

Delta-Mendota Subbasin
Communications Committee Meeting

Thursday, February 1, 2018 10:00 AM
541 H Street, Los Banos, CA

DRAFT Meeting Minutes

Voluntary Communications Subcommittee Representatives in Attendance

John Beam – Grassland Water District

Maria Encinas – City of Patterson

Christina Guzman – Fresno County

Jordan Scott – Fresno County

Jim Stillwell – Farmers Water District (Conference call)

Walt Ward – Stanislaus County

Authority Representatives Present

Andrew Garcia

Others in Attendance

Leslie Dumas - Woodard & Curran (Conference Call)

Kirsten Pringle, Facilitator – Stantec

1. Welcome and Introductions

Kirsten Pringle, Facilitator, Stantec, called the meeting to order at approximately 10:05 AM.

2. Discussion on Communications Subcommittee Purpose and Charge

Ms. Pringle provided an overview of the *Draft Delta-Mendota Subbasin Communications Subcommittee Charter*. The group discussed the Subcommittee's purpose, objectives, roles, membership structure, and decision making process. Andrew Garcia, San Luis Delta Mendota Water Authority (Authority), suggested having appointed Subcommittee members and including a list of Subcommittee alternates in the Charter. The other Subcommittee members agreed with this approach. Walt Ward, Stanislaus County, asked how far back the groundwater sustainability agencies (GSA) should be tracking outreach conducted on the Sustainable Groundwater Management Act (SGMA). Ms. Pringle responded that each GSA should develop a

database or system for tracking any SGMA outreach efforts, including those conducted in the past. Leslie Dumas, Woodard and Curran, noted that SGMA requires Groundwater Sustainability Plans (GSP) to describe outreach conducted during both the GSA formation and GSP development phases. Maria Encinas, City of Patterson, and Mr. Ward suggested developing a template tracking sheet for all the GSAs in the subbasin to use. Mr. Garcia noted that the coordinated plan expenses includes budget for up to five public SGMA workshops. Mr. Ward suggested the Subcommittee conduct outreach to the existing groups, such as civic clubs or schools. Mr. Garcia suggested adding language to the “Decision-Making” section in the draft charter around the process for the Subcommittee to report decisions back to the Coordination Committee. Mr. Garcia suggested that the Authority be responsible for setting the Subcommittee meeting agendas. The Subcommittee members agreed to rotate the role of Subcommittee “Chair” each meeting. Mr. Garcia temporarily left the meeting at the conclusion of agenda item two.

3. Review of SGMA Outreach Requirements

Ms. Pringle provided an overview of the outreach requirements outlined in SGMA. Topics discussed included the GSP initiation package, outreach to beneficial users, the GSP Communications section, and GSP adoption and notification. There were no comments or questions from the Subcommittee members.

4. Review of Delta-Mendota Communications Plan

Ms. Pringle provided an overview of the main takeaways from the *Delta-Mendota Communications Plan*. Topics discussed included the key findings from the situation assessment, communication strategies, primary audiences, and coordinated outreach activities. There were no comments or questions from the Subcommittee members.

5. Discussion on Coordinated Outreach Tasks

The Subcommittee members discussed tasks, tools, and activities for coordinating SGMA outreach across the Delta-Mendota Subbasin (Subbasin). The Subcommittee members brainstormed potential outreach tools and materials, including: map of the subbasin showing GSA boundaries; two-page factsheet or frequently asked questions sheet on SGMA; template press release; key messages or talking points; t-shirts, hats, and other promotional materials; template presentation slides; briefing materials for elected officials; database of existing groups; resource list; template to track outreach; photo database; branding guidelines and materials; templates for social media posts; database of subject matter experts; and a contact database.

The Subcommittee discussed whether to brand outreach materials at the subbasin, GSP-group, or GSA level. Mr. Ward suggested branding the materials at the GSP-group level. John Beam, Grassland Water District, and Christina Guzman, Fresno County, suggested branding the materials at the subbasin-level. The Subcommittee decided to bring the question to their respective GSAs and GSP groups and provide additional feedback at the next Communication Subcommittee meeting.

6. GSA Outreach Updates

Ms. Guzman and John Beam, Fresno County, stated that they are meeting with the Fresno County SGMA working group. Ms. Encinas stated that the City of Patterson is working on its Water Master Plan update. Mr. Ward stated that the Stanislaus Advisory Committee met and discussed CV2Sim, among other topics. Ms. Dumas stated that the website is being populated with meeting materials. Mr. Garcia returned to the meeting during agenda item six.

7. Next Steps

Ms. Pringle will begin developing template outreach materials, including a two-page factsheet and key messages document.

Mr. Garcia will send out a poll to determine the next Subcommittee meeting date.

The Subcommittee members will discuss branding with their GSAs and GSP groups.

The meeting was adjourned at approximately 11:36 AM.

DRAFT