

Spokane River Regional Toxics Task Force

Education and Outreach Work Group

Draft Meeting Minutes from 5/30/18

Attendees: Vikki Barthels, Tracy Stevens, Toni Taylor, Kara Whitman, Bruce Williams

Website discussion: spokaneriverpcbfree.org

- Toni gave us an update on how the website is doing. She mentioned that she had not gotten any feedback on the key words for the search engine. Everyone at the meeting thought the words that were emailed out were good to go. (Keywords: PCB, PCBs, polychlorinated biphenyls, Spokane, Spokane River, and SRRTTF) If anyone has additional key words, let Toni know.
- On the about PCB section of the webpage, it was noted that the grey contact us bar across the bottom of the page gave a 404 Error code. Toni will ask Anne to take that off. The contact us on the side of the page in yellow is properly working.
- We are currently not using the RSS feed, as it was having problems. Toni mentioned she was not sure when she would be able to look into fixing the RSS feed.
- Anne set up google analytics and it goes to the Gmail email address.

Update on Spokane River Forums Social Outreach:

- Vikki gave an update from the last SRRTTF meeting in which the River Forum presented on the social media outreach and that it was approved for \$6000.00.
 - Scope of work was that the River Forum would partner with SRRTTF to leverage media and social media outreach across agencies and organizations to help the public better understand, properly dispose, and reduce usage of toxic in general, and PCB products in particular, into the environment.
 - In July, the Forum will identify and invite social media staff from key organizations and agencies to attend a half-day meeting to identify methods and opportunities to post and repost toxic reduction messages.

Next steps:

- Request each workgroup provide 2-3 sentences on what they are doing. If they have any photos they can add to the summary. We will put these onto the website. (keep it simple). Vikki will email Kara a short paragraph to send out to the task force members to get them working on what the work groups are doing.
- Kara mentioned using Adobe Spark to make 30-60 second videos on what task force members/work groups are doing. Kara will work on putting together sample videos before she leaves at the end of June.
- Toni asked that another person join her in a teleconference with Anne on the website. Vikki will join Toni on the teleconference.
- Vikki will email Tonilee Hansen with the Spokane River Forum to see if we can link the videos they talked about at the last full task force meeting to the new PCB website and see if they can put a social media post (Facebook/Instagram) about the new PCB website.
- Vikki will email Toni Taylor an introduction paragraph and link to the Health Districts PCB webpage for the homeowner's page.

- Next Education and Outreach meeting will be July 18th at 1PM via conference call or skype call. Vikki will look into this and get it set up and send out a notice when she returns from vacation on July 9th.