

**WSAC Outreach Subcommittee Meeting  
March 25, 2015**

Present: Charlie Keutmann, Doug Engfer, Greg Pepping, Erica Stanojevic, David Stearns,  
Absent: Peter Beckman. *Erica will move from Outreach to the Planning Subcommittee in April.*

**April Sentinel Column**

The subcommittee agreed to make the work from the March meeting on scenarios and consolidated alternatives the focus of the column for April.

Action Items:

**David** will circulate a draft for review by subcommittee members by the end of **Friday, 3/27**.

**Subcommittee members'** edits and feedback is due back to **David by Sunday, 3/29**.

The column will be submitted to the Sentinel Monday or Tuesday, **March 30 or 31**.

**Office Hours**

**Doug** volunteered to provide "office hours" for the public in an effort to reach out to the community with information and to answer questions. After a brief discussion the subcommittee decided that more targeted outreach might perhaps be more fruitful. **Doug** offered to staff a table at the Wednesday Farmers Market with Water Department conservation staff and provide feedback about the experience.

Action Items:

**Doug** to choose a Wednesday date to man a table.

**Eileen** to check in with Conservation staff to confirm they still attend the market on a weekly basis.

**Eileen** to have a poster made to identify WSAC at the table.

**Response to Vision Santa Cruz Interviews**

The group shared information that was gleaned from interviews with former Vision SC members.

Action Item: **Doug** to continue to work to connect with Dick Wilson (fmr City Manager).

**Outreach to Community Groups**

The group agreed that they'd like to follow-up with the groups they visited in the fall, as well as target potential new groups for speakers bureau presentations.

Action Items:

**Eileen** to ask **Keith** to circle back with community groups visited last fall.

**Eileen** to confirm date for the Sunrise Rotary presentation; **Doug, Charlie and David** all offered to do the presentation as their schedules allow.

**Greg** to provide a Google spreadsheet for a master list of presentations; **All** to list suggestions for new groups to visit on the spreadsheet.

**Community TV**

**Charlie** suggested filming the new Speakers Bureau presentation to air it on Community TV.

Action Item:

**Eileen** to follow-up with **Keith** on filming a presentation for CTV.

**All** to provide ideas for graphics/power point at next meeting.

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