



project clean water

**Outreach Workgroup and  
Ed TAC  
Meeting Notes  
January 17, 2007 (10:00 am-12 noon)  
San Diego County Water Authority  
4677 Overland Avenue**

The Outreach Workgroup collaborates on  
a regional stormwater outreach and education program.

Roger Morrison, City of Poway  
Michele Stress, County of San Diego  
Shawnetta Grandberry, City of Carlsbad  
Kelly Makley, Port of San Diego  
Kathy Weldon, City of Encinitas  
Ivan Golakoff, San Diego County Water Authority  
Krista Mendelsohn, Resource Conservation District  
Brian Swagerty, San Diego County Office of Education  
Veronica Archer, County of San Diego  
Summer Waters, County of San Diego  
Teresa Sherman, County of San Diego  
Todd Snyder, City of Imperial Beach  
Veronica Martinez, City of San Marcos  
Craig Bonner, City of El Cajon  
Tedi Jackson, City of San Diego  
Jeff Pasek, City of San Diego

- I. Introductions
- II. Presentation by Tedi Jackson and Jeff Pasek, City of San Diego Water Utilities Dept. on Watershed Boundary Signs and Partnership w/ Cal Trans. View Power Point on PCW website.
- III. Presentation by Krista Mendelsohn, Resource Conservation District (RCD). It covered the role of RCD and the different programs it can provide. View Power Point on PCW website.
- IV. Discuss budget for next fiscal year 2007-08  
There was a short discussion on the possible uses of the 40K. One suggestion was a focus group, which cost about 8K dollars per group. It was unanimously decided that it is best to revisit expenditures after the February workshop on "Fostering Sustainable Behavior."
- V. Regional Plan Update. For 1<sup>st</sup> year of 5 year cycle, 250K budgeted for Regional Outreach.  
The Regional Plan is a requirement of the new permit. The RFP will be awarded to a consultant to develop a Regional Stormwater/Watershed Program Plan over the 5 year permit cycle. Program plan objectives are to: (1) provide analysis of existing regional strengths and weaknesses; (2) identify strategies to augment existing education to address new Permit requirements and highlight areas where additional focus is needed: and (3) identify assessment methods on regional educational program goals and objectives.

PCW ~ BMP Content for the Project Clean Water (PCW) Website Project: DPW presently has a consultant, Mikhail Ogawa Engineering (MOE) who is working on the a BMP Resource Guide for the PCE website. The Guide will provide for user-friendly BMP information to regulated parties. The site will also provide a centralized point for finding additional BMP information and resources through standardized profiles and links to other sites. Currently, the focus is on high priority commercial businesses (restaurants, auto repair facilities and mobile business targets, and will include a residential profile.

VI. New business/announcements/roundtable

Brian Swagerty:

San Diego County Office of Education has received an EPA Grant, SanDELA (San Diego Environmental Literacy in Action Academy) to bring teachers and environmental education programs together to develop K-12 guide with curriculum. There is a \$200 stipend for the full day workshop. The intention is to fit the lessons into the existing curriculum. They want to include a fieldtrip w/ a different theme for each grade level. The intention is to do something action based. Contact Brian.

Ivan Golakoff:

-Hosting a state wide Water Conference w/ 30 different water agencies. Presenters include: Michele Stress, Dr. Dan Cain from Scripps and others. The topics will include research and global warming.

-At the Ruben H Fleet Space Theater, SDCWA has an exhibit set up near SDG&E. SDG&E focuses on energy. The 2 exhibits need to be tied into each other.

-Top priority for this year is water conservation related to outdoor irrigation. There is a monthly, 1 day workshop at the Conservation Garden.

Veronica Martinez: City of San Marcos has a new City Manager and Outreach Coordinator.

Shawnetta Grandberry: Plans for a new environmental team, requested 100K from City Council to get started. The plan is to combine Environmental Resource Management, Stormwater, and Open Space Management.

Krista Mendelsohn: Will be sending out a list of schools they target in the San Diego area, in which no fee is charged for the service. This list will help in not duplicating other programs.

Kelly Makley:

-Is developing relationships with tour groups. This includes, Seal Watching Tours and the Sea Life pilot program with Birch Aquarium. She also hopes to work with Harbor Excursions by assisting them in writing a script with bay littering/pollution information and focus.

-If anyone is in need of some assistance, High Tech High has some very qualified students to do internships.

Craig Bonner: City of El Cajon has some new staff, including a new GIS person.

The next meeting will include discussions about the conference. If there are any other topics for the agenda, contact Veronica Archer [veronica.archer@sdcounty.ca.gov](mailto:veronica.archer@sdcounty.ca.gov) (858) 495-5319

Mark your calendars: Next meeting is February 21<sup>st</sup> at SDCWA from 10-12  
Agenda to follow

VII. Next meeting (11:55 -12:00) \_\_\_\_\_