

**WATER ALLOCATION PROGRAM DEVELOPMENT
EDUCATION/OUTREACH/PUBLIC RELATIONS COMMITTEE**

MINUTES OF MEETING

April 7, 2003

Members Present:

Sandra Whitehouse
Tom Sandham
Meg Kerr

Members Absent:

Mary Anne Barry
Sen. Susan Sosnowski
Chip Young

Water Resources Board Staff:

Connie McGreavy

I. CALL TO ORDER:

Dr. Whitehouse called the meeting to order at 1:02 PM.

II. APPROVAL OF MINUTES

Ms. McGreavy moved to approve the February meeting minutes with Mr. Sandham seconding the motion. On a voice vote, the minutes were approved.

III. ITEMS FOR ACTION

1. Availability of electronic version of Providence Business News' (PBN) Book of Lists

Dr. Whitehouse reported that the General Assembly said they would buy the electronic version.

2. Discussion on Introductory Article

Dr. Whitehouse expressed an interest in emphasizing conservation education. Mr. Sandham agreed, but felt that additional references in the article were not necessary. Ms. McGreavy stated that people understand conservation but are not necessarily doing it. Ms. Kerr thought the article looked fine and agreed that asking Mr. Young to write a few sentences tailored for each audience is a good idea.

3. Compile constituent distribution list/list serves

Dr. Whitehouse will forward an email list serve to Ms. McGreavy who will then distribute the article. Ms. Kerr will share the RI River's Council list. Ms. McGreavy will ask all agencies to put links on their websites.

4. Availability/costs of freelance reporters

Dr. Whitehouse spoke with Ms. Jacqueline Delahart of the Metcalf Institute about getting one or both of the Metcalf Fellows to work with the committee. One will be assigned to the Providence Journal newspaper and the other will work with WNRI radio. Dr. Whitehouse agreed that the key is to get them interested in the topic. These fellows start on April 24th and will work for 37 weeks. Dr. Whitehouse agreed to contact Peter Lord and Ms. Delahart. Ms. McGreavy will assemble background material and forward the WAPAC agenda for the April 24th meeting to Dr. Whitehouse. Mr. Sandham received a list of freelance journalists from Mr. Young. He will contact them about how much they would charge to come up with a media strategy. Ms. Kerr will contact Sue Kennedy about procedures that journalists follow and which papers they write for. Dr. Whitehouse offered to contact Diana Kelsch regarding television.

5. Contact with the Governor's Office

Dr. Whitehouse suggested that a representative from the Governor's office be involved for general awareness and for press support. She asked Ms. McGreavy to contact Jan Reitsma at the RI Dept. of Environmental Management regarding assistance with press releases. Dr. Whitehouse discussed various story angles that would get the Governor interested, most notably, jobs. Ms. McGreavy explained that Amgen, Inc., a biotech firm, was presently in need of more water for plant expansion.

IV. ITEMS FOR DISCUSSION:

A. Grant Research

Ms. McGreavy explained the research conducted by Ms. Boness. Some of the grants were distributed to other committees; some will require one-on-one meetings that Dr. Whitehouse will coordinate.

B. RI Foundation Grant Meeting

Ms. Kerr reported that the RI Foundation offers "mini" \$5000 grants on a monthly basis. Dr. Whitehouse and Ms. Kerr agreed to set up a meeting with a regional contact person. Ms. Kerr stated that she had submitted an application to Citizen's Bank for a small grant to fund more editions of *The Water Front* magazine. She suggested going to water bottling companies for funds since they have a vested interest in preserving water. Ms. Boness will contact the Doris Duke Foundation and Malcolm Chace to get annual reports for both. Ms. McGreavy will look into the TOPS (technology) grant.

Dr. Whitehouse noted that there are two main needs for the money—to fund a public relations and outreach strategy for the allocation program effort and to develop a conservation education strategy. Ms. Kerr will contact URI-Cooperative Extension about what they might do with the Home A*Syst program if they received \$5000. Ms. Urso volunteered to work on contacting other states to find out what their water allocation education strategies are.

C. Interfacing with the Univ. of Rhode Island

Ms. McGreavy talked with the Dean of URI's College of Life Sciences regarding a pilot project using treated effluent on turf and other nonfood crops. A meeting will be held with interested parties in a few months.

V. OTHER BUSINESS

The WAPAC was featured in the RI Coastal Resources Management Council fall 2002 newsletter.

VI. AJOURNMENT:

The meeting was adjourned at 2:30 PM.

Respectfully submitted,

Emily Boness
Brown University

Date