

**WSAC Outreach Subcommittee Meeting  
February 18, 2015**

Present: Charlie Kuetman, Doug Engfer, Greg Pepping, Erica Stanojevic, David Stearns, Sarah Mansergh.  
Absent: Peter Beckman.

**March Sentinel Column**

The subcommittee agreed to make the baseline work from the February meeting the focus of the column for March.

Action Items:

**Sarah and Erica** will circulate a draft for review by subcommittee members by the end of **Friday, 2/19**. **Subcommittee members'** edits and feedback is due back to **Sarah/Erica by Sunday night, 2/22**. The column will be submitted to the Sentinel Monday or Tuesday, February 23 or 24.

**Vision Santa Cruz – Advisors**

**Doug** suggested that the subcommittee reach out to former Vision Santa Cruz members for ideas for community engagement.

Action Items:

**Charlie** to call Larry Pierson.  
**Greg** to call Bruce Van Allen.  
**Doug** to call Dick Wilson.  
**David S** to call Don Lane and Cynthia Matthews.

**Meeting Summaries**

**Erica** suggested that the WSAC meeting summary that's sent out to the WSAC email list be shared with all WSAC members so that they can share with their constituent lists.

Action Item:

**Eileen** to send the meeting summary to all WSAC members.

**Civinomics**

**Erica** shared Civinomics proposal to develop an infograph and provide 12 hours of outreach to WSAC for \$1,000. A discussion ensued about the need for a marketing/outreach budget.

Action Items:

**Erica** to draft an email to Rosemary asking for approval for a \$10,000-\$15,000 marketing budget.  
**Erica and Sarah** to follow-up with Civinomics on what they propose as the 12 hours of "outreach."

**Airing of Convention Video on Community TV**

Charlie asked about the status of running the Water Convention footage on Community TV.

Action Item:

**Eileen** to follow-up with Keith on the possibility of CTV airing the Water Convention footage.

**Facebook:**

**Charlie** suggested that WSAC create posts for Facebook that can be shared with other like-minded groups and organizations. **Eileen** shared the WSAC Facebook page info: Water Supply Advisory Committee.

Action Item:

**Eileen** to email WSAC members to suggest posts for the WSAC Facebook page. Suggestions will go through subcommittee members.

**Water Awareness Night**

**David** shared that the Warriors are open to designating a “Water Awareness Night” for one of their forthcoming basketball games. The subcommittee discussed potential ways to promote WSAC through the event.

Action Item:

**David** to provide a recommendation for WSAC’s representation at, and participation in, a Warriors Water Awareness Night.