



project clean water

“Clean water through local commitment and action”

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## Education and Resource Development TAC

Thursday, March 27, 2003, 9 AM -11 AM

City of San Diego Green Building

9601 Ridgehaven Court, Fishbowl Conference Room, Second Floor

### Meeting Summary

#### Attendees:

Carol Strampfer	Helix Water District	619-667-6202	<a href="mailto:carol.strampfer@helixwater.org">carol.strampfer@helixwater.org</a>
Betsy Leonard		858-271-6656	<a href="mailto:betsleon@pacbell.net">betsleon@pacbell.net</a>
Cecilia Lyon	City of Coronado	619-522-7311	<a href="mailto:clyon@ci.coronado.ca.us">clyon@ci.coronado.ca.us</a>
Kelly Moewe	Port of San Diego	619-686-6598	<a href="mailto:Kmoewe@portofsandiego.org">Kmoewe@portofsandiego.org</a>
Sarah Adams	I Love A Clean San Diego	858-467-0103 x3003	<a href="mailto:Volunteers@ilacsd.org">Volunteers@ilacsd.org</a>
Ivan Golakoff	SD County Water Auth.	858-522-6719	<a href="mailto:igolakoff@sdcwa.org">igolakoff@sdcwa.org</a>
Jeff Murphy	County of SD, DPLU	858-694-3691	<a href="mailto:jeff.murphy@sdcounty.ca.gov">jeff.murphy@sdcounty.ca.gov</a>
Rita Spiegel	Solana Recyclers	760-436-7986	<a href="mailto:ritas@beresourceful.org">ritas@beresourceful.org</a>
Michele Stress	County of San Diego	858-694-2794	<a href="mailto:Michelle.Stress@sdcounty.ca.gov">Michelle.Stress@sdcounty.ca.gov</a>
Margarita Mogollón	County of San Diego	858-694-2557	<a href="mailto:margarita.mogollon@sdcounty.ca.gov">margarita.mogollon@sdcounty.ca.gov</a>

1. Chairperson, Michele Stress, opened the meeting with introductions and gave the update for the Outreach Technical Workgroup (OTW):
  - -PRISM Grant application for Integrated Pest Management (IPM) campaign has been submitted.
  - Speakers Bureau is being considered to replace the regional workshops.
  - Movie theatre slides are currently being shown throughout the region.
2. Margarita Mogollón distributed the list of watershed education terms suggested from the last meeting with some published definitions. Participants discussed applicability of terms and refined some definitions. It was agreed that terms and definitions for residential outreach be posted on the Project Clean Water (PCW) web site on the Ed-TAC message board. Participants will then discuss/propose a common definition for use in educational materials, brochures and surveys.
  - Upon considering the concept, ‘What is a Watershed?’, it was mentioned that surveys have shown an increased number of people indicating they know what a watershed is but subsequently state that they do not live in one and that surveys need to reflect people’s relationship to a watershed, after one is identified. A discussion of applications of watershed maps and types of information ensued, including development of different types of maps and indicating city boundaries, population per watershed and land uses. It was noted that the use of visual analogies are very effective in promoting awareness. It was suggested that promoting ownership of a particular watershed may not be important as long as the concept that everyone lives/works in a watershed is internalized.

3. Participants agreed that consensus on the definitions of watershed concepts and terms are a prerequisite to developing consistent watershed language for regional educational materials and web sites. Therefore the latter was deferred to the next meeting.
4. A draft list of regional watershed educational activities as suggested from the previous Ed-TAC meeting was distributed. Participants prioritized the development and implementation of these strategies and activities by projected fiscal year. It was suggested that the development of watershed education for K-12 occur in increments paralleling the City of San Diego's Water Education Task Force plan beginning with Kindergarten and 5<sup>th</sup> Grade. A suggestion to help fund K-12 watershed education in the field is to go after corporate sponsors to "adopt" a school. Two new project ideas were added: a regional watershed video and the regional development of watershed posters, possibly one poster for Planners/commercial targets and another for residential/school targets. Developers of the Green Business program are already collaborating with developers of the Five-Star Program for commercial/industrial targets. The development and implementation of many projects depends on the acquisition of supplemental funding sources such as grants.
5. Roundtable:
  - Ivan Golakoff gave preliminary details of his plan to fund and develop a television program for school children. He proposes 16 shows at a cost of approximately \$70,000. He is open to adding 1 or 2 more shows with Ed-TAC input focusing on watershed education if additional funds are found.
  - Jeff Murphy gave an update on the status of the Watershed Urban Run-off Management Plans. He stated that jurisdictions are on board with development and are in the data collection phase. Specific watershed educational activities have yet to be recommended.
  - Sarah Adams of I Love A Clean San Diego brought posters for Earth Day Creek to Bay Cleanup on April 12<sup>th</sup> for any participants to distribute.
6. New time and place for Next Meeting\*\*\*\*\*: Thursday, April 24<sup>th</sup>, 9 a.m – 11 a.m., at the City of Coronado, Dept of Public Services, 101 'B' Avenue (From the Coronado Bridge turn Rt. on Orange, turn Rt. on 2<sup>nd</sup> St., turn Left on 'B' Ave.)