

**Watershed Stewardship Initiative Group (WPGG) Minutes**  
**August 25, 2005**  
**Escondido City Hall**

In attendance: Craig Adams (San Dieguito River Valley Conservancy), Cathy Cibit (City of San Diego), Bob Collins (City of San Diego), Chuck DeMund (Ramona Chamber of Commerce), Steve Dime (San Dieguito Lagoon Committee), Cheryl Filar (City of Escondido), Paul Gebert (San Diego County Water Authority), Tedi Jackson (City of San Diego), Lisa Kay (Weston Solutions), Rosanna Lacarra (City of Del Mar), Jeff Pasek (City of San Diego), Bruce Posthumus (RWQCB), Zachary Principe (The Nature Conservancy), Freda Reid (San Dieguito Lagoon Committee), Gregg Sallee (Julian Planning), Mark Whitehead (WPGG Chairman), Jacqueline Winterer (Friends of San Dieguito River Park), Matt Witman (San Pasqual Valley Planning)

Meeting was called to order at 1:32 p.m. by Chairman Mark Whitehead.

**A) Introductions**

The group has used several names in the past. It was discussed which name was preferred and would be used from now on. The group agreed to use San Dieguito Watershed Stewardship Initiative Group (WSIG).

It was asked if people would prefer their names be used in the minutes or if they preferred to have just the essence of the discussion. It was decided not to use names unless specifically asked to.

The minutes from last month's meeting were approved as written.

**B) Announcements – Watershed Signage Program**

Mark Stone and Tedi Jackson appeared before the Cal Trans Traffic Device Control Commission on the signage program and putting up signs that advise when entering or leaving a watershed. They will be going back in November where this will be a discussion item. It was decided that the signs would be used throughout the state and that San Diego would be a one year pilot program. The same graphic would be used state-wide. There would be an icon at the bottom and they would like the statement "Keep it Clean" included.

The signs would help to educate the public that we all live in a watershed and get them thinking about what a watershed is. Many people probably don't know. This would also be a jump-off to Project Clean Water – what can you do to keep your watershed clean. Signs would be limited to State highways and on watershed boundaries only.

This has never been done in California before and we had to go through a lot of hoops and endorsements make it happen. The plan should indicate that this is an action item in the works.

Letters of support of the signage program should be emailed to Tedi Jackson. A reminder email will be sent out to the group with examples.

### **C) Vision Statement**

New copy of vision graphic was emailed to everyone and can be incorporated into the Power Point presentation. Definitions have been added. The whole idea is to work together to protect, enhance, etc. We will be coming up with strategies and action items to achieve that. The word stressor has not been changed yet but we will get that done. During the presentation, speaker can give examples of actions items that might result from this effort.

### **D) Draft Matrix and Issues of Concern**

On the latest version of the matrix the word stressors has been changed to influences. On one side the items are organized by category and on the back side they are organized by location, Upper, Lower, and Middle. One suggestion was to use symbols or letters to indicate direct issues and indirect issues rather than using shading. If anyone has issues that they think were left out or should be changed, please let Cathy know.

### **E) Outreach Efforts**

The next phase is Outreach. Some members have already given the Power Point presentation and Cathy Cibit has a schedule of upcoming presentations planned. Please look it over and let her know of any changes or additions.

Starter kits which include the Power Point presentation on CD, suggested outreach instructions, handout, questionnaire, graphic, master schedule, and Guidance Group list were mailed out. If anyone needs a package, please contact Cathy Cibit.

Steve Dime, Linda Niles, Freda Reid, and Jacqueline Winterer did the presentation before the Lagoon Committee, and Lynne Baker went before the Sierra Club. They commented that there was not as much information on the actual watershed as they would like. Maybe could add more about the physical nature of the watershed and how the three watersheds are related. The presentation did generate a lot of discussion. They also felt the presentation was too long, theirs lasted one hour. Maybe keep comments shorter or eliminate some of the slides; tailor the presentation to fit the group and time available. Another suggestion was to ask for a collective response from the organization to be due after a week or so.

Many members were concerned that the SANDAG 2030 projected land use map was misleading in that it showed developed land the same whether it was one residence on 60 acres or four on one acre, and would prefer to use the County's 2020 map which they felt gave a better representation. The 2020 map is online in draft format. The consultant explained that they could not use the County's 2020 map until it is final. One suggestion was to change the title on the slide to SANDAG "PROJECTED" Plans.

It was asked if a better representation might be population growth predictions for which SANDAG has been pretty accurate. Lisa will work on a new slide showing these numbers.

It was suggested that the web address be printed on the questionnaire. Also it was commented that the web address is too long. Cathy will check on the possibility of having a shortcut address.

Cathy would like to get the questionnaires back by September 30<sup>th</sup>, but there are a few presentations planned for October which will be okay.

It was mentioned that Ramona Planning has no time on their agenda for a presentation. It was suggested that maybe a couple of choice slides and quick explanation at the beginning of the agenda. Another idea would be to develop something to put in the local newspaper. Chuck DeMund volunteered to do a write up for the local newspaper which would also invite people to send in comments.

#### **F) Existing Conditions Report**

The Existing Conditions Report is finished and on the web site. An Excel spreadsheet was emailed with how each comment was addressed and response/action taken, and where the consultant incorporated comments.

#### **G) Draft Framework – Sample Action Plan**

Consultant is now done with Phase I and is waiting for the policy group to approve their continuing work. The framework for Phase II and III has been written up and provided to group. Policy group now has to go out and get feedback and bring it back. Next section will be a summary of feedback from comments and questionnaires. Consultant will then do statistics from that feedback. The final part is to determine what actions need to be taken/proposed to improve/enhance conditions in the watershed.

There are four parts to the plan: Executive Summary, Existing Conditions Report, Public Outreach and Input, and Action Plan. The matrix will also be part of the plan.

We would like to spend a lot of time at the next couple of meetings on the matrix and converting issues to action items. Members received via email suggestions on how action plans are put together. Now we need to decide where our priorities are. In September, we can do one of two things. Weston can look at issues and put together an Action Plan, or members can come up with three actions they would like to see accomplished. September meeting will set the pattern for what we need to do in October and November. We may have to have half day meetings/workshops in October to firm up actions, then in November we prioritize those actions. Finally, we outreach the draft plan showing where we think we need to be going.

Some identified actions may not require a lot of money. We have to determine how much money is going to be needed to do the action items we want, and what are the most important areas to concentrate on.

Regarding land use planning, we need to suggest how development should be done, where it should be done; we can avoid many problems if it is done right in the first place.

This may all lead to the formation of a Watershed Council to decide on actions, how to spend money, etc.

It's up to group how to proceed. We have about nine months; contract calls for the plan to be finished by June. It will take three to four months to get through the final portion. By February we should pretty much have things figured out. Maybe the consultant can come up with a list of 20-40 issues, not so broad that they don't mean anything, and then the group can select ten or so from that list. Another suggestion was to do that in addition to each member bringing in issues from their area of knowledge.

Without a watershed plan we can't apply for grants to fix things. We should not exclude or diminish the smaller issues because when we go to ask for money to fix a less significant issue, and they look at the plan and see that it does not give much weight to certain things they might deny the grant.

We do not want to delete anything from matrix at this time even if it does not show as an issue as the public feedback may change things.

It was asked when the TAC will be involved again. They will look at the draft plan when it is complete and then advise this group. That will not be until January.

The September meeting we will set the framework and format for the October and November meetings. We should have most of the feedback from the groups by then. Bob and Lisa will put together a list of general actions. At the October meeting we might break up into smaller groups for Upper, Middle, and Lower watershed, and then get back together to discuss each group's ideas. We would need to identify which section each member is most familiar with.

If Statements of Principals are important they need to be across the watershed, not by sections. We will need some time to agree on those.

It is very important that everyone show up to represent their sections, points of interest, etc.

#### **H) Other (Watershed Council, October and November Workshop)**

We will talk more about the Watershed Council in the future.

We are working on developing the brochure; have a meeting next Tuesday. More information at the next meeting.

Meeting was adjourned at 3:08 p.m.

Next meeting of the policy group will be September 22, 2005, at the Escondido City Hall or in Kearny Mesa.

October workshop will be October 20<sup>th</sup>, and because of Thanksgiving, November's meeting will be the 17<sup>th</sup>.