

# SRRTTF Funding Work Group

## DRAFT Meeting Notes

May 1, 2013 | 10:00am – 12:00pm

Department of Ecology

4601 North Monroe Street | Spokane, WA 99205-1295

### Attendees:

Tom Agnew, Liberty Lake

Adriane Borgias, Ecology

Aubri Denevan, Ruckelshaus Center (*on phone*)

Kelsey Gray, Ruckelshaus Center

Doug Krapas, Inland Empire

Mike LaScuola, Spokane Regional Health District

Rob Lindsay, Spokane County

Mike Petersen, Lands Council

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### May 22, 2013 SRRTTF Meeting Location Change

The Funding Work Group and Quorum call voting members changed the meeting location from Water Resource Center to Liberty Lake due to a meeting attended by several Task Force members immediately following the SRRTTF meeting.

**Action Item:** *Adriane Borgias will send the SRRTTF an email announcing the location change for May 22, 2013 to Liberty Lake Sewer and Water District. (COMPLETE)*

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### Strategic steps for Funding

Adriane and Aubri took the white board brain storming ideas from the April 24 work group meeting and incorporated those into the funding strategy document. The work group will be using that as a basis for development of a strategic planning document for funding. This document will be brought to the Task Force for approval.

Discussion about how the funding sources should be presented. Include “Potential” before “Funding Sources” in the subheading. Also, include a “Status Line” indicating funding, partial funding, etc. to demonstrate that there is progress and “skin in the game.”

Review/revise A2 consumer products statement to address PCB sources such as titanium dioxide.

PCB in Caulks is probably not as significant as PCB in oil as far as exposure is. Add a problem statement for addressing PCB in oil.

**Action Item:** Adriane Borgias will add a section on potential funding sources and potential partner organizations.

**Action Item:** Adriane Borgias to provide the Funding Work Group with a Word version of the SRRTTF Funding WG strategy.

**Action Item:** Funding Work Group to provide comments on Word version of the SRRTTF Funding WG strategy to Adriane Borgias by May 22.

**Action Item:** Revised SRRTTF Funding WG strategy to be on agenda for June 5, FWG meeting. Final Funding WG strategy to be placed on June 26 SRRTTF meeting.

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### **Outreach and Education Efforts**

PIO presentation and power point. Recommend changes and approval. See related Action Item.

Brook Beeler put together a list of joint key messages for the Task Force to use when speaking with the press. The work group will need to review, modify and recommend key talking points. See related Action Items.

Comments on the PIO presentation and key messages, include:

- Message: we have a problem, trying to solve it, huge scope, we need your help.
- Who we are, what we are doing, what is the timeframe, what do we want to accomplish.
- “We are working together . . .” should be the first message. Then the purpose of the task force is to answer the difficult questions
- Environmental and human health messages should talk about PCB specifically (not “many of these chemicals”). Also “ongoing impacts” should be qualified as “detrimental” or “negative.”
- “Our consumer choices . . .” should be the beginning of the last section under “What you can do”
- “Inadvertent” is the wrong message. It should say that PCBS are still being produced and recycled.
- The “Why?” is missing
- Ecology’s Toxic Tips can be gleaned and used as part of the message.
- Revision to this should just include the basics, with a list of contacts for further information depending on the topic. An important message is also that we don’t have all the answers.
  - Discuss how much latitude should be given to modify presentation for particular audiences. Recommendations as necessary
- Discuss speaking for the Task Force. Provide recommendations if necessary.

**Action Item:** Funding Work Group to provide comments to Brook Beeler by May 8th on the Presentation, Slide Notes, Joint Key Messages, and Draft Press Release.

**Action Item:** Adriane Borgias to do a Doodle Poll to arrange for a meeting date with the PIOs the week of May 13th.

**Action Item:** *Adriane Borgias, Bud Leber, Doug Krapas, Mike LaScuola, and possible Mike Petersen and Bart Mihailovich to meet with the PIOs (Kim, Gallitan group, Brook, Marlene, IDEQ representative, and Lena) to finalize the week of May 13th. Brook to take lead and facilitate the process.*

**Action Item:** *Presentation, Slide Notes, Joint Key Messages, and Press Release Template to be approved at May 22 Task Force Meeting.*

**Action Item:** *Adriane Borgias, Aubri Denevan, and Brook Beeler to discuss updates to website so there is a story on the home page.*

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**Upcoming Meetings:**

- Next Full Task Force meeting is May 22, 2013, 9:00am – 12:30pm at Liberty Lake
- Next Funding Work Group meeting is June 5, 2013, 10:00am – 12:00pm