492067771

Agenda

1. **Welcome and Introductions**
2. **Approval of [June 8, 2021, Meeting Notes](#)**
3. **Outreach Matrix** Update – Charles and Aaron
 - Review Documented Activities and Feedback
 - [Outreach Tracking](#) <- **Link Only**
 - Press and broader outreach
4. **General Outreach** — Aaron and Charles
 - [2021 Outreach Timeline](#)
 - Website: MZ mapping functionality update, other updates
 - o **LINK TO:** [Interactive Management Zone Map](#)
 - Program email update
5. **Salt Control Program** – Charles
 - Nudge letter
6. **Nitrate Control Program** – Aaron
 - Newspaper contacts list & update
 - Story update
7. **Recap Next Steps and [Set Next Meeting](#)**
 - Next Executive Committee Meetings:
 - o August 19, 2021, and September 16, 2021
 - Next Mgmt. Zone Support Meeting: September 14, 2021
 - Next Scheduled PEOC Meeting: Tuesday, September 14, 2021, 3:00 - 4:00 PM

One or more Central Valley Regional Water Quality Control Board members may attend.

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: Reedley Exponent, 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 date 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

2021

2021



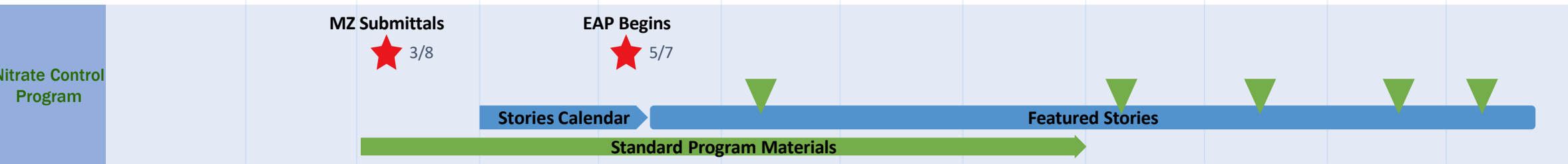
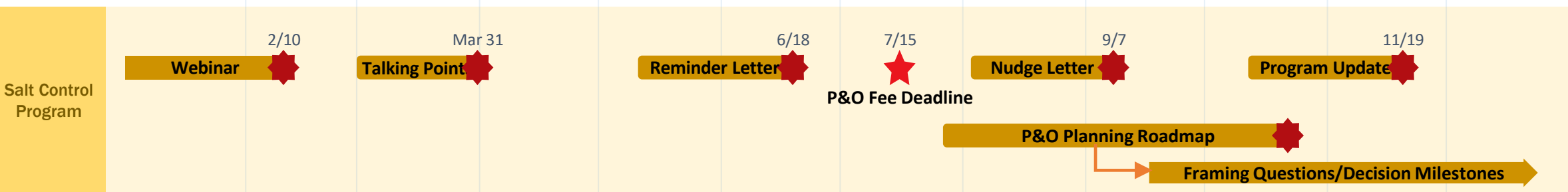
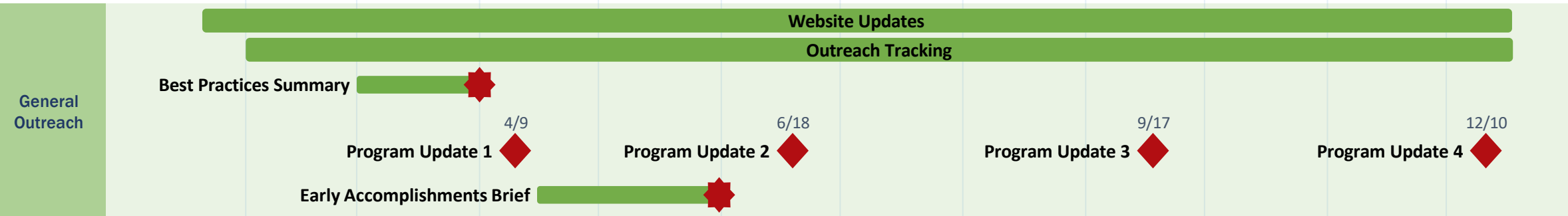
Plan & Budget
Feb 11

MZ Submittals
Mar 8

EAPs Begin
May 7

P&O Fee Deadline
Jul 15

Today



2021

1 January

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31						

2 February

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3 March

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8 August

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9 September

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10 October

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11 November

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12 December

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Notes/Key

- Light Red conflicts
- PEOC Committee
- 2nd or 3rd Thursdays
- Executive Committee Meetings
- Policy or Admin Calls
- Yellow Salty 5
- State Board Workshops/Hearings
- TAC Meeting
- PEOC and MZ Committees