

**WSAC Outreach Subcommittee Meeting
August 5, 2015**

Present: Mike Rotkin

Absent: Charlie Keutmann, David Stearns, Doug Engfer, Greg Pepping

July Sentinel Column

Via email, **Dana** agreed to draft a column for the Sentinel about the July WSAC meeting. Dana asked for some direction from the outreach committee but communication via email has been challenging. **Mike** offered to reach out to Dana; he will circle back to confirm Dana will write the column and if not, **Eileen** will contact Sue Holt. If Dana writes the column for the July meeting Eileen will ask Sue to write for the August meeting.

Action Items:

Mike will call Dana to see if he will write the July Sentinel column.

Eileen will ask Sue to write the **August** column.

Mailer

Eileen shared a graphic interpretation of the mailer and asked for feedback. **Mike** approved the concept and provided suggested additions, such as the need to convey the sense of scale of the problem and the need to represent demand vs. supply.

Action item:

Eileen to incorporate Mike's suggestions into the draft.

Open House, September 9

Eileen and Mike discussed the upcoming open house and ways to create an interactive experience. Mike suggested several "stations" attendees could visit to learn about the alternatives being most seriously considered by the committee. These stations could include:

1. An initial station to learn about the challenges facing the supply.
2. Conservation
3. In lieu
4. Recharge
5. Desal
6. Recycled
7. Other
8. Feedback

Stations would be attended by two WSAC members and/or staff.

Action item:

Eileen to work with WSAC members and Rosemary to refine and complete the open house agenda and plans.