Meeting Notes

November 8, 2017
1:30 - 3:00 pm

Attendees
Vikki Barthels, Spokane Regional Health District
Kristen Zimmer, City of Spokane
Toni Taylor, Spokane County
Karin Baldwin, Ecology’s Water Quality Program

Meeting Objectives

- Discuss the new website’s status, gather feedback, and talk timelines.
- Discuss how to use funding identified for education and outreach in the contract.
- Relay final decisions on posters for the Spokane River Forum conference.

Notes

SpokaneRiverPCBFree.org website:
We thought the main user would be businesses, individuals, and educators. Each of these users will have a tab eventually, but the group decided to working on the main content which is:

- About PCBs
- About the SRRTTF
- Product Info
- Product Disposal

On the About SRRTTF page, we decided to have the following content:

- having a link to a generic email box
- using the SRRTTF member list from the SRRTTF web page with links to the member pages. We need to get the links from the SRRTTF members)
- What is being done

For the About PCBs page, we felt that the information on the home page is more suitable for this page.

On the Home page, we decided:

- To try and find an image that is a cross section of a river so you see the sky, water line, fish, and stream bed.
- Explain why PCBs are an issue after the first sentence. Something like: “PCBs are man-made chemicals that are linked to cancer and have other toxic effects on bodily systems.”
- Put the focus on the fish by using the fish advisory language under Poster 4.
- The figures should match the tabs on the top (About PCBs, About SRRTTF, Product Info, Product Disposal)

We divided the work up as follows:

- About PCBs page – Toni
- Product Disposal – Vikki
We talked about having a back-up web page editor for Kristen. *(Toni, did you volunteer for this or is this TBD???)*

The group felt that we could demonstrate the web page to the SRRTTF at their January meeting.

The deadline for getting information to Kristen is December 6\textsuperscript{th}, but there will be no meeting that day. We decided the next meeting would be January 10\textsuperscript{th}.

**How to use funding in contract:**

The group brainstormed the following ideas:

- Google Ads to promote presence of new website. We could also advertise on Got Waste Wednesdays (Solid Waste Directory) and the Spokane River Forum page.
- The $10,000 budget is not enough to hire a publicity firm. *(The total budget for Ed & Outreach is $25,000. We have $10,000 to spend by June 30, 2018 and $15,000 by June 30, 2019.)*
- We could piggy back with other efforts such as the Spokane Regional Health District / Waste Directory spring clean-up campaign.
- We could produce handouts and flyers.
- We could hire a designer to create a ‘brand’ that would give all the SRRTTF materials the same feel and look. This could be used to create a tool kit. However, it would be a lot of work to explain all the information.

Vikki volunteered to be the project manager to make sure the money in the contract gets spent.

**Next Steps**

1. Contact SRRTTF members to obtain links to their web pages that they would want the public to go to find out about their stance on PCBS, their PCB efforts, etc. *(This was supposed to be done at the SRRTTF meeting on the 29\textsuperscript{th} but I dropped the ball.. Will ask TTWG on 12/6)*
2. Hold a demonstration of the web page at the January SRRTTF meeting.
3. Next Education & Outreach meeting to be held January 10\textsuperscript{th}.
4. Work to develop a scope of work for the funding in the contract for approval by the SRRTTF.