



project clean water

**Outreach Workgroup
Summary
May 11, 2004 (10 am-12 pm)
City of Escondido Complex, Mitchell Room
Escondido**

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

- I. Attendees
Chiara Clemente, SD RWQCB
Marsha Cook, San Diego County
Doug Coppi, Imperial Beach
Paul Davy, County of San Diego Ag., Wts and Measures
Shawn Grandberry, Carlsbad
Bob Griswold, El Cajon
Debbie Jardin, Escondido
Kelly Moewe, Port District
Margarita Mogollon, San Diego County
Candice Porter, San Dieguito Alliance
Michele Stress, San Diego County

Quick announcement that the County Dept. of Env. Health Food Inspection Program has provided a list of Stormwater Agency Contacts in the Retail Food Facility Operator's Guide. It was pointed out that some of the phone number listings are incorrect. [\[SIC-DEH DUTY DESK has had the errors reported for Carlsbad and Chula Vista. FYI-DEH Food Duty Desk phone number is \(619\) 338-2379 for food establishment referrals or related questions.\]](#)

II. PRISM Grant (Stress/Clemente)

1. Introduced Chiara Clemente, Grants Manager, SD RWQCB.
2. Introduced overview of proposed IPM Consumer Education and Media Campaign. Since majority residential pesticide use is for ant eradication, focus will be on ant control, but will include other insect pests. Campaign will include development of logo, slogan and talking points for other campaign elements, new releases and media kits. Also, will include development of Pass for distribution on local television, radio and cable channels and airtime on CTN. Development of various educational videos with selected videos and PSAs in Spanish. Also assist to distribute videos into retail outlets.
3. Call for this workgroup to be the educational advisory committee but need commitment from those interested to consistently be involved if involved in material review. Also, need input for workshop locations, etc.
4. Next meeting will present selection of watersheds for POP campaign for discussion.

- III. Cigarette Litter Campaign info – Note: order change from Agenda San Dieguito Alliance for Drug Free Youth** - Candice Porter described her program. She works county-wide for tobacco issues, but in the communities of

Cardiff, Carmel Valley, Del Mar, Encinitas, La Costa, Rancho Santa Fe and Solana Beach for alcohol, tobacco and drug prevention programs, education and advocacy.

Candice is working with the Green Business Program requesting the Food Facility Checklist include:

1. Businesses to pick up cigarette litter, and
2. Smoke free outdoor dining spaces be added.

Interested in working with Candice for cigarette litter prevention programs? Call her at (760) 942-8478 or e-mail: skysong7@aol.com

Marsha shared:

Butts Out Campaign (Australia) Plastic samples were looked at but noted containers, potential to break, or wear out. (No prices available.)

Keep America Beautiful Vinyl pouch lined with aluminum. Seems most practical. Bulk rates are available. Previously Julie Hampel had expressed interest in working with other agencies, which would like to jointly purchase them.

Website also had information for businesses and facilities for upright cigarette disposal container. A variety of styles and models are available.

Check out <http://www.kabspo.com/products/pat99.cfm>

IV. BMP Workgroup (Griswold/Cook)

Bob Griswold discussed that the BMP Workgroup has had minimal participation, and encourages Copermittees to participate. The initial document from the BMP Workgroup is on the Project Clean Water Website. The Workgroup may not be involved for developing other materials with the lack of participation.

At the April Workgroup meeting, Paintball was discussed. Marsha wanted to check interest from the Copermittees to see if a regional flyer should be developed and distributed to paintball supply shops and playing facilities. The group present seemed to concur that this was a good idea. Khosro Aminpour said he had discussed such a flyer with a supplier in Chula Vista. He said the storeowner was interested in working on a flyer or similar materials. This is great to get in-put from the industry leaders.

Concrete activities were also discussed at the BMP Workgroup as a possible outreach workshop. Charles Kaminides from Coronado has expressed interest in organizing a workshop with concrete industry representatives. Marsha has agreed to assist with the workshop.

Some discussion of SUSMP was also discussed at the meeting. Specific details were not available for the Outreach Meeting.

V. Events (ALL)

East County Chamber Mixer - El Cajon and the County will host a table at the May 18 Chamber Mixer. Outreach is to East County business Community.

San Diego County Fair-June 11 through July 4 – There didn't seem to be a significant amount of enthusiasm regarding hosting a regional booth at the Fair. Due to length of commitment and expense, it is not likely. Shawn Grandberry mentioned that someone from her office was

attending a meeting about the Fair, on June 30. She will let us know the details as she learns more.

EnviroFair-November 5&6 – A regional booth may be hosted at the Fairgrounds Enviro-Fair. Nancy Strauss from the Fair has requested that the Copermittees provide a watershed display for the EniroFair.

Fiesta Del Rio – May 15-16 – Southwestern College Conference and events.

San Diego River Fair - May 22 – Volunteers are needed for the event.

Please contact Margarita Mogollon (858) 694-5368 for more information on partnering or to volunteer!

VI. Maps

- Were distributed at the meeting for those who made arrangements.
- Please call or make arrangements with Marsha (858) 694-2764.

Next Meeting:

Our next Outreach Workgroup meeting will be July 13, 2004 from 10 am -12 noon at the Water Conservation Garden located at Cuyamaca College, in Rancho San Diego. Please make arrangements to carpool, if possible.