

SRRTTF Education and Outreach Work Group Meeting
Spokane City Hall | 808 W Spokane Falls Blvd, Spokane, WA 99201
July 15th, 2015
DRAFT Meeting Summary

Attendees:

Kara Whitman (phone) –Ruckelshaus Center
Lynn Schmidt –City of Spokane
Marlene Feist –City of Spokane
Sandy Phillips –Spokane Regional Health District
Toni Taylor –Spokane County
Eric Williams – Gallatin Public Affairs
Matt Zarecor –Spokane County

The group discussed expanding the scope to include CDA Lake. Include Jim Ekins (UofI) and Laura Lamintea CDA Tribe.

Matt Zarecor explained the work of the regional education group. The group is fairly broad, encompassing the entire Spokane Valley Rathdrum Prairie Aquifer. Their group will support the application of funding for a branding campaign, while they will submit a grant for K-12 curriculum development.

The grant should:

- Stay stormwater focused/keep relevant to stormwater
- Be Inclusive of Idaho
- Keep Matt Zaricor involved, could be part of an advisory group for RFP etc.
- Seems to be more “water quality” focused with some hints to stormwater. Put in project statement.

Couple of things left to do:

- Eric Williams is working on costs: approximately \$200,000. Where to use the funds, video, spokesman etc?
- Recommends that if there is a media campaign, really go for it, have enough money to fully go through it, collateral materials, postings on the river etc. Summer radio, print, adjust to less video (adjust based on time of year).
- research to guide the most effective message –capture attention and promote action
- “Puget Sound Starts Here” program is a great example of what the project purpose would be.
- Budget: % of total budget for each task. Ecology will not have issue with moving the dollars around if needed if there is a good rationale behind it.
- Lynn: break the pieces.
 - Project management
 - Message development and research
 - Add production

- Toni Taylor: online application, Lynn Schmidt will require some breaking apart for the application
- Matt Zarecor: What is the management structure for this project? A stakeholder advisory group could be beneficial. Matt generically offered participation in advisory group. Focus group should be brought in before message development. Deliver consistent message across the State Line, bump in awareness, recognition moving forward.
- Eric Williams: goals: add bullet 1: quality concerns and improvements; Partners: add in (IWAC); Page 5: remove “banning products”

ACTION ITEM: Lynn Schmidt to refine task list and put together letter of support for the Task Force, group members to send in any edits, finalize the “numbers”, compare to scoring criteria. Post letter of support for the Task force to support. (COMPLETE)

The Next Education and Outreach Work Group Meeting is September 2, 2015 at the Saranac House, 2nd Floor conference room (Spokane, WA) from 1pm-2:30pm