



project clean water

Outreach Workgroup Minutes

**February 13, 2008 (10:00 am-12 noon)
City of San Diego, Storm Water (General Services Building)
First Floor Conference Room
1920 B Street,
San Diego, CA 92102**

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

Attendees:

Summer Waters, County of San Diego
Veronica Archer, County of San Diego
Christine Sloan, County of San Diego
Kristine Rygiel, City of Encinitas
Kelly Makley, Port of San Diego
Jennifer Nichols Kearns, City of San Diego
Tim Graham, City of San Diego
Deborah Jardin, City of Escondido
Jennifer Black, San Diego Coast Keeper
Doug Coppi, City of Imperial Beach
Mayra Garcia, Airport Authority
Shawn Grandberry, City of Carlsbad
Judith Keir, City of Imperial Beach
Cheryl Wilen, UCCE
Scott Parker, UCCE
Shawna McKellar, DMAX

I. Introductions

Summer Waters thanked everyone for contributing towards a good turn out and thanked partner agencies for their participation. Efforts are being made to have separate meetings for technical items that are Copermittee specific from the general items related to all participants.

II. Updates from Subcommittees

Mobile Businesses: Veronica Archer reported that the mobile subcommittee is recommending a consultant be hired to compile the inventory, assist in minimum BMP's and complete the notifications. The Copermittees will be voting to approve the plan at their next meeting. The next Mobile Business subcommittee meeting is February 29th at the Port of San Diego.

Residential Subcommittee: Summer Water reported that the majority of the Regional Residential Plan is completed. The effectiveness assessment section is still being written and reviewed. Jon VanRhyn will present on effectiveness at the next subcommittee meeting on February 22nd.

III. San Diego County Fair

Jennifer Nichols Kearns reported group efforts to regionally sponsor the San Diego County Fair. The Fair is a large event that will satisfy the Copermittees agreed upon regional event as described in the draft regional outreach plan. A sponsorship amount of 70K was agreed upon by the group. The 70K sponsorship includes a premium booth at the Flower and Garden Show, EnviroFair, material distribution at main entrance, over a dozen signs, media promotion (TV, Radio, press), Fair Ads, electronic messaging, website promotion, 4 PSAs on the Jumbo Tron per day, cross promotional Ops, and hospitality. The group would like to staff the booth with two people in 4 hour shifts on Fridays, Saturdays, and Sundays, which adds up to about 10 days. We would like to have participation from all Copermittees to truly make this a regional event. The City and the County are prepared to supplement staff during times that are not able to be filled by other Copermittees. We will have 75 free parking passes and would like to request supplemental parking for Copermittee booth staff at the City of Del Mar facility if possible. The City of San Diego will be providing a spreadsheet so that Copermittees can fill in their preferred shifts of booth participation. The group intends to leverage partnerships with other agencies and associations to help with the booth. The group still needs to make some key decisions and a Fair Subcommittee is being formed to make these decisions. Decisions that need to be made include how the sponsorship will be displayed, what the PSA will include, and what, if any, other messages will be displayed other than the agreed upon IPM message. Funding is being split with the City of San Diego for a 50:50 split (half from Copermittee funds, the other half from the City).

The Outreach Workgroup voted on hosting this item and achieved unanimous approval. Zero nays.

IV. Regional IPM Program Sustainability

Summer Waters communicated to the group that the IPM grant has come to a close. The County is continuing funding towards IPM but on a jurisdictional level. If other jurisdictions rely on the IPM message they may want to consider doing something similar. The IPM program received the State Innovator Award and the award was presented to the group and is being housed at County offices.

Scott Parker discussed how the Healthy Garden Healthy Home utilized the master gardener force to get out the IPM message. About 26

gardeners (of 200 volunteers) were given an advanced education program on IPM outreach for the community. It contains an in service training component where other gardeners were invited. HGHH continues to receive requests from clubs and organizations for the IPM program and materials. Materials needed are the DVD, tip cards, and other items to hand out with the message.

Summer Waters reported that the County Water Authority is also updating the IPM Kiosk program to include a water conservation message. These items demonstrate that more resources will be needed to continue these type of regional outreach items.

V. Recommendations for Chair and Secretary

Summer Waters called for recommendation for interim Workgroup Chair and Secretary in order to begin compliance with the MOU. These positions will be interim until the Planning Workgroup has been formed and an official Chair and Secretary have been selected by the Planning Workgroup. The group decided that the City and the County would be Workgroup interim Co-chairs, and that the Airport Authority would be acting as interim Secretary.

VI. Announcements

Ivan Golakoff announced that the Fleet Science Center is releasing an IMAX movie addressing water issues. Media day is on March 11th. The IMAX is currently under review for content by the CWA and partner agencies to determine the level of participation (if any) the CWA will have. The Fleet will also be hosting an event for World Water Awareness Day March 22nd. Splash Lab will be attending in front of the fountain on March 22nd and a booth will be present for dissemination of water information. There is no charge to set up a booth if others would like to participate and handout information. Ivan Golakoff and Jennifer Black are the contacts for the event.

Brian Swagerty announced that the marine life artist Wyland has agreed to paint an underwater scene of an estuary on the side of the Splash Lab vans.

The Splash Lab watershed model is also being updated with bigger streets that can be picked up to see the infrastructure underneath.

Brain announced that Splash will have a new model soon, by next month and would like to showcase to the workgroup. They are creating an electronic workbook in collaboration with SD State.

VII. Focus Group for Regional Think Blue Logo

(Focus group meeting was tape recorded by the consultant.)