



project clean water

**Outreach Workgroup
Summary
May 10, 2005 (10 am-12 pm)
City of Vista
600 Eucalyptus Ave, Vista 92085**

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

I. Attendees

Marsha Cook, County DPW
Paul Davy, County Ag.
Vikki Denslow, County DPW
Mike Emerson, Del Mar
Shawn Grandberry, Carlsbad
Bob Griswold, El Cajon
Wendy Hovland-Henry, San Diego
Linda Isakson, Vista

Chamomile Meadow, Encinitas
KariLyn Merlos, County DEH
Kelly Moewe, Port District
Margarita Mogollon, County DPW
Roger Morrison, Poway
Mayela Padilla, Airport Authority
John Quenzer, Dmax for National City
Scott Parker, UCCE

II. "H2O: Home to Ocean" Program - Noelle Morris, SD Oceans Foundation

Nicole Morris presented this community awareness campaign that was developed independently from the EPA Home to Ocean Program. It has been used locally as a mitigation project when a POTW was sued and required to include public education in the mitigation. Check out the website for kids games, a video and monthly tips for what you can do to prevent stormwater pollution. www.sdof.org

SD Oceans Foundation is looking for partners on grants to be able to continue the program. Contact Noelle Morris at (619) 523-1903 if your organization is interested.

III. PRISM Grant Update - Margarita Mogollon (10:35-10:45)

Margarita Mogollon provided an update on the status of the IPM Project. She shared CDs and showed materials that have been developed. We didn't have a VCR to show the video, which is 22 minutes long, but these will be made available to the Copermittees to borrow to make a copy. These are not part of the regional budget purchase.

Mar also shared some newspaper ads that have been developed as "in-kind" contributions from the County. She reminded Copermittees to document and report any activities or time spent on IPM would be considered in kind for the grant. Additionally, it was noted that the in-kind activities discussed such as newspaper ads, were from County Funds, not regional funds. Regional funds are only spent on items the Outreach Workgroup votes on.

IV. New Brochures and Resources from UCCE - Scott Parker (10:45-11)

Scott Parker from UCCE gave a presentation and offered new materials from the program. Scott provided handouts titled "Hiring A Landscape Company: What You Should Know Before You Start". Additional materials will also be printed and made available in the near future. Materials

Request sign up sheet was passed around for agencies interested in receiving these materials and a brochure stand. The UCCE will provide brochures and a plastic stand for any public agencies - free of charge. Contact Scott Parker, if you would like to receive a stand and brochures.

V. Stormwater Inspectors Workshop (Committee Members) (11-11:15)

The Regional Outreach Workgroup will be holding a workshop in Encinitas on June 9th for municipal inspectors. This is the first municipal training activity for the Copermittees inspectors hosted by the Outreach Workgroup. It is intended to be a training, sharing, and networking experience for the inspectors. Many Copermittees agencies have assisted in planning for this event. A great team effort!

VI. Regional Outreach Opportunities

Earth Fair at Balboa Park was a successful day thanks to the great teamwork of the participants. Hundreds of people stopped by the booth to make a button with a watershed or clean water message, to identify their watershed, to learn about invasive species, and to practice stenciling a storm drain! We received comments that will help to make future booths better. Two great suggestions are we need a bigger banner to identify who we are, and need for regional contacts list for Copermittees Cities. Linda Isakson has put together a list of the Copermittees cities phone numbers, which, when completed, we can each print for use, as needed.

NOTE: There is no funding in this year's budget for the banner, but we can consider it for next year. If someone would like to take up a collection, separate from the regional budget we can consider a regional banner this year.

Other upcoming activities include:

SDG&E Restaurant Workshops (ongoing - one per month.)

SD Auto Recyclers monthly meeting May 25

Added in after meeting:

Auto Workshops in Vista June 21 and Fallbrook June 30

Hospitality Resource Panel - May 12 and 19

Fire Prevention Officers Association Presentation – May 18

We will not be having a booth at the 2005 SD County Fair, but Marsha is checking into having our PSAs included for display, if possible.

VII. Round Table

Permit re-issuance

The Municipal Permit is a 5-year permit and will be concluding in 2006. The Copermittees have been meeting to discuss possible scenarios for the re-issuance of the permit. The education and outreach portions of the permit discussion will be coming up soon. Members of this committee will be asked to give comments on what they think will improve the new permit.

Areas to consider: sources and pollutants of concern, balancing activities at an appropriate level (i.e. regional, watershed or regional), program content, and consistency. For watershed requirements, consider developing a list of activities, implementing watershed education activities.

Meeting discussion included a few opinions on removing programs and activities from the future permit that are regulated through other agencies, such as recycling and HHW. There was some discussion of quantities of impressions. Opinions varied on this.

Mayela Padilla has been participating in the Permit Re-issuance Workgroup and has agreed take your comments and concerns to the PR Workgroup about education and outreach topics. After the meeting Michele Stress has also agreed to assist Mayela with this task. Please send your comments and suggestions to Mpadilla@san.org and michele.stress@sdcounty.ca.gov

We finally had a real round table! Here are some of the highlights:

National Horse Show booth didn't have as good of turn out as may have expected, but IPM Cards were the hot items, and a good contact was made for a possible article in Horse Trader Magazine.

Vista has started a "Poop Pollutes Campaign" that has resulted in a few calls.

Poway is in the process of updating the website.

The Airport Authority has been assisting on translation work on the "What's Cookin' Guide." (Thank you! Thank you! Thank you Mayela!)

Port District is putting on the annual IPM seminars for municipal employees. Also continuing to update the ORCA website.

National City is working on annual training for DPW staff. Also working on flyers.

El Cajon is working on SUSMP issues, as well as conducting 5 Earth Day related events, including a recycling event and tire amnesty day. As lead on the SD River WURMP now, they are also developing and updating websites: www.elcajonstormwater.org and www.sdriverwatershed.org

Carlsbad has been working on emergency funding for stormwater related issues. Also working on egregiously leaking vehicles project.

Encinitas has recently had America in Bloom program in town, a national garden competition. They will also be celebrating National Public Works Week with 1,000 kids being brought into a project for education about public works.

City of San Diego has been working in the Chollas Creek area, has conducted a creek clean up and been promoting the IPM program. The Think Blue Website will also be updated in the near future. Deb Castillo who is currently out on extended leave, is expected back in January 2006.

Next Meeting:

The next Outreach Workgroup meeting is July 12, 2005 from 10 am -12 noon, in Chula Vista. The meeting will include a tour of the Alternative Fuel Vehicle and Hydrogen Generation Plant at Chula Vista Public Works.