

SRRTTF Education & Outreach Minutes
November 10, 2020
Team's Meeting

Attendees:

Vikki Barthels, Bruce Williams, Mike LaScuola– Spokane Regional Health District
Andy Duanu, Tonilee Hanson- Spokane River Forum
Chelsea Updegrove, Mike Petersen- Lands Council
Ben Floyd – White Bluffs Consulting
Toni Taylor- Spokane County
Bijay Adams- Liberty Lake Sewer and Water
Joel Breems- Avista
Lisa Dally Wilson- Dally Environmental
Tracy Stevens- City of Spokane
Karl Rains- Dept of Ecology

Projects that can be completed by June 2021:

- Joel mentioned that from the Funding workgroup there was a potential additional \$60,000 that would need to be used up by June 2021 and if there were any projects that the E&O workgroup would like to put forward to the full task force.
- Karl mentioned that the additional funds were a max of \$60,000 but between the \$30-40,000 range.
- The spring campaign was brought up as an option.

Andy- Spring Campaign:

- Andy mentioned that he would be looking at \$15-17,000 for the spring campaign. Same amount as we did for 2020.
- Looking at doing more 1-minute pieces and pre-roll videos
 - Andy mentioned about doing a pilot for the pre-roll for both Facebook and Instagram. The group decided to spend the remaining money from the 2020 campaign on an oil pre-roll video
- The new waste/recycle directory should go online in the next couple of weeks.
 - There will be a soft launch in November with the live launch in December.
- We will recommend to the full task force meeting Dec 2, 2020, the Spring 2021 campaign proposal.
 - We will also recommend a pilot project on Instagram for the pre-roll videos
 - We can refine the details of the messaging to see if we need to change any messaging.

Andy- Paint Stewardship- Spring 2021

- They will be having a big state roll out in the Spring of 2021.

- Andy mentioned that the spring campaign can tie into the paint stewardship roll out as well.
- It will be about paint care and where you can go to drop off unused paint.

Tonilee mentioned that SAJB has virtual science fair for teachers it is located at sajblearning.org

Chelsea and Mike- Land's Council- National IPCB Outreach and Toolkit presentation:

- Chelsea and Mike presented on the Outreach on IPCBs. Power point presentation included.
 - Spokane is leading the effort on IPCBs. There is currently no known campaign on IPBCs.
 - Active Outreach would reach out to community leaders and see how we can work together.
 - Create tools and support
 - Have a website as a landing page
 - Business/Corporates
 - Public Awareness tab
 - Goal: support partners and provide educational tools
 - Actions and steps
 - Who would be interested?
 - Creating a contact list
 - Doing targeted outreach
 - Work with current partners
 - Can tailor the outreach to anyone
 - Environmental Justice – fish advisory and impacts to fish

Action Item: Chelsea will add comments and ideas to the slideshow, revise the proposal and budget ideas and send them to me for the Dec task force meeting.

Ben gave an update from the funding workgroup meeting:

- Trying to get information to area state legislators to provide funding to decrease PCBs in the Spokane River Basin.
- **Action Item:** If anyone has presentation materials email them to Ben.
 - County PCB handout
 - PCB mailer created by the E&O workgroup