

Watershed Stewardship Initiative Group (WPGG) Minutes
September 22, 2005
Escondido City Hall

In attendance: Craig Adams (San Dieguito River Valley Conservancy), Lynne Baker (Endangered Habitats League), Kelly Barker (County of San Diego MSCP Div.), Cathy Cibit (City of San Diego), Bob Collins (City of San Diego), Chuck DeMund (Ramona Chamber of Commerce), Cheryl Filar (City of Escondido), Melanie Gualatunia (Weston Solutions), John Ingalls (Santa Fe Irrigation District), Tedi Jackson (City of San Diego), Lisa Kay (Weston Solutions), Phil Pryde (River Park JPA), Zachary Principe (The Nature Conservancy), Rikki Schroeder (BIA), Bill Simmons (San Dieguito River Valley Conservancy), Mark Whitehead (WPGG Chairman), Jacqueline Winterer (Friends of San Dieguito River Park),

Meeting was called to order at 1:35 p.m. by Chairman Mark Whitehead.

A) Introductions

As there were several new people in attendance, everyone introduced themselves.

B) Announcements

Cathy announced that they would be taping a part of the meeting for a three minute segment on water supply and protecting watersheds.

Tedi Jackson advised that she would be going to Los Angeles on November 17th for the second presentation to CalTrans on watershed signage. She will be inviting stakeholders to attend also. She still needs letters of support from WSIG members. Please get those to her as soon as possible.

C) Outreach Summaries

Those in attendance related their experiences in giving the power point presentation, advised who they did the presentation for, how it was received, comments from the audience, etc. Some had to cut slides and information to make it fit in the time slots they were allowed. Cathy advised that she has a five minute version if anyone needed a very short presentation, and Mark Whitehead said that he had a 15 minute version.

Once Weston receives all the questionnaires back, they will tabulate the results for the group's review.

It was suggested that the group submit an informational letter to those groups who did not have time to receive a presentation.

D) Draft Matrix and Vision Graphic

The vision graphic has been revised, the word stressors is now influences.

There are now four matrices, each with the same information, presented in a different format. They are organized either by function or area. Also letters have been added, D is for direct issues, I for indirect issues.

It was suggested that instead of D and I, that we use symbols similar to what Consumer Reports Magazine uses such as a full circle for “Direct Impacts”, half circle for “Indirect Impacts” and open circle for Not an Issue of Concern”.

E) Guiding Principles

The guiding principles that were sent to everyone are very general but they are just a start. Other words to describe them would be goals and objectives. They are supposed to stimulate ideas from everyone to develop specific goals. It was asked if the group felt that a sub-committee should be formed to further refine the principles and then to finalize them at the October workshop.

The Guiding Principles seem fine, but they are too general. It was felt that a sub-committee to refine them was not the way to go; that they would refine themselves as the group worked out the action plan during the upcoming workshops.

Actions decided on should support the group’s vision for the watershed. Everyone needs to agree on what that vision is and what our objectives are. Unfortunately, each person has their own priorities, but without a common vision/goal there is little chance for progress.

It was asked how much of the budget do we have left. Bob advised that there is about half left, thanks to the work done by members of the WSIG.

F) October Workshop

During the workshop we need to start developing an action plan. The WSIG will not actually be the ones accomplishing the actions, their primary goal is to develop the action plan.

It was asked to see specific numbers on water quality, for example, the river is 50 miles long and we should have sampling stations every two miles, for example. Where would these stations be and what standards would be used to measure quality? Does the group want to adopt the standards of the Regional Water Quality Control Board? How many acre-feet are in each reservoir and how many people can be supplied by each?

Going back to the very beginning, the WSIG still needs to decide whether to go with narrow and deep or broad and shallow. When questionnaires come back and results are tabulated, then the group, as homework, needs to pick three to five issues to concentrate on. What actions can be taken on a short term basis, and what actions are desired but cannot be done right away due to budget constraints. Then if a grant opportunity presents itself, we can take advantage of it by showing that it was considered in the action plan.

Some questions that came up: Don’t other agencies take care of water quality and water supply? What is the goal of the WSIG on these two issues? Is it to change those agencies? The WSIG’s goal should be to be an advisory group, suggest/advise on ways to improve, influence existing policy.

Many issues have been looked at independently by other agencies, but no one has done a comprehensive study before.

The Existing Conditions Report seems to have been written when land use planning and other things did not exist as a comprehensive plan. Are there gaps in regulations between various agencies, etc., and would these gaps be good topics to talk about in workshops and maybe come up with suggestions to fill those gaps.

Maybe take ten concerns to the public and various agencies to broaden view, find what is missing in Existing Conditions Report.

It was suggested that workshops focus on two to three themes. Can't just go in cold and discuss things, what kinds of advance work should be done.

Consultant mentioned another group that split into topical groups and brought in experts.

Another suggestion was to integrate TAC and WSIG and members can invite other people/experts who might contribute to the effort.

Some issues are generic to any watershed, such as water quality. Some are very specific and may take more effort.

Five workshops were suggested, two a day, members could attend the ones that interested them.

1. Water Quality
2. Water Supply
3. Habitat and Agriculture
4. Working landscape
5. Land use

It was felt that five workshops were too many and it should be reduced to three. Originally thought the workshops would be organized by region, but it appears now that they are looking more theme based. It was suggested to combine water quality and water supply for one workshop, land use and agriculture for a second, and habitat and working landscape for the third theme. It was also suggested to flip and put habitat with land use, and agriculture with working landscape.

The matrix had three areas – supply, social and community resources (includes land use, recreation, agriculture, and open space), and habitat. Maybe these could be used for the three workshops.

Workshops would probably need about a half day, four hours each. It was decided that the first workshop would be Thursday, October 20th. Location might be at Kearny Mesa. Most people would like to keep the time frame similar to regular meetings in the afternoons.

The second workshop would have to be earlier than our normal meeting, possibly the week of November 14th.

The third workshop could be around December 15th which is the third Thursday, or might be postponed until January after the holidays. Will send out an email with possible dates and poll members for their availability.

Each member probably knows who the experts are in their area and should try to mobilize them. TAC will be included in all workshops.

Consultant will create a “dummy” action plan with no specifics so members have a starting point for the workshops. Members should also do their homework, review materials, and come prepared.

G) Brochure

Lynne Baker brought a brochure which the committee liked as a sample. She found an artist who has volunteered to do work on a similar brochure for free. She needs to know who will be the audience for this brochure. Will it be the general public, the average resident who might get the brochure at various venues. Also, what does the group want to tell them. We should keep it practical, such as what can an individual do to help the health of the watershed, landscaping, water use, etc. Then there are the basics, what is a watershed, what is a watershed plan? Why do we need a plan? Can't get everything in a brochure, but get the internet links out there so people who want to find out more or get involved will know how.

Don't want to get too cutesie so that the message is obscured, but not too staid either. It should be attractive but still get the message across.

People only look at most brochures once, then toss them. It would be nice if this was something that people might want to put on their kids' wall and leave there.

If the artist does not work out, maybe we could use actual photos of the watershed. If we can capture the audience's imagination, they are more likely to read it.

Lynne has a meeting on Tuesday with a councilmember for the City of Poway, to try and find money for us.

Group should give the artist some themes to work with. Lynn asked members to email ideas to her.

It was suggested that the park be shown, also if the issues of concern could somehow be shown graphically, and that it include the headwaters. Invite artist to meeting.

H) Other

Approved minutes of August meeting with one correction.

Thanked Cheryl Filar, City of Escondido, for hosting the group.

One member had trouble printing out the minutes and asked if they could be sent in Word format. That is the format currently used. It was suggested that they also be sent out as a pdf file.

Meeting was adjourned at 3:08 p.m.

Next meeting of the WSIG will be on October 20, 2005, in the Kearny Mesa area; details to follow.