



project clean water

Outreach Workgroup Summary

Tuesday, April 8, 2003 10 am-12
Oceanside City Hall, Plaza Room

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

I. In attendance:

Melissa Barbagallo, City of San Diego
Shawn Grandberry, City of Carlsbad
Julie Hampel, City of El Cajon
Cecilia Lyon, City of Coronado
Robin Miller, City of Poway
Marsha Cook, County of San Diego

Icebreaker: Marsha Cook opened the meeting with a “Surf and Turf” activity from the Project Wet Curriculum. A small, inflated globe is tossed to participants, who identify if their right thumb falls on surf (water) or turf (land). This is a good way to get kids to realize that the earth really is “a water planet.”

Round table discussion included:

Shawn Grandberry, Carlsbad:

- very busy with high priority commercial inspections
- will participate at Earth Day at Balboa Park on April 27, sharing NC Cities Booth
- will use the “Adopt a Storm Drain” program in their city.

Julie Hampel, El Cajon:

- targeted residential outreach insert in sewer mail-outs (file offered upon request)
- have sent their staff to Peace Officer Training at Grossmont College

Robin Miller from Poway reported that she is replacing Liz Dean at the City of Poway. We welcome Robin! Congratulations to Liz for her recent promotion!

Melissa Barbagallo, City of San Diego:

- finalized curriculum for City schools (May 2 -press event to kick off the program. The pilot will take place at Webster Elementary School
- City of San Diego is hosting CASWQA BMP Workshops on April 16 and 17. Contact Melissa for details if you are interested in attending.

Cecilia Lyons, Coronado:

- Upcoming Outreach Events include the Annual Flower Show, Clean Beaches Day, April 12.
- Operation Clean Sweep, on June 7. Operation Clean Sweep is an annual event to clean up San Diego Bay. Scuba divers, boaters and pedestrians will clean up the Bay!
- New promotional items including frisbees and drink can cool cups.

Marsha Cook, County:

- Earth Day at the Garden on April 19 from 10-2. The event will be hosting conservation programs and environmental education. Copermittees are invited to participate. Please call Marsha if you are interested.
- County Depts will be at Earth Day at Balboa Park on April 27, the main themes will be West Nile Virus, MSCP and other environmental issues.

II. Regional Workshops Update

Elaine White will be filling in for Cecilia Padres, who is out re-cooperating from knee surgery.

Food Guide for Stormwater Pollution Prevention “What’s Cookin’?” was reviewed and determined to be at a higher level than most restaurant staff. The guide will be re-written to about a 6th grade reading comprehension. The suggestion was made for the Food Guide and Green Wrench Guide to be translated into Spanish.

With the good attendance observed at the Mobile Industry workshops, we want to use the same type of advertising and distribution for the announcements for the Food Facility Workshops.

ACTION ITEM: Steven Didonna, (County) will do the set up and lay-out for the workshop announcements. When printed, Copermittees will be asked to assist with distribution to their local stores, restaurants, and similar businesses.

The County Dept of Env Health Community Food and Housing Division is taking over the responsibilities for the stormwater issues relating to these industries. Robert Venter from the Community Food and Housing Program will be our contact.

The same introduction to stormwater will be used, but a food facility specific presentation of BMPs will be produced for the workshops.

ACTION ITEM for ALL: Copermittees, please submit a list of stormwater BMPs that you would like to see included in the food facilities presentation via e-mail to Marsha.

Dates for workshops:

May 22nd-Escondido City Hall, Mitchell Room, Room is reserved from 7:30 am - 11:00 am

May 29th- National City Community Center/Martin Luther King Community Center, Room is reserved from 8:00 am - 12:30 pm

June 5th - County Administration Center, Downtown SD, 6th Floor Board Room is reserved from 8:00 am-11:00 am

June 12th- Mission Trail Park, Rooms A, B, C 9 am - 12 pm

CORRECTION: After the meeting, Santee City Hall Room 7 reservation was made for June 12.

Meeting participants enthusiastically volunteered to participate.

Cecilia Lyons agreed to help out with the National City Event.

Shawn Grandberry agreed to help out at the Escondido Event.

Melissa Barbagallo agreed to set up and get speakers for the San Diego location.

Julie Hampel agreed to assist at the Mission Trails **[sic]CORRECTION: Santee June 12.**

III. Movie Slides

Slides have completed the first run of theaters.

An e-mail list was previously sent out for dates and locations. The list will be sent at the request of the meeting attendees.

Action Item: Marsha Cook will e-mail out the list of dates and location for the movie theater slide ads will be showing.

III. Speakers Bureau

After consulting with a few groups that have speakers bureaus in place, we will work to develop a list of presentation topics of concern to the Copermittees. Some concern expressed included: how to fit the presentations to the audiences, how requesters would contact speakers, and duplication of topics that may fit better or exist elsewhere. We can form the program as we see fit. That should not be a problem for fitting audiences to topics. Perhaps through an on-line form, a speakers request form can be submitted through the Regional Stormwater Duty Specialist. Also, we will compile listings of presentation topics already available through County Water Authority, Farm and Home Advisor and other groups that provide speakers through the bureau process. We would seek permission to refer requests to other groups if the topic is better suited for another group. (We already have permission to refer to County Water Authority.)

ACTION ITEM: Marsha Cook will get permission to use the website and stormwater duty specialist as resources for the Speakers Bureau.

ACTION ITEM For All: Copermittees are asked to submit listing of topics they think would be suited to the Speakers Bureau. Also, submit which topics or areas they would be interested in speaking on. If you already have presentations prepared, we can list those as well.

IV. Meeting for June

Copermittees Management Committee has recently gone a meeting schedule of every other month. Since we have year-end fiscal reports and the workshops coming up, we thought our first lunchtime meeting would best be in July after the start of the new fiscal year. We will be finding a location for May, as there was a conflict with the El Cajon Community center for scheduling.

VII. Other Suggestions/Ideas/Announcements

Fostering Sustainable Behaviors Workshop is coming up soon. Information will be forwarded to the Outreach Workgroup.

Next Meeting

Next meeting is May 13, 2003, 10 am –12 noon. Scheduled location had a conflict, so we will need to find a new meeting space. New location will be forwarded to the Workgroup by e-mail.