

**WSAC Outreach Subcommittee Meeting
July 15, 2015**

Present: Doug Engfer, Charlie Keutmann, Mike Rotkin
Absent: David Stearns, Greg Pepping

June/July Sentinel Columns

Mike sent an email to the Sentinel asking them to run his June op-ed this weekend, prior to the WSAC meeting next week. The Sentinel responded that they'll run it Sunday, July 19.

The group discussed the July column. All outreach subcommittee members have written a column so the group agreed to invite other WSAC members to write one. Dana Jacobson and Mark Mesiti-Miller were suggested as possibilities.

Action Items:

Eileen will ask Dana if he's interested in writing the next column; **Mike** offered to edit as needed. Author should plan to distribute to entire Outreach sub-committee for review.

Speakers Bureau Outreach

Eileen shared a draft flier/ad for the speakers bureau and subcommittee members provided feedback. **Eileen** should have a final copy for review by the end of the week. Subcommittee members agreed that the full WSAC membership should be engaged in promoting the Speakers Bureau to community groups and asked that the list of community groups from Greg be circulated to the full WSAC.

Action items:

Eileen to ask **Greg** to redistribute to the entire WSAC the group list he circulated in March.
Eileen to finalize the speakers bureau flier and distribute it to WSAC members.

Mailer

The group discussed topics and FAQs in more detail. The preferred date for mailer distribution is September 16, which means final copy needs to be to the printer by August 26.

Topics:

1. Background and purpose for WSAC
 - Members/groups they represent
 - Independent charter
 - Public committee and process; full transparency
 - Fact-based process using critical analysis
 - Consensus driven; interest-based negotiation
2. Problem statement/situation
3. Range of alternatives considered
 - Fog catcher, additional storage, supply augmentation
 - Example of what was thought to be a "no brainer" but was infeasible
4. Convention
5. Technical support team
6. Graphics/pie charts of sources of water; use distribution
 - We're independent of all state water projects

7. Current status of portfolio recommendation/triggers/etc. post-July/Aug meeting
8. Timeline of process
9. Public engagement opportunities
 - Website
 - Convention
 - Modeling forecasting working group
 - Enrichments
10. Next steps/homestretch

Possible FAQs:

1. Won't conservation solve the problem?
2. Is there enough surface storage?
3. Why aren't we using quarries for storage?
4. Why haven't we built a dam in Zayante?
5. What is the significance of "fish flows"?
6. Is desal still on the table?
7. Are we looking into collaborating with other local agencies?
8. How much will this cost?

Action items:

All to review topics and provide feedback (either additional topics that should be covered or listed topics that aren't important) to **Eileen** by Friday, July 24.

All to review FAQs and provide feedback to **Eileen** by Friday, July 24.

All to assist with reviewing and editing material as developed.