



**DRAFT**

***For Review and Adoption by the Council at the November 21, 2019 Meeting***

**COUNCIL RETREAT**  
**Friday, October 25, 2019**  
**Sierra Health Foundation**  
**Capital Room**  
**1321 Garden Highway**  
**Sacramento, CA 95833**

**MEETING SUMMARY**

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**1. Council Retreat: Council Authorities, Responsibilities, and Priorities**

**1a. Welcome and Agenda Review**

Chair Susan Tatayon called the meeting to order at 9:05 a.m., October 25, 2019. Roll call was taken, and a quorum was established. The following Councilmembers were present: Ken Weinberg, Mike Gatto, Frank Damrell, Maria Mehranian, Randy Fiorini, Susan Tatayon, and Oscar Villegas.

Chair Tatayon welcomed the members and laid out the objectives of the retreat: to discuss the Council's communications, including identifying and communicating with key audiences, and to discuss the Council's future work plan. Chair Tatayon also noted that the meeting was public and members of the public are welcome to provide comments.

Executive Officer Jessica Pearson also welcomed the members, provided opening remarks regarding the purpose and origins of the retreat, and stated that she looked forward to the discussion.

**1b. Communications Planning**

Chair Tatayon introduced Matt Rallens and Brendan Wonnacott with the communications firm, Lunia Blue. Mr. Rallens and Mr. Wonnacott provided an overview of the research they had undertaken about existing Council communications and key audiences. This research included interviews with councilmembers and executive staff as well as stakeholders and the public through previous surveys. Key findings include:

- There is a clear opportunity for the Council to further define itself – starting internally and then externally with stakeholders and audiences;
- The Council has a start-up attitude and is continuing to define who it is and wants to be within the current landscape of government agencies;
- The Council's independence comes through clearly in both how the agency perceives itself and how it wants to be seen;

- Independence is viewed as validation of the Council's mission and central to its integrity.

Mr. Rallens and Mr. Wonnacott then walked the councilmembers and executive staff through an exercise to identify key audiences.

Councilmembers discussed each of the core audiences and what to prioritize for messaging to each audience. Themes included how to partner with each audience to advance the coequal goals, the desire to be seen as a service organization, and the need for targeted messaging to each audience depending on the project or topic.

Keith Coolidge, Executive Manager for External Affairs, walked the councilmembers through the next steps for the communications strategy. Lunia Blue will synthesize the discussion from the retreat and develop an overall communications strategy for the Council. The strategy will serve as an overarching guide for the Council, and then each project would then have its own communications plan adapted to the project's specific needs. Council staff will also ensure that councilmembers have fact sheets and talking points for each of the Council's activities to ensure consistent messaging. The expectation is for the Council to discuss the communications strategy at the beginning of next year (2020).

### **1c. Council Work Plan**

Executive Officer Jessica Pearson introduced the item. Chief Deputy Executive Officer, Jessica Law provided an overview of the Council's core functions, existing commitments, and projected workload. The timeframe for the Council's upcoming work plan will be from January 2020 to July 2022. Councilmembers discussed their role in the development of the work plan, the difference between mandated and optional activities, and how priorities are established between staff and the Council.

The Council discussed their priorities in the context of the following three questions.

*Where do you see areas of opportunity that will enable the Council to demonstrate leadership by identifying and filling in gaps in knowledge?*

The Council emphasized the need to communicate in a way that makes it easy to understand for all audiences and translates what should be done with the information; specifically synthesizing scientific research and findings to policy and actions. The Council also discussed how the message may need to be different for each audience and how the use of that information may be different between users, particularly between agencies and the public.

*Where do you see areas of opportunity that will enable the Council to identify and lead interagency collaboration and resolve institutional barriers to action?*

The Council discussed how to identify and reach out to other agencies to inform them of its work, with an emphasis on regional agencies. The Council also discussed the Delta Plan Interagency Implementation Committee (DPIIC) and how the Council can best

align its priorities with the opportunities available through DPIIC. The Ecosystem Amendment and Science Funding Initiative were identified as opportunities for further collaboration and alignment between the Council and agencies on DPIIC. The Council also discussed a DPIIC work plan. Given that each DPIIC agency has its own work plan, the Council discussed the need to be opportunistic in identifying future collaborative efforts for DPIIC.

*Beyond the earlier discussion, what opportunities do you see for councilmembers to engage in promoting the work of the Council?*

The Council stressed the importance of the communications strategy and discussed other opportunities for getting the Council's message out across the state. Councilmembers encouraged staff to look for opportunities for the Council to engage with those who might not understand what the Council does, with the goal of helping these audiences understand the Council's mission. Other opportunities presented included the branding strategy, identification of projects with high interest, and the National Heritage Area designation for the Delta.

The draft work plan will be presented to the Council in January 2020.

**1e. Public Comment**

There was no public comment.

**2. Public Comment**

There was no public comment.

The meeting adjourned at 12:00 p.m.