

**Outreach Communications Committee Meeting Notes**

**July 7, 2020**

**2:00 p.m-3:00 p.m.**

**Members present:**

Chair Stacy Taylor, Mesa Water District

Jennifer Allen, Contra Costa Water District

Gina Ayala, Orange County Water District

Tiffany Baca, Municipal Water District of Orange County

Maritza Fairfield, Metropolitan Water District of Southern California

Jessica Jones, Poseidon

Mike Lee, San Diego County Water Authority

Sean Stewart, Geoscience

**Guests:** Wendy Ridderbusch, Executive Director

Chair Stacy Taylor, Mesa Water District welcomed the committee at 2:09 p.m.

**Southwest Strategies (SWS) update:** Stacy shared with the committee that the work to unify the look and feel of the CalDesal brand continues. She worked with SWS to create an e-mail signature block for the ED and any other employees that may join the organization at some point in the future. She has asked them to develop some additional digital material that will go with the new look that can be utilized with prospective members and current members.

* **Key Message Platform Final (attached).** This document is meant to serve as a living, breathing document that may change from time to time based on changes in policy and other actions. While CalDesal has attached the Key Message Platform Final, there is opportunity to make additional changes to the document in its current form. Some suggested changes were submitted from Metropolitan Water District in written form regarding the Water Supply Challenges section to focus the high-level messaging to the need to adopt a comprehensive water supply portfolio and an “all of the above” mantra versus inadvertently pitting desal against imported water. Maritza agreed to get a draft of edits for the committee’s consideration by July 10 to Chair Taylor. She will review and edit with Wendy and they will bring back a final version of the document, taking into consideration the changes offered, at the August 4 meeting for the entire committee to discuss and adopt.
* **Website Design Progress.** Stacy recounted that there is Website Subcommittee and Outreach Communications Committee approval of the website outline including the navigation, the tabs, the content, and the format. CalDesal has arrived at the wireframe stage of the website development. Wireframe is the IT term for a birds’ eye view on a website of where text, images, and white space are placed. This will be completed in July. Once a refined product is ready to share further it will be presented to the Website Subcommittee for input and further refinement, and then that product will be brought back to the Outreach Communications Committee for final approval. Wendy asked if there was a sense of when CalDesal will be ready to move from its current Go Daddy site which is administered by CAMS over to this webflow platform? Stacy felt that September would be a good bet to have the new website ready. Mike added that from his experience with website redesign that three months is a reasonable timeline. He stressed that it is attention-to-detail work and that it is worth taking the time to do it correctly so that is accurately reflects the professional nature of the organization.
* **Executive Leadership listed?** Stacy asked what the committee thought about SWS’s suggestion to have a roster of the Executive Committee (13 members total) along with their headshot photos and a possible link to their bio on the public facing portion of the website. Currently, the list is available solely on the members’ only part of the website which requires a log-in and password. Jessica remarked that she thought that was a good idea. No committee members expressed any reservations.

* **Materials** -- CalDesal Fact Sheet, etc. Once the website and social media work is largely complete we will develop some digital collateral that can be stored on the website to be accessed as needed. The current newsletter, which is essentially an e-mailed news “blast”, will be reworked by the end of the year. Wendy talked about discovering the Coastkeepers’ coalition communication for their Ocean Day FAQ sheet. She thought this would be a great product that the Regulatory Committee to weigh in as subject matter experts and then the Outreach Communications Committee could help shape it and get it ready for posting to the CalDesal website. Wendy wanted the committee to know that a rough draft would be coming later this summer for message and phrasing refinement.
* **Subcommittee Reports**
* **Social Media** – Chair Tiffany Baca is waiting for everyone to return from summer vacations and settle in before another Subcommittee meeting is scheduled so that all members would be able to attend. She felt that they needed to understand what CalDesal was looking to the Subcommittee to supplement SWS’s products. Stacy clarified that SWS is starting on a social media calendar to move forward and that it would be helpful for Tiffany’s Subcommittee to review that draft of the calendar in August. Stacy reported that the curation of content is beginning to occur for CalDesal’s social media. She asked the committee to please forward content to Stacy so she can share it with SWS. Jessica suggested that the latest positive news out of Santa Barbara that she had previously sent to Wendy regarding the 50-year desal water supply sale to Montecito Water District would be a good choice for social media content. Wendy let the committee know that this news item was included in the constant contact newsletter which was going to be e-mailed to members in July. Stacy also thought that as the end of summer nears and SWS moves into the contract’s third phase that the two current Website and Social Media Subcommittees might combine into one subcommittee. She also felt that a new Subcommittee may be formed that would work on content and collateral.
* **Website** – Chair Jessica Jones shared that the Subcommittee did not meet due to all the work that was happening with SWS on the website.
* **Other items for discussion?**
* Wendy thanked the committee for the brainstorm assistance with Covid-19 invoice messaging that was included in the invoice letter.
* Mike asked if we were considering utilizing either Zoom or Microsoft Teams for future Outreach Communication meetings as we get to more content that is visual? Stacy responded that she thought the committee would share a dead link. Shared screens can be difficult to see the full page and some have had trouble in recent meetings. CalDesal will think about scheduling a meeting in later summer or early fall.
* Tiffany offered a suggestion that CalDesal ask some of its committee members to co-host a Zoom meeting so that all the responsibility for hosting would not fall on CalDesal. Wendy promised that they would consider options and try to schedule a video based meeting for the Outreach Communications Committee.
* CalDesal Virtual Event – Wendy explained the virtual event that CalDesal is planning for the late fall. It will be a one-hour to 1 ½ hour program with speakers and a fun element of “desal bingo”. It will be free to members and associates thanks to sponsors which will underwrite it. Additional information will be communicated once it is further developed.
* Membership leads – Stacy reminded the committee if they run across folks in the course of their jobs that could be a good fit within CalDesal, to please forward those names and contacts to Wendy for follow-up!

Next Outreach Communications Committee Meeting: **Tuesday, September 1, 2020 at 2:00 p.m.**

Chair Taylor adjourned the meeting at 2:44 p.m.