

**Central Valley Salinity Alternatives for Long-Term Sustainability (CV-SALTS)**  
**Public Education and Outreach Committee**  
**MEETING NOTES**  
**July 8, 2008**

**Participants:**

Gail Cismowski - Central Valley Regional Water Board, Sacramento  
Daniel Cozad – Integrated Planning & Management  
Joe Di Georgio – ECO Logic  
Linda Dorn - Sacramento Regional County Sanitation District  
Rosa Lau-Staggs - City of Fresno  
Jim Martin - Central Valley Regional Water Board, Sacramento  
Sandra Salazar-Thompson - State Water Resources Control Board

Teleconferencing:

Karl Longley – Central Valley Regional Water Quality Control Board  
Dave Norman – Provost and Pritchard  
Dan Odenweller– Central Valley Regional Water Quality Control Board  
Beth Stern - Water Education Foundation  
Rita Sudman – Water Education Foundation

- 
- Meeting started at 0930, with introductions and “ thoughts about salt”
  - Reviewed proposed agenda. Item 6. “Review of Logo Ideas” tailored to next meeting.
  - Reviewed minutes and action items from June 19<sup>th</sup> meeting

**Salts Documentary**

Rita gave an update of the documentary schedule. Outreach committee will not be able to preview the hour documentary prior to the premier. It will air on KPTV (Fresno) Tuesday, August 19<sup>th</sup>, @ 9:00 PM, to a limited audience (40-50 participants). 9-min and 20-min versions of the documentary can be shown after August 1<sup>st</sup> . After August 18<sup>th</sup>, documentary will be available for general distribution. Jerry Lee will promote the documentary within the network of public TV. There will be a series of showings in September – WEF working a promotion contract on its own. 9-min and 20 min versions will be available for the committee’s use and distribution.

- Action Item: Forward key participants you would like to invite to Sandra by July 18<sup>th</sup>.
- Action Item: Sandra will forward to Beth/WEF.
- Action Item: Include Board/State Board, DWR (Paula Landis, Jose Faria).
- Action Item: Rita will determine if documentary is in a web-friendly format.

### **Viewer's guide to Salts Documentary**

Rita clarified that this is a WEF contribution, not paid for by the contract.

- Action Item: Discuss how to distribute the viewer's guide at the next meeting.

### **Viewing for the Sacramento Area**

Suggested Cal EPA building

- Action Item: Committee to provide planning for this event

### **"10 Things You Can Do to Reduce Salts"**

Daniel Cozad reviewed draft of the two tip sheets. The Committee discussed the need to Be sure that the information included is correct and appropriate.

- Action Item:  
Review/revise "10 Things" list for consideration at the next meeting.

### **Planning Session**

Request to have Strategy Planning process for this committee

Committee's goals and direction

Add planning to next agenda

Provide facilitator

- Action Item: Sandra to work with Karl to flesh out parameters of planning session
- Action Item: Sandra to work to locate a professional facilitator

### **Next Agenda:**

Focus on planning

Expect a longer day: 9:30 AM to 2:00 PM

Include viewing 9-min and 20-min videos

### **General Information**

Gail brought up Ripon case on TDS and their willingness to participate in CV-SALTS

Linda brought up "Water is Life" public education campaign focus in infrastructure. She will provide information to Rita; documentary for release in October.

### **Items to Report to the Executive Committee**

Planning session scheduled for August 20<sup>th</sup>

Documentary available for all to use

There will be 40 to 50 participants for Fresno's premier viewing

### **Next Meeting**

August 20<sup>th</sup>, Central Valley Regional Board-Rancho Cordova, 9:30 AM to 2:00 PM