



project clean water

## **Outreach Workgroup Summary**

**Tuesday, March 11, 2003 10 am-12**

**County of San Diego, DEH Office**

**9325 Hazard Way, (3rd Floor Conference Room)**

**San Diego 92123**

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

### **I. Introductions/Current activities**

Julie Magee - City of Poway  
Melissa Barbagallo – City of San Diego  
Cecilia Padres – County of San Diego  
Muna Cuthbert – City of Chula Vista  
Michele Stress – County of San Diego  
Steven Clark – City of La Mesa  
Bob Griswold – City of El Cajon  
Erik Steenblock – City of Santee  
Linda Isakson – City of Oceanside  
Marsha Cook – County of San Diego

### **II. Monthly Meetings**

The group discussed suggestions and ideas for improving monthly meetings.

Some ideas included:

- Occasionally meeting after Copermittees Management Meetings over lunch, but not when other committees have scheduled to do so.
- Presentations at every other meeting, may allow for resource sharing from topics in the permit. Consider bringing representatives from other Counties to discuss their successes and programs.
- Rotate the meeting locations.

Attendees were encouraged to get onto the State PIPP info exchange to learn more about what is going on around the state. This group has an info exchange board on the website to allow for questions to be asked and information shared. Cecilia Padres has agreed to send a link to the group.

The group also discussed the possibility of doing a joint brochure or regional projects outside of the items discussed on the budget for the region. By sharing costs of printing and artwork, it would be cheaper to use a regional general brochure than for each municipality to do their own. Discussion included the possibility of using a watershed insert to make the regional brochure appropriate for the watershed issues.

### **III. Regional Workshops**

Cecilia Padres gave an update on the regional workshops. These mobile business workshops have been well attended. The last mobile business workshop will be on

Thursday March 13, in La Mesa. Possible success for the improved attendance may be attributed to the industry, working with the trade/industry groups, hosting the events at neutral locations, and/or announcement mail out.

Some issues that have come up in this series of workshops include the concern for mobile businesses not having a place to dispose of holding tank wastewater. A suggestion to form a workgroup to address these and other questions has come up. Cecilia will prepare a work plan for addressing this.

A request was made at a few of the workshops for a convenient, quick reference matrix/spreadsheet for the businesses working in several jurisdictions. It would be helpful for them to know the requirements for that particular city. We discussed how useful a matrix for all 20 jurisdictions requirements would be for mobile businesses. Melissa and Cecilia will work together to create a matrix for us all to complete for prohibitions or allowances within our jurisdictions. Upon completion, the matrix will be e-mailed out to all co-permittees to fill in their corresponding information.

Food Establishment Workshops are coming up in May. We hope to have the "What's Cookin'" Food Guide for Stormwater Pollution Prevention completed for these events. Volunteers are needed to assist with preparation of the next workshops for the food related establishments! We will be working with the DEH Community Food and Housing Division and the San Diego Food and Beverage Association on these workshops. Cecilia Padres will be checking to see the best meeting times and days for this industry. Please consider hosting a workshop in your area, volunteering to speak or participating on a panel.

DEH may have a presentation that can be modified for use at the Food establishment workshops. Elaine White had worked closely with Richard Diaz to compile good stormwater pollution prevention information that would not conflict with CURFL, state requirements and guidelines for operation of food establishments.

#### **IV. Movie Theater Concepts Slides**

Marsha Cook updated the group on the movie theater slides project. Slides started in 6 Regal and Edwards Cinemas on February 21. These will run for 5 weeks. Two locations of UltraStar theaters will begin showing slides on May 19, and will run through June 30. AMC and Pacific Theaters will begin showing slides on May 26, and will run through June 30.

As a side note for movie theaters, Disney is releasing a new animated film on May 30. "Finding Nemo" is an undersea adventure. We don't know if water quality is part of the movie issues, but it is a good chance to address the issue while people are thinking about a cute little fish in the ocean! Check with your local theater managers that may be showing the film for possibilities of a water quality display to tie into the water theme. The County will be working with the manager of the Bonsall theaters to have a display to promote water quality for movie-goers. (Our slides will be showing before the movies at that time too!)

#### **V. Speakers Bureau formation**

Marsha Cook opened the discussion for the possible formation of a speakers bureau. She asked for volunteers that may have worked on formation of a speakers bureau in the past. No one has. Melissa Barbagallo mentioned that the City has a general stormwater presentation that is given on a regular basis. "Ernie's Presentation" is given to many different audiences.

The Speakers Bureau would be formed to reduce the burden to any one person or agency for speaking to trade associations, community groups and others that may overlap across jurisdictional boundaries. Cecilia Padres was aware that "I Love A Clean San Diego" has a speakers group; Cecilia will find out how they work and what topics they offer. Marsha Cook mentioned that the County Water Authority has a speaker's bureau listed on the web. Marsha will contact the Water Authority for more information. Volunteers to work on the speakers bureau included: Julie Magee, Julie Hampel (\*nominated by Bob Griswold), Linda Isakson, Erik Steenblock, Melissa Barbagallo, Cecilia Padres, Michele Stress, and Muna Cuthbert. We will move forward to form this Speakers Bureau.

## **VI. Next Years Regional Program**

The discussion was brief. We discussed the budget of \$40,000. As previously discussed, the group consensus was to use \$38,000 for an IPM Program and \$2,000 for workshop related program. Michele suggested that perhaps the \$2,000 would be used for the speakers bureau needs. This seemed to be agreeable to all in attendance.

Melissa Barbagallo mentioned the PRISM Grant that was recently submitted for IPM based on the Chollas Creek TMDL for diazanon. A copy of the grant application was provided to those in attendance. The program will form an IPM pilot program, which can be expanded to the region.

## **VII. Other Suggestions/Ideas/Announcements**

Marsha invited the Copermittees in the area of Sweetwater Watershed to participate on April 19<sup>th</sup> at Earth Day At the Garden: Pollution Solution Fair. The event is from 10-2 at the Water Conservation Garden at Cuyamaca College. All Copermittees are invited to share the table, but especially El Cajon, La Mesa, Lemon Grove, City of San Diego, and Chula Vista. Please contact Marsha if you are interested in this event.

Cecilia has invited Copermittees to participate in the Business to Business Expo at the San Diego Convention Center. This event is put on by the Regional Chamber of Commerce and would be a great venue to feature a regional stormwater booth. Contact Cecilia Padres to express your interest in participation at the booth.

## **Next Meeting**

Next meeting is April 8, 2003, 10 am –12 noon. Location was not yet determined at the time of the meeting. [\[Oceanside has agreed to host the meeting on April 8.\]](#)