

Education and Public Outreach Working Group

Charge from Groundwater Management Area Advisory Committee

Working Group Members

Andres Cervantes (GWAC-DOH), Jean Mendoza (GWAC-Friends of Toppenish Creek), Tom Tebb (GWAC-Ecology), Elizabeth Torres (Citizen), Gretchen Stewart (EPA), Nieves Negrete (Citizen), Patricia Newhouse (GWAC-Citizen Rep Position #2), Tom Eaton (GWAC-EPA), Dean Effler (Citizen), Joye Redfield-Wilder (Ecology), Wendell Hannigan (GWAC-Alternate), Stuart Turner (GWAC-Turner & Co)

Meetings/Calls Dates

Meeting: Wednesday, October 2, 2013 1:30 PM - 3:30 PM

Participants

Andres Cervantes, Joye Redfield-Wilder, Patricia Newhouse, Ignacio Marquez (AGR), Lisa Freund (EPO Chair -Yakima County) and Karri Espinoza (Yakima County staff)

Key Discussion Points

Ignacio Marquez, Community Liaison for the Department of Agriculture, was introduced. He attended the September GWAC meeting and has an interest in participating in EPO.

EPO Working Group Check In/Reaching Decisions: EPO working group participation and involvement was discussed. Most of the work has been completed by a few members. There is also an issue of members not completing agreed-to assignments. How can we boost participation and get work done?

ACTION: Ignacio volunteered to contact all working group members to check their availability and willingness to serve, be active in the group and assign back-ups. Lisa will provide him with a contact list.

Status Report:

- 1. GWAC Goals and Objectives: Recommendation to GWAC** – A review of EPO’s goals and objectives and EPO portion of the GWAC budget was reviewed and discussed.

ACTION: The group unanimously agreed on the EPO’s original goals, objectives and portion of the GWAC budget. The group also agreed to the overall GWAC budget, as presented at the August GWAC meeting. Lisa will provide the GWAC committee a final approval from the EPO on its portion of the budget. She will also obtain an Accounting report of expenses to-date by category to present to the group at the next meeting.

2. Completed Work/ Report Back :

- a. *"Connect with Your Government "Radio Program* – Andy reported that the radio program went well and all points were spoken about. It was aired on KNDA and LUZ radio stations.
- b. *Heritage Public Questionnaire Results* – Lisa presented the group with a report of the survey results. 300 households were solicited and 136 surveys completed.

3. 3rd Quarter Member Assignments/Status :

- a. *Heritage Student Evaluation Form*- This assignment was not completed. The window of opportunity has passed for an accurate evaluation to be performed. The group agreed to drop the evaluation.
- b. *GWAC Program Master Slides* – no action has been taken on this assignment.

ACTION: Andy and Joye agreed to take on this project and prepare a generic presentation, in consultation with Gretchen Stewart & Dean Effler.

- c. *Budget for radio PSAs* - no action has been taken on this assignment.

ACTION: Ignacio and Patricia agreed to research radio costs.

4. **New Mom Brochure:** The brochure has been completed, but has not yet been approved by the GWAC. Given the length of time since the brochure was approved by the EPO, it will be brought back for their review before forwarding to the GWAC.

ACTION: Lisa will ask Dean to distribute the brochure to the group again for review. Subject to EPO approval, the brochure will be brought back to the GWAC for final approval.

5. **Website Links:** Was not discussed.

6. **4th Quarter Outreach Opportunities:** Rand Elliott is not available to attend the Community Advisory Board (CAB) for El Proyecto Bienestar on December 2, 2013. The group recommended Vern Redifer to present on the GWAC's behalf.

ACTION: Lisa will give Vern a heads-up and present the recommendation to the GWAC at the next meeting on October 17, 2013

Proposed Next Steps

1. Contact the members of the EPO working group regarding their ability and willingness to be involved. **Assigned to: Ignacio. Due date: before November EPO meeting.**
2. Present EPO Budget approval to GWAC at the October 17, 2013 meeting, **Assigned to: Lisa.**

3. Obtain report of an accounting break down of EPO expense to-date. Assigned to: Lisa. Due date: November 6 EPO meeting.
4. Contact Radio KNDA regarding costs of PSA's. Assigned to: Ignacio and Patricia. Due date: November EPO meeting.
5. Prepare a generic Power Point presentation to be distributed to all working groups for customization to fit their presentation needs. Assigned to: Andy and Joye, in consultation with Gretchen Stewart & Dean Effler. Due date: present at November EPO meeting.
6. Distribution of the "New Mom Brochure" to the EPO group. Assigned to: Dean and Lisa. Due date: present at November EPO meeting.
7. Recommendation that Vern represent/present the GWAC at the Community Advisory Board (CAB) for El Proyecto Bienestar on December 2, 2013. Assigned to: Lisa.

Next meeting Wednesday, November 6, at 1:30 PM, Yakima County Courthouse Room 419 (phone: 509-574-2353 [PIN 2353#])