

**Central Valley Salinity Alternatives for Long-term Sustainability (SALTS)
Public Education and Outreach Committee
MEETING NOTES
May 13, 2008**

Participants:

Gail Cismowski – Central Valley Regional Water Board, Sacramento
Daniel Cozad – Integrated Planning & Management Inc.
Joe De Giorgio – Ecologic Engineering
Jim Martin – Central Valley Regional Water Board, Sacramento
David Melilli – City of Riverbank
Tom Reyes – City of Fairfield
Dan Odenweller – Central Valley Regional Water Board, Sacramento
Sandra Salazar-Thompson – State Water Board
Rick Staggs – City of Fresno
Rosa Lau Staggs – City of Fresno

By Phone:

Karl Longley – Central Valley Regional Water Board
Rachel McNeal – Department of Fish & Game
Rita Sudman – Water Education Foundation

Water & Salinity Television Program

Rita Sudman reported that the footage and voice-overs from Paul Rodriguez had been completed. The producer is fact checking, the animations are being thrown together and the final cut is anticipated “soon”. Best-case expectation is that the 58-minute documentary & its 20-minute version will be in our hands June 15 (June 30 at the latest). The Fresno PBS station will sponsor it and will likely air it in July for the first time. They plan a bigger rollout in fall. Some PSAs are likely to be put together by the station for their own purposes. If others are needed, someone else (WEF or other) would need to fund and develop them. Rita and staff are also working on a viewer’s guide. Sandra asked Rita to pull together her thoughts on how the documentary will be promoted (2-3 weeks/end of May). Rita will check with the station manager to identify the constraints.

Some discussion ensued re other opportunities for airing /distributing the film. Sandra Salazar-Thompson asked that for the next meeting committee members bring ideas about other venues where we could utilize the documentary; for example, the Salmon Festival.

CV Salts Committee Logo

Sandra Salazar-Thompson presented the logo concepts developed by the Graphics Unit staff of the State Board. Most people preferred the options that included the water drop. Sandra will take these back to her graphics people for further refinement.

Central Valley Water Board/US Bureau of Reclamation Draft Management Agency Agreement

Jim Martin briefed the group on the MAA. The document seeks to regulate salt imports and intends to develop a real time management program for rivers and streams. It has been in negotiations for two years with participation of the Central Valley Board and the Bureau. It is anticipated that it will go to the Regional Board for approval at the end of July. The draft MAA is posted on the Board's website under ANNOUNCEMENTS, or see the CV-SALTS webpage under WHAT'S NEW.

Karl Longley mentioned that the MAA is in Phase II. There have been some changes in recent weeks – CVCWA & CASA have put up about \$70K for the CV-SALTS effort and ideas for what should go into a SOW are being discussed. Outreach and education will likely be involved.

Committee Membership

Participants discussed the idea of adding more people/organizations to the committee. Karl mentioned that it would be helpful to have some of the utilities and water purveyors represented on the committee, and others as well. Karl suggested that the Committee might want to have a facilitated discussion regarding the direction it wants to take in the future, and tie Committee membership to that direction. Committee focus could include such things as maintaining communication among the committees themselves, providing a means of getting information from the other committees disseminated to the appropriate audiences, and developing a comprehensive salinity management plan that can serve as the foundation to updating the RB5 Basin Plans and SB's Delta Plan.

Salinity Workshops Report

Daniel Cozad provided a written report on the April 2008 workshops and provided an overview. See the report for details. Daniel mentioned that there are some things that could have been done better like customizing the meetings for the local audience, providing more advance notice, and partnering with local agencies.

Legislation

There was brief discussion regarding existing and introduced legislation that may have consequences for the Committee's salinity work. Specifically, reference was made to AB 2270 (Machado) which would update targets for recycled water in California.

Next Committee Meeting

Thursday, June 19, 9:30 am – 11:30 am.
Central Valley Regional Water Board, Rancho Cordova office, Training room.
Conference line 916-255-4069 has been reserved.

Agenda Items for Next Committee Meeting

- Development of tip sheet re 10 things you can do to reduce salinity

Note: The following points have been made by Pamela Creedon and Karl Longley at various venues.

- Understand your watershed
- Avoid adding salt to the basin (This could cover everything from operating the Delta intakes to reduce the import of salts to applying fertilizer and compost at agronomic rates to Joe's dietary recommendations)
- Use water efficiently to minimize the volume of saline wastewater discharged
- Match water quality to use
- Participate in and support efforts to develop a comprehensive and sustainable salinity management plan for our Valley and the Delta