

SRRTTF Education & Outreach Minutes
January 21, 2020
Spokane Regional Health District

Attendees:

In Person:

Vikki Barthels, Bruce Williams– Spokane Regional Health District

Toni Taylor- Spokane County

Laura Goff- Spokane County

Tracy Stevens- Water Reclamation-Pre-Treatment

Andy Duanu- Spokane River Forum

On phone:

Ben Floyd – White Bluffs Consulting

Bioaccumulation Activity- Laura

- Laura presented her bioaccumulation activity that she does for the students.

Spokane River Forum (SRF)- Media Campaign, Request for Information- Andy

- Handout was emailed to the E&O workgroup and provided at the meeting.
- The SRF is looking to hire a vendor(s) that the SRF will work with to provide radio and print copy as well as digital display ads, within our set budget of \$15 already approved by the task force.
- Andy went through the handout.
 - Under target audiences #2- we discussed adding purchasing and remodeling to the audience.
 - Under target audiences #3- we discussed instead of giving specific names of the businesses, to just say home improvement/office supply stores, keeping it general.
 - Andy mentioned the 3 vendors they are looking to send this RFI to are; I heart radio, KXLY, and Bluesky marketing (Andy thought that was the name of the marketing company). If there are any other vendors that the RFI should be sent to, please email those to Andy.
 - Under RFI responses, Ben mentioned adding in strategy recommendations, are there alternative ideas that we have not thought about that they would recommend?
- We had some discussion about the SRRTTF PCBfree website.
 - Toni asked if we are going to be promoting the website, if we are not going to be promoting this website at the present time, she will not be working on it as it takes up a lot of time, at this time until we are ready to promote it and get the word out.
 - Ben mentioned that this is an underutilized resource and how can we remind people it is available?

- Andy mentioned the difference between the pcbfree website and the Waste Directory website.
 - Pcbfree website is if someone wants to understand something and learn more about PCBs they would go to this website.
 - Tracy mentioned that it may be of value to get the pcbfree website out to the schools, giving people the opportunity to learn.
 - Waste Directory is someone wants to take action and know where they can properly dispose of their waste.
 - Andy mentioned that they will be updating the landing page of the Waste Directory in the next 3 months and they will add a link to the pcbfree website to the landing page. They will be updating the waste directory, adding in the Recycle right information.
- Vendor responses for the RFI are due back to Andy before 5pm on February 7, 2020. Once Andy has the vendor responses, he will email those to Vikki, who will email those out to the E&O workgroup, either Friday evening or Saturday for E&O workgroup members to review for our next meeting on February 11, 2020.
 - Unfortunately, there will be a short turn around on this (Sorry), as we will be wanting to make a recommendation for the SRRTTF task force meeting on February 26, 2020. Andy will need to have everything ready to submit to the task force by February 19th, with the E&O recommendations.

Website- Contract with Anne Francis:

- Vikki and Toni received an email from Rob Lindsey that Anne Francis's contract is expired and whether or not we wanted to continue those services. We currently do not have a budget set aside for web services.
 - We discussed that we would like to continue those services with Anne Francis for ongoing system updates, and on-call maintenance updates/services. Toni will email Rob to determine what our next steps will be and to determine how much we paid out in 2019 for services from Anne. Once we make this determination, we will present it to the task force for approval.
 - We also discussed that we are not looking to update the pcbfree website at this time, we will focus on the spring campaign and when we have more time, look into what it would take to make improvements to the pcbfree website and what improvements we would like to see.