



project clean water

Outreach Workgroup Agenda

May 21, 2008 (10:00 am-12 noon)

**City of San Diego, Storm Water Conf Room #1 (1st floor)
(General Services Building)
1920 B Street,
San Diego, CA 92102**

Attendees:

Marisa Fontanoz, City of Chula Vista
Craig Bonner, City of El Cajon
Kristine Rygiel, City of Encinitas
Judith Keir, City of Imperial Beach
Taniya Barrow, City of Poway
Jennifer Nichols Kearns, City of San Diego
Tim Graham, City of San Diego
Lacie Beesley, City of San Diego
Deborah Jardin, City of Escondido
Cynthia Mallett, City of Oceanside
Summer Waters, County of San Diego
Chris Hanger, County of San Diego
Mayra Garcia, Airport Authority
Kelly Makley, Port of San Diego
Jennifer Black, San Diego Coast Keeper
Teresa Penunuri, SD County Water Authority
Scott Parker, UCCE

I. Introductions

Jennifer Nichols Kearns of the City of San Diego introduced Lacie Beesley (City of San Diego student intern) who will be assisting with the San Diego County Fair Regional Event.

II. Updates from Subcommittees

Mobile Business

Chris Hanger of the County of San Diego updated us on the current status regarding the regional effort to address notifications to mobile businesses as outlined in the MS4 Permit; Meetings will not be scheduled for the Mobile Businesses Workgroup until the Program Planning Subcommittee meets for the first time in FY 08-09. A contract will be developed to contract a consultant as outlined in the Regional Urban Runoff Management Plan

(RURMP). Copermittees' are encouraged to supply updated inventories for the consultant to begin their notification efforts once a contract is in place. The contractor will develop a database to track the mobile business and add mobile businesses that they identify that are working in San Diego County, but are not currently in the inventories supplied by the Copermittees. A workgroup will be formed to develop the minimum BMPs notification materials with outreach information and provide the contracted consultant with guidance. If interested in joining the workgroup please attend the Program Planning Subcommittee Meeting scheduled in July 08 or your jurisdiction's representative. For additional information, please contact Marsha Cook at marsha.cook@sdcounty.ca.gov or Chris Hanger at christopher.hanger@sdcounty.ca.gov

Residential Education Plan

The group discussed the development of a Regional Education Workplan to accomplish the goals set forth in the RURMP submitted in March 2008. Summer Waters of the County of San Diego conveyed to the group that she would discuss the details with Copermittee Chair Jon Van Rhyn on how to proceed with the development of the work plan.

SD Fair

Jennifer Nichols Kearns updated the group and announced that work shifts for the fair were 80% covered. Additionally, some Copermittees had not signed up to cover a shift and she was still trying to contact National City and El Cajon, so they may participate in the event.

Storage for the items provided by Copermittees will be available at the fair site for those jurisdictions who wish to supply their own giveaway items. Fair volunteers should contact Van Miller to coordinate and arrange drop-off and pick-up of supplies they intend to keep at the fair. It was expressed that IPM is the main focus of our booth and information provided at the fair should try to follow that message. The location of the Think Blue booth will be directly across from the master gardeners booth. It is encouraged to approach them for any technical questions that you may encounter. An IPM tip card assembly meeting will be scheduled in the near future and Copermittee representatives are encouraged to attend. Outreach materials and meeting for the fair are being finalized. The ¼ page ad in the program has been finalized. Planter sticks will be provided with various messages and will be placed throughout the fair. The booth will be supplied with an 8 ft table and a backdrop supplied by the County. Survey feedback cards will be provided by the City of San Diego as part of a pilot study and will contain 5 to 6 questions and a place to gather contact information. Copermittees are welcome to use the surveys provided by the City of San Diego, however the survey remains the intellectual property of the City of San Diego and all survey should be returned to them. Additional information regarding fair logistics will be provided during the SD County Fair subcommittee meeting.

III. Discussion of Regional Outreach Workgroup (Regional Education and Residential Sources Workgroup) and Regional Education Technical Advisory Committee (TAC) Merger and Schedule Details -

The permit requires that the Copermittees meet four times annually. Future meetings for FY 08-09 will be posted on the Project Clean Water website. Discussion concerning combining the Regional Outreach Workgroup and Regional Education TAC meetings was discussed, but no decision was made concerning the merger. Additionally presenters would be encouraged to address the workgroups in regards to topics related to but not limited to socioeconomics, and watershed education.

The Regional Education and Residential Sources Workgroup will be scheduled to meet bimonthly. The first meeting is tentatively scheduled for Wednesday, July 23. It was decided that all subcommittee work groups will meet as needed.

IV. Think Blue Logo Update- Jennifer Nichols Kearns, City of San Diego

The City of San Diego has finalized the new Think Blue logo for jurisdictional use, and is currently working with Trademark attorney's to finalize the brand. Other aspects of the Think Blue brand are being finalized and the branding manual is currently being developed that will contain guidelines on how the logo is to be utilized to maintain its authenticity. The branding manual (hard and digital copies) will be provided to Copermittees in Fiscal Year 09. The City of San Diego is considering developing a "Think Blue Partner" program for businesses, in which Think Blue may allow businesses that meet and maintain stormwater compliance goals to display the Think Blue logo in their window. This would act as an incentive for businesses under the City's inspection program. The City of San Diego is currently pilot testing this option, and will decide if the program is appropriate to implement on a jurisdictional, watershed and/or regional level once studies are complete.

V. Green Wrench Guide updates- Debra Jardin, City of Escondido

Debra Jardin representing the City of Escondido informed us on opportunities to update the BMP Automotive booklet. The booklet is geared towards Watershed outreach and education is available in English and Spanish. If anyone is interested in updating the pertinent sections with the new permit requirements please contact Debra Jardin at djardin@escondido.org to form a Green Wrench Guide Subcommittee.

VI. San Diego County Water Authority (SDCWA)media campaign update – Teresa Penunuri, SDCAWA

Presented on the SDCWA 20-Gallon Challenge campaign. The campaign is to raise awareness on water conservation. The campaign was recently launched with billboards, radio and TV ads around San Diego. In mid June, Phase 2 will focus on community outreach and will include information on landscape over watering.

Jurisdictions interested in partnering with the SDCWA are encouraged to contact Teresa directly at: tpenunuri@sdcwa.org. Literature and handouts are available upon request. For additional information please visit www.20gallonchallenge.com

VII. Announcements

VIII. Adjourn