

**WSAC Outreach Subcommittee Meeting  
May 13, 2015**

Present: Charlie Keutmann, Doug Engfer, Greg Pepping, David Stearns, Mike Rotkin  
Absent: None

**May Sentinel Column**

Charlie volunteered to draft the May column, with the focus on work from the April/May meeting and context for consolidated alternatives.

Action Items:

**Charlie** will circulate a draft for review by subcommittee members by Saturday morning, 5/16.

**Subcommittee members'** edits and feedback is due back to **Charlie by Sunday, 5/17.**

**Doug** will submit the column to the Sentinel by **Monday, May 18.**

**Graphics needs for speakers bureau presentations**

Subcommittee members requested the original recon presentation to review. Members agreed the "solutions" program should begin where the recon program ended, with a brief review. There was discussion about what the presentation could include:

- Brief recap of WSAC process, with focus on the convention
- Brief overview of the water system (e.g. map graphic)
- Challenges facing the system such as supply/demand gap; climate change; HCP
- Technical support/IRP
- Outreach – enrichment sessions; website; convention; speakers bureau; Sentinel columns
- Timeline

Action Items:

**Eileen** to send Recon presentation to subcommittee members for review.

**Eileen** to draft initial program script for input.

**Engaging the community in solutions**

Greg suggested possibilities for connecting some of WSAC's work with some of the work CWC is doing as an opportunity to broaden WSAC's community outreach. The group also discussed other "water" outreach going on in the community, and how WSAC might get involved.

Action Items:

**Greg** to send the list of CWC's enrichment ideas to subcommittee members to see if there are any potential opportunities for connections.

**Greg** will call Robert Singleton to ask about how WSAC might support his water management presentation.

**Tabling at events**

Doug shared his experience tabling at the April 22 downtown farmers market. Several members expressed interest in volunteering at future events, as well as extending the opportunity to the full committee.

Action Items:

**Eileen** to forward the water department's outreach schedule.

**Outreach to school groups**

After some discussion about program development and the school calendar, subcommittee members agreed that outreach to school groups should currently be low priority. They will revisit later in the summer.

Action items: None.

**Mailer**

The group agreed to continue the discussion about the mailer at the next meeting, when there might be a better sense of appropriate timing and content.

Action Items: None.

**Outreach to community groups**

The subcommittee had a brief discussion about the range of community groups that should be targeted for outreach, and agreed that the full WSAC should be involved in identifying potential community and service groups to target.

Action items:

**Greg** to share his list of community groups with the full WSAC to enlist their help in reaching out.