



project clean water

Education and Resource Development TAC
Wednesday, February 16, 2005
San Diego County Water Authority Office
4677 Overland Drive
10 am – Noon

Meeting Summary

Attendees:

Vikki Denslow	County of San Diego DPW
Maria Garcia	City of Imperial Beach
Margarita Mogollón	County of San Diego DPW
Roger Morrison	City of Poway
Merle Okino O'Neill	Carlsbad Watershed Network
Michele Stress	County of San Diego DPW

I. L.A. COUNTY WATERSHED SUMMIT UPDATE

- The County of San Diego is participating in a Los Angeles Education Steering Committee. The committee is working on developing Watershed Workshops throughout the Southern California Region, and one of these workshop series will focus on Watershed Education. Outreach. Committee participants include the Wetland Recovery Project, LA RWQCB, University of California Cooperative Extension, LA office, LA Sanitation District, LA Department of Public Works and representatives from Ventura and Santa Barbara Counties.
- The Committee is working on a common message across a spectrum of related issues including health, stormwater, watershed, water conservation, household hazardous waste, urban runoff, integrated pest management, etc.
- Some efforts are underway to express the differences achieved towards watershed health in communities using BMPs. E.g., the L.A. Sanitation District has developed a Wrongville/Rightville poster. One side of the poster shows Rightville's good use of BMPs, while the other side shows Wrongville and what results when BMPs aren't used. The poster is available in both English and Spanish.

- Efforts are being made to come up with an umbrella tag line/slogan with a consistent statewide message (similar to "Give a Hoot-Don't Pollute").
- We hope to have an Education Break-Out Session at this year's Project Clean Water Summit in June or July, and we are looking for a moderator and speaker(s).
- Please e-mail Michele, Margarita, or Vikki with your ideas.

II. EARTH FAIR 2005 AND UPCOMING OUTREACH EVENTS

- Carlsbad Flower Fields Kids Days will be April 2-3 and the Fallbrook Avocado Festival is April 17. The County of San Diego and North County are planning on working together for these events.
- Communities Alive in Nature, an applied environmental science program in Carlsbad, is seeking clean up opportunities for Carlsbad and the Agua Hedionda Watershed, e.g. April 23. Please contact Merle O'Neill: merlon99@aol.com.
- Balboa Park's Earth Day celebration will be Sunday, May 1. The City of San Diego Water Utilities plans to have a large interactive display to depict the San Diego River watershed.
- May is Watershed Awareness Month and Coastal Snapshot Day will be Saturday, April 30th.

III. IPM GRANT UPDATE

- Kick-off for the IPM campaign will be Monday, March 14. Carlsbad and San Diego River will be the focus.
- There will be three demonstrations: one on ant control in the home, another on control of snails and slugs in the garden and one using the Enviroscope watershed model.
- Public service announcements include a 1 minute PSA, a more dramatic 30 second piece, and two 15 second PSAs. The PSAs may be shown on the County television network, at the airport, to County employees, etc.
- Margarita passed around a promotional pesticide measuring spoon and distributed IPM pest cards.
 - The IPM pest cards will also be available in Spanish.
 - The cards include a Master Gardener logo, which can be replaced with another logo.
 - The pest cards will be posted to the Project Clean Water website.
 - Please e-mail Margarita with your thoughts on how you would like the cards distributed.
- Master Gardeners will do training for the public, retail nurseries, HOAs, etc.
- Upcoming videos include a 3 minute point-of-purchase video on less toxic methods for ant control and a 22 minute video that journeys

through the San Diego River Watershed and includes information on Integrated Pest Management.

IV. PRESENTATION: CARLSBAD WATERSHED NETWORK'S NEW WEB SITE

- Collaborative effort by NGOs and jurisdictions to build website.
- Balance in perspective: science-based, and targeted to all audiences.
- Information is easy to retrieve with only 1-2 clicks.
- Members-only section for sharing of files, articles, discussion, etc.
- An interactive map is hopefully coming soon (it will probably require more funds).
- Merle requested suggestions on publicizing the website address.

V. Mark Your Calendars!

The next meeting is scheduled for Wednesday, May 18, location TBD.

If you have a conference room available to would like to host a meeting, please contact Margarita at MARGARITA.MOGOLLON@SDCOUNTY.CA.GOV or (858) 694-2557.

If you have an innovative program you would like to showcase or would like input/collaboration on a new proposal, contact Margarita to be put on the next agenda.

CLEAN WATER THROUGH LOCAL COMMITMENT AND ACTION