

Spokane River Regional Toxics Task Force
Education and Outreach Work Group

Tuesday December 14, 2021 10:00 am – 12:00 pm
Teams Meeting

10:00 am	Intros and agenda review Vikki Barthels, Bruce Williams, Ben Floyd, Toni Taylor, Andy Dunau, Gary Jones (late), Chelsea Updegrove (late), Karl Rains	Vikki
10:05 am	Digital Media Campaign <ul style="list-style-type: none">• 2 members responded via email with support• \$20K initially approved by SRRTTF• \$64.5K for 2 year digital media campaign; requesting approval of additional \$44.5K for 2 year campaign, plus video production• Approved by WG attendees, no objections voiced• What additional types of ads = stormwater awareness/stewardship?• Will start with existing video rolls and then bolster/increase based on future discussions in early 2022• Request for additional topics for video rolls• Synergy with Aquifer Atlas WQ messages	Andy
10:15 am	Aquifer Atlas Discussion <ul style="list-style-type: none">• RFP for “re-design”; graphic design in In-Design• Challenges scheduling meetings to advance content over the last 2 years• Complete by end of 2022, including printing• Final page would acknowledge SRRTTF• How much, if any, content review by SRRTTF• Small blurb on PCBs and then PCB referenced sporadically through atlas	Toni

	<ul style="list-style-type: none"> • Nod to toxics/PCBs in consumer products • Primarily educational tool • Karl confirmed that Ecology has no issues/concerns with this request • Karl to provide introduction between Toni and Brian Henning for GU support of climate change/resiliency content? 	
10:30 am	<p>EJ Update</p> <ul style="list-style-type: none"> • Did not meet this month • Working on outreach to Spokane and CDA Tribes and North Central HS on project partnership potential • Reviewing Spokane PCB Free website in concert with SRRTTF website overhaul • Where can we identify content that may be most relevant/informative for translation services • Ben, Lara, Toni looking at websites to consider how they relate to each other; do they need to have seamless look or OK to keep distinct • Does PCB Free page become primary landing page with link to SRRTTF “Management” page 	Chelsea/Karl
10:45 am	<p>Update Workplan</p> <ul style="list-style-type: none"> • Reduce meetings from 2hrs to 1hr (11-noon) • Meeting frequency (schedule monthly, starting in January, but anticipate every other month unless needed) • EJ Sub WG meeting move to every other month in same month as E&O; continue on first Mon of month (10-11) 	Vikki/Group
11:10am	Next Steps/Comments (See Action Items below)	Group

Teams link:

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*If you wish to join the meeting late, please notify Vikki Barthels
(vbarthels@srhd.org) ahead of time.

Action Items

Vikki – send meeting invites

Update work plan

Chelsea/Karl – add EJ Sub-WG content to Work Plan

Karl – make introduction for Brian Henning to Toni

Ben/Lara/Toni – continue working on websites review