

Salton Sea Management Program Outreach Committee (OC) Meeting

Note: OC is advisory to Bruce Wilcox, CA State Assistant Secretary for Salton Sea Policy, who reports to the Natural Resources Agency (CRNA) and the Salton Sea Task Force (SSTF). OC purpose is to provide outreach logistical and communication support to CRNA SSMP, not public advocacy.

Start: 10:15 a.m. Val Simon, Bureau of Reclamation, Team Lead: Instructions read as required.

SSTF has new official website: *Resources.ca.gov/salton-sea*

Val will provide a written summary after each meeting (OC will edit before any summary gets posted to the website). Clarification that these meetings are not a forum for advocacy: alerting public to such things as Salton Sea license plates and upcoming Salton Sea events is appropriate.

7 members of the public in attendance (4 invited from Brawley HS, and 2 from CRRWQCB):
Val asked for comments: None received.

Introductions of committee members: “Name, interest in the Salton Sea (SS), expertise to share on committee?”

On the phone:

1. Kerry Morrison - Executive Director of the EcoMedia Compass, non-profit. Awareness and education for environmental solutions through music, art, science and community, Save Our Sea! movement for the Salton Sea. Background in public relations, events multimedia production (photo/video/music).
2. Sarah Friedman - Senior Campaign Representative, Sierra Club. Brings a background in energy and conservation policy, and the combined interests and expertise of Sierra Club members and activists throughout Southern California who care deeply about the resources at the Salton Sea that will be harmed unless a solution is found.

In meeting room:

3. Kelly Claar- SS Sector Superintendent, Salton Sea State Recreation Area (SSSRA)
4. Bruce Wilcox-Assistant Secretary for Salton Sea Policy (advisory member of OC)
5. Phil Rosentrater-Executive Director of Salton Sea Authority (SSA). SSA was created in 1993 by State Legislature in order to involve the local agencies around the SS.
6. Darren Simon-San Diego County Water Authority (SDCWA). Quantification Settlement Agreement (QSA) outreach coordinator, and longtime resident of Imperial Valley.
7. Jack Porelli- Coachella Valley Water District (CVWD), Communication and Legislative Specialist. Jack brings an extensive journalist and outreach background and is looking to facilitate a realistic presentation about what is being done/what can be done to restore SS.

8. Val Simon- Salton Sea Program Manager for the Lower Colorado Region, Bureau of Reclamation, SS represents a fascinating challenge worthy of full attention; bring to OC assets as Environmental Professional, public speaker, management skillsets, humor.
9. Katie Pine-Academic Coordinator for UC Irvine, Salton Sea Initiative. Supports SS restoration efforts through interdisciplinary expertise. Doctorate in planning, policy and design and “Infomatics”=community engaged research to address large complicated problems related to environmental health and healthcare.
10. Patsy Meister-Sea and Desert Interpretive Association (SDIA), non-profit organization that partners with SSSRA and Sonny Bono Salton Sea National Wildlife Refuge Complex (SBSSNWRC). Raises funds to help support education and interpretive programs. Has lived in North Shore since 1985, interested in community and use of the water, birds. Teacher for 36 years, connections with teachers in the valley, access to numerous supporters throughout the region, including Spanish speakers for translation purposes.
11. Maria Davydova - Office in Palm Desert, Colorado River Basin Regional Water Quality Control Board (CRBRWQCB), agency charged with protecting water quality. Funnel questions from other agencies. Wants to speak with a unified voice and combine resources to develop materials for the public. Focused on Environmental Justice (EJ), Environmental Education, meeting management skills, facilitation and program web page development.
12. Karen Riesz - Oversees the California Department of Fish and Wildlife (CDFW) bird monitoring program and is involved in CDFW’s Species Conservation Habitat planned for south side of SS. Mentioned current CDFW lands by SS, including Wister Wildlife area. Experience giving presentations to the public. Wants to make sure the science going out to the public is clear and correct.
13. Tom Anderson- SBSSNWRC, portal of information for public. Been working around Sea for 15 years first with SSA and USGS, understands the view of many stakeholders.
14. Drew Story - PHD student at UCR in Environmental Engineering. Chair of Salton Sea Sense Blog, an online forum of university students that tries to take complex issues of the SS and distill information to the public.
15. Antonio Ortega – Imperial Irrigation District, absent.

Logistics-bathrooms, earthquake/man-made disaster egress routes, lunch.

Introduction of members of the public -Mrs. Estrada, advisor for (HOSA) students at Brawley who researched and created a SS video and outreach presentations for area schools: Joseph Leon in public health class, asthma forum champion, attending health leadership conferences; Ashley Gammill, wants to get word out regarding the restoration of the SS; Ashley Ruiz-HOSA club, nursing student. Issues of SS need to be made clear to the public; Carlos Cisneros -nursing assistant class. No public information, want to bring younger people to the table to help educate the public regarding the problems of the SS.

Mary Serra- CRBRWQCB Supervising Water Resource Control Engineer. SS is 2nd highest priority for upcoming fiscal year. 1st priority is legally mandated work.

John Carmona- CRBRWQCB Sr. Water Resource Control Engineer, supervisor for Education & Outreach and EJ programs.

Meeting Organization-Val (Discussion by OC members)

Vision, Mission: Need to qualify through referencing what Bruce sent out. Can attempt through OC email correspondence and next meeting.

Objectives: Organize and facilitate public meetings? Duplicate online presence with information. Need unified/consistent message for OC to share (could be in form of talking points (TPs)). Framing and consistent messaging necessary. What can the public do? Public involvement with what State is proposing-Bruce wants to talk to people regarding the proposed plans with Perimeter Lake. Need to get these meetings in place to gain public buy-in. Committee has multiple roles; public meetings should start soon after Bruce's release of Salton Sea Plan, certainly throughout April. Draft list of projects together in the next couple of weeks. Public meetings will be noticed and conducted in English and Spanish. The public meetings will actually be workshops, and titled as such.

Metrics-meeting locations, times, speakers, public notice, Spanish translators (Patsy is contact for 2 volunteers). How will we know when a workshop is successful? Potential workshop locations, with priority to locales around SS:

1. North Shore: Yacht Club
2. Calipatria: Calipatria Inn or Buckshot Diner
3. Brawley: Brawley Inn, VFW or Best Western
4. Salton City: Community Services District or Vista Del Mar Clubhouse
5. El Centro: IID Auditorium
6. Palm Desert: CVWD conference room on Hovley Ave
7. Mecca: Boys and Girls Club
8. Desert Shores: TBD
9. Torres Martinez Desert Cahuilla Indian Tribe (TMDCI): Casino? Other?
10. Bombay Beach: American Legion or Ski Inn
11. Riverside: UCR location
12. Los Angeles: Regional Water Board office?
13. Palm Springs: Visitor and Convention Bureau
14. SSSRA: Visitor Center or Mecca Campfire Center
15. Calexico: TBD
16. Westmoreland: TDB
17. Borrego Springs: High school or TBD
18. Irvine: UCI location?

19. Virtual (webinar) workshops?

Action Items before the next meeting:

* SS Chronology (update annually) Val to ensure large quantity available for public workshops. Will send to OC for review and discussion of future responsibility. DONE

*SSA Brochure-Phil will find and send to OC for review. *Need to find money for printing, so we can have before and have at public workshops.*

*IID Brochure-Antonio, Val to reach out and see if we can use or adopt?

*Stakeholder contact list-Val will send to OC for review and discussion of future responsibility (SSA?) DONE

*Listserve (constant contact) as a place on-line to contain list. SSA has intern who can take on to target various interest groups depending on what the interest is. Phil to assign.

*Val to send Stakeholder Activities Update list to OC for review and discussion on future responsibility. DONE

*Who should be in charge of press releases? Send to OC first, Bruce to final review before post.

*Media List -Patsy will work with Francoise Rhoads (Riverside), Darren will work on Imperial County media, Jack work on Coachella Valley. Kerry will work on overall media list with Patsy and Darren.

*Maria to work with Val on EJ GIS areas make sure no one is missed. DONE

*Patsy to secure Spanish translators.

*All OC members to send SS info web addresses to Katie for comprehensive list.

*All OC members to link to Natural Resources Agency website.

*Val will draft up talking points list for public. OC members to review by next meeting.

*All OC members review potential workshop locations for times, conjunction with other planned events in area etc.

Additional re next meeting: Doodle Poll for date: Drew will put together. DONE Maria will check with her office for availability. DONE Time will be generally set for 10:00am-noon, consistent location locked down after next mtg. Meeting logistics to consider: staffing, notice, recording, powerpoint, electronics support. Bruce will work on handout of power point regarding plans available at public workshops. Need help with videotape and advertising. Meeting concluded at noon. Networking conducted during lunch immediately afterward.