

March 12, 2019
Education & Outreach meeting
Spokane Regional Health District

Attendees:

Vikki Barthels, Bruce Williams, Mike LaScuola – Spokane Regional Health District
Chelsea Updegrove – Land Council
Ben and Lara Floyd – White Bluffs Consulting
Joel Breems – Avista
BiJay Adams- Liberty Lake Sewer and Water District
Tracy Stevens – City of Spokane
Dave Darling- American Coatings Association
Karl Rains- Dept of Ecology

PCB Fact Sheet/Billing insert:

- BiJay gave an update from the SRSB meeting. Liberty Lake, City of Post Falls, Hayden, and City of Coeur d' Alene are all on board to include the PCB fact sheet in their billing inserts.
- Questions regarding the billing inserts:
 - Who will provide the paper copies?
 - Can we distribute an electronic copy to the agencies?
 - Who sends out paper copies and who sends out electronic?
 - What if they have a 3rd party that does the billing, who will pay for that?
 - Timing- when do we want to send the billings out?
 - We had discussion about this and we do not want to muddy the waters of the spring campaign.
 - We decided it would be best to do the billing insert right after the spring campaign, in July. We discussed talking to Tonilee and seeing if she can include something about the billing inserts into the last week of the spring campaign.
 - Vikki will talk to Tonilee to see what it would take to add the statement about the billing insert into the radio spots, and if any messages need to be re-recorded to include the billing insert.
 - BiJay will figure out the billing timings for all agencies. Chelsea asked if there was a way to track who gets it, when they would get it, maybe do a spreadsheet. By tracking this, we might be able to see if there are hits to the PCB page or waste directory.
 - BiJay will also look to see which agencies are willing to put the billing inserts on their websites and who uses a 3rd party for billings. Also see if there are other constraints with any of the utility providers.
 - Vikki will find out from Toni Taylor to see if google analytics is currently running on the SRRTTF PCB page.
 - Karl – Nice Job to Toni on all her hard work on the handout.

- If people have any additional comments get those to Vikki by 3-14-19
- PCB fact sheet comments:
 - Dave McBride sent an email to Toni Taylor: **Persistent, Bioaccumulative and Ubiquitous** — **They take decades to** break down in the environment, build up in fish, animals, and humans and are in almost every part of our environment.
 - Tracy Stevens: move “deposits” in the They are still produced section to be inline with the paragraph.
 - Mike LaScuola: In the DISPOSE paragraph, remove the word Since

Brainstorming for the Education Focus Group- Chelsea

- We need to schedule a meeting for the brainstorming session
- Who should be included in the focus group? Teachers, educators
- Are there any educational facilities that could be used?
- How can we create a supplemental curriculum?
- We decided that we would have the brainstorming session during our regular April 9th E&O meeting. We will have 30 minutes for PCB billing insert and the rest for the brainstorming session.
- Things to think about for the next meeting:
 - Do educational materials already exist that can be used?
 - Are there any spaces to have the meetings?
 - Educators we would like to participate on the focus group
 - Goals
 - Age ranges to target- K-12
 - Mike suggested inviting Tonilee Hanson to the focus group meeting
 - Chelsea will invite Kat from the Lands Council to the next meeting
 - This will be the investigation phase, realistic goals, is this helpful, will it work

Spring Campaign update (funding):

- The Lands Council is funding the spring campaign under the PPG grant, they are amending it to include the spring campaign. Chelsea will be in charge of that for the PPG grant.