

San Diego Regional Stormwater Copermittees Education and Outreach Workgroup

Meeting Notes

Meeting Facilitator: Aaron Barrall (Michael Baker International)

| Date | Location | Agenda Summary |
|-----------------------------------|-----------------------|---|
| 3/18/2020 11:30 AM to 12:30 PM | WebEx Conference Call | <ul style="list-style-type: none"> • Welcome and Call Meeting to Order • Copermittee Introductions • Project Team Introduction and Background • Preliminary Project Schedule • Immediate Work Efforts • Events/Sponsorships • Conclusion |

| ATTENDANCE | | | | | |
|-------------------------------------|--|-------------------------------------|--|-------------------------------------|--|
| <input checked="" type="checkbox"/> | City of Solana Beach & Del Mar Nehemiah Martinez | <input checked="" type="checkbox"/> | City of El Cajon Chad Lou | <input checked="" type="checkbox"/> | City of Santee Cecilia Tipton |
| <input checked="" type="checkbox"/> | County of San Diego Chelsea McGimpsey Stephanie Gaines | <input checked="" type="checkbox"/> | City of Coronado Jesse Powell | <input checked="" type="checkbox"/> | City of Carlsbad Hallie Thompson |
| <input checked="" type="checkbox"/> | City of San Marcos Doug Dowden | <input checked="" type="checkbox"/> | City of Escondido Alicia Appel Elisa Marrone | <input checked="" type="checkbox"/> | City of Oceanside Bronti Patterson |
| <input checked="" type="checkbox"/> | City of National City Carla Hutchinson | <input checked="" type="checkbox"/> | City of San Diego Anthony Santacroce Annica Ly | <input checked="" type="checkbox"/> | City of Vista Leila Sadrieh |
| <input checked="" type="checkbox"/> | Port of San Diego Melissa Dailey | <input checked="" type="checkbox"/> | MIG Consultant Group Ann Berchtold Anna Cearley Jaelyn Wailan Joey Nielsen | <input checked="" type="checkbox"/> | Secretary (Michael Baker International) Sophia Barron |
| <input checked="" type="checkbox"/> | Facilitator (Michael Baker International) Aaron Barrall | | | | |

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2 **1. Welcome and Call Meeting to Order**

3 Aaron Barrall (Facilitator) called the meeting to order at 11:30 AM.

4 **2. Copermittee Introductions**

5 Attendees introduced themselves by name when jurisdiction was called by Aaron Barrall (Facilitator).

6 **3. Project Team Introduction and Background**

7 Stephanie Gaines (County of San Diego) introduced the MIG consultant group and gave an overview of
8 their role in supporting the Education and Outreach Behavior Change Marketing Campaign (Campaign).

9 MIG will collaborate with the Workgroup to support, develop, implement, and evaluate a strategic and
10 results-oriented campaign, using a range of media and outreach strategies to maximize the efficiency
11 and effectiveness of budgets.

12 **4. Preliminary Project Schedule**

13 Ann Berchtold (MIG) outlined the project scope for the next five (5) years, which includes 1) audit
14 materials to understand current status of education and outreach in the San Diego region, 2) integration
15 of existing Project Clean Water brand and logos, 3) development of a bilingual master messaging
16 document, 4) development of a master communications plan, 5) development of a brand identity, 6)
17 Campaign launch and implementation (beginning in year 2), 7) evaluation of Campaign results for
18 effectiveness of outreach efforts, and 8) project management. Ann Berchtold (MIG) gave a high-level
19 overview of the proposed timeline of Campaign efforts, which includes plan development and
20 refinement during the first two (2) years, and implementation and adaptation during years 3 through 5.
21 Year 1 of the Campaign would include review of Project Clean Water, review of existing materials,
22 creating shared drive for access to materials, identification of key media buys, and development of
23 messaging document. Year 2 of the Campaign would include review of Project Clean Water, review of
24 existing materials, and ramp-up of implementation. Despite the current state of affairs with the COVID-
25 19 pandemic, the Workgroup is seeking to stay on track with the proposed timeline. MIG expressed that
26 they have systems in place for continuing with efforts given the current state of affairs and if further
27 quarantine is warranted. MIG expressed that they will continue to have reliable and seamless
28 communication with the Workgroup.

29 **5. Immediate Work Efforts**

30 Stephanie Gaines (County of San Diego) introduced the proposal of a “Tiger Team” to interact with MIG
31 to handle daily operations for the Campaign. The Tiger Team would consist of a maximum of four (4)
32 Copermittee members to facilitate better and more effective communication, and to avoid subjection of
33 Brown Act requirements. Chelsea McGimpsey (County of San Diego) [Contracting Officer
34 Representative (COR)] and Cecilia Tipton (City of Santee) are current representatives for the Tiger Team,
35 with two (2) more Copermittee representatives needed. Chelsea McGimpsey (County of San Diego)
36 would lead the Tiger Team, with Cecilia Tipton (City of Santee) to support. Stephanie Gaines (County of
37 San Diego) reminded the Workgroup that the County of San Diego is the contract holder, and the
38 contract would need to be held as it is written. Any amendments to the contract would need to go
39 through the addendum process, which could take up to three (3) months. Stephanie Gaines (County of
40 San Diego) also added that the County of San Diego has a standard communication protocol, where
41 messaging would need to be vetted through their communications department. Anthony Santacrocce
42 (City of San Diego) added that the City of San Diego has a similar process to the County, where
43 educational messaging for the City’s Stormwater Division needs to be approved through the
44 communications department.

45 Aaron Barrall (Facilitator) then did a roll call of each Copermittee to ask for comments on the Tiger
46 Team, and if Copermittees were interested in being a participant of the Tiger Team. Cecilia Tipton (City
47 of Santee) expressed that members would need to be decided by the end of day. Time commitment to
48 the team was inquired by the Workgroup. Stephanie Gaines (County of San Diego) relayed that the time
49 commitment would be heavier during the first year, and then slowly ramp down. Ann Berchtold (MIG)
50 provided additional context to the time commitment, in that there would be weekly thirty (30) minute
51 status calls with the team to discuss current activities, next steps, and minor decision making. There
52 would be bimonthly meetings with the Workgroup, in which the Tiger Team would provide an update of
53 progress and status to the Workgroup. During the roll call, Anthony Santacrocce and Annica Ly (City of
54 San Diego) expressed interest in participating in the Tiger Team; they will discuss internally if they are
55 able to participate, and email Stephanie Gaines (County of San Diego) and Aaron Barrall (Facilitator) by
56 the end of day with their decision regarding Tiger Team participation. The Cities of Oceanside and

57 Carlsbad expressed interest but would need to speak internally with their groups. The City of Encinitas
58 was also interested in the Tiger Team but declined participation as long as more regular meetings with
59 the Education and Outreach Workgroup are planned. Doug Dowden (City of San Marcos) agreed to
60 participate as a member of the Tiger Team. Jesse Powell (City of Coronado) agreed to participate as a
61 member of the Tiger Team if the City of San Diego declines. Thus, the members of the Tiger Team are
62 the County of San Diego, City of Santee, City of San Marcos, and either the City of San Diego or City of
63 Coronado, contingent on the City of San Diego's response.

64 Aaron Barrall (Facilitator) then brought up project questions for discussion regarding the Campaign, but
65 due to lack of time, the Workgroup is to look over these internally and discuss at the next meeting as an
66 agenda item.

67 **6. Events/Sponsorships**

68 Due to impacts from COVID-19, several spring events, such as Coastal Clean-up Day, may be delayed.
69 Stephanie Gaines (County of San Diego) asked the Workgroup if they would prefer to keep the current
70 appropriation of \$20,000 among the four (4) events (Creek to Bay, San Diego County Fair, Movies in the
71 Park, Coastal Clean-up), with the possibility that events may be postponed or cancelled. Anthony
72 Santacroce (City of San Diego) asked if the budget is set aside already or if the money would need to be
73 spent this year, which would mean that the Workgroup would need to rethink where to allocate funds if
74 events are postponed or cancelled. Stephanie Gaines (County of San Diego) clarified that the \$20,000
75 budget is already budgeted this year for events, and has not been spent yet. However, funds
76 appropriated for cancelled events may be rolled over to the next year or transferred to another task,
77 depending on the Workgroup's decision. Anthony Santacroce (City of San Diego) preferred to keep the
78 budget apportionment as is, due to the unpredictability of the future, but to keep in mind that events
79 may be cancelled. Stephanie Gaines and Chelsea McGimpsey (County of San Diego) will confirm
80 payment deadlines or potential cancellations for sponsorship events as they arise.

81 Aaron Barrall (Facilitator) asked Stephanie Gaines (County of San Diego) if there was an update for the
82 San Diego County Fair. Stephanie Gaines (County of San Diego) said there were no updates, but that the
83 fair sent her a link with the types and details of sponsorships available, which will be discussed at the
84 next Workgroup meeting. The County needs to coordinate with Think Blue of the City of San Diego for
85 participation and to maximize coverage at the fair.

86 Aaron Barrall (Facilitator) then sought a vote from the Workgroup if they would prefer to keep the
87 current appropriation of \$20,000 among the four (4) events (Creek to Bay, San Diego County Fair,
88 Movies in the Park, Coastal Clean-up), with the possibility that events may be postponed or cancelled.

- 89 • **MOTION: Equally appropriate the current \$20,000 event budget distribution among the**
90 **four (4) events, as the budget is currently set.**

91 Moved by Cecilia Tipton (City of Santee)
92 Seconded by Anthony Santacroce (City of San Diego)
93 Vote: Passed (10-0)

94 **7. Conclusion**

95 Cecilia Tipton (City of Santee) suggested adding an additional meeting, prior to the Workgroup's
96 scheduled May 6 meeting, to have a more in-depth discussion of the project questions for the
97 Campaign. Stephanie Gaines (County of San Diego) and the City of Escondido supported this suggestion.
98 Aaron Barrall (Facilitator) is to work with the County of San Diego to schedule a meeting and will send

99 out a doodle poll to the Workgroup. The next meeting is likely to be another conference call through
100 WebEx, in light of the COVID-19 pandemic.

101 **Action Items**

| | Action Item | Responsible Person(s) | Expected By Date |
|---|--|---|------------------|
| 1 | Anthony/Annica from City of San Diego to email Stephanie and Aaron by EOD with decision regarding Tiger Team. If City of San Diego does not participate, Jesse from the City of Coronado will participate. | Primary: Anthony Santacrose (City of San Diego) <i>Support: Annica Ly</i> (City of San Diego) | 3/18/2020 |
| 2 | Aaron and Hilary to coordinate with Tiger Team and send out a doodle poll to Copermittees to identify a time for a follow-up meeting, prior to the regularly scheduled May 6 meeting. | Aaron Barrall (Michael Baker International) Support: Hilary Ellis (Michael Baker International) | March 2020 |
| 3 | Stephanie/Chelsea to confirm sponsorship events (payment deadlines or potential cancellations). | Stephanie Gaines (County of San Diego) Support: Chelsea McGimpsey (County of San Diego) | April 2020 |

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103 The meeting was adjourned at 12:30 PM.