



project clean water

**Outreach Workgroup
Summary
August 12, 2003 10 am- 12 noon
City of Encinitas Poinsettia Room
Vulcan Ave, Encinitas**

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

I. Participants

Marsha Cook-County
Muna Cuthbert-Chula Vista
Paul Davy-County Ag, Wts. And Measures
Shawn Grandberry-Carlsbad
Bob Griswold- El Cajon
Debbie Jardin- Escondido
John Mackler-National City
Ronie Martinez-San Marcos
Robin Miller-Poway
Kelly Moewe- Port District
Margarita Mogollon-County
Linda Ndelebe- County
Cecilia Padres- County
Michele Stress- County
Cheryl Wilen- UC Coop Extension

*An updated contacts list for the Workgroup was distributed.

Please add our newest members to your contacts list:

Linda Ndelebe (County of San Diego) linda.ndelebe@sdcounty.ca.gov (858) 495-5368
John Mackler (National City) jmackler@BDSengineering.com (619) 582-4992

II. Awards Recap 2002-2003

"Golden Ducky" Awards were presented to Muna Cuthbert, Shawn Grandberry, and Debbie Jardin for outstanding participation in Outreach Workgroup 2002-2003.

III. PRISM Grant Opportunity

Michele Stress discussed the PRISM grant, including the monitoring program in the Chollas Creek, point of purchase outreach to retail stores and the regional aspects of the program. **Consensus** was reached to utilize regional outreach funds (\$38,000 dedicated to IPM) will be used for printing additional materials for all of the Copermittees.

IV. EnviroFair 2003 Regional Booth

Cecilia Padres discussed the regional booth for EnviroFair 2003 at the Del Mar Fair Grounds. Cecilia has reserved a large booth space to accommodate materials and activities from all of the jurisdictions. Event will be on November 7, fro 9 am- 10 pm. Activities will be done to engage visitors. A survey or tally will also be kept to track

resident's cities. Contact Cecilia if you can help staff the booth, or if you would like to send materials for the event.

ACTION ITEM: To help staff the EnviroFair 2003 booth or to send materials for the booth please contact Cecilia Padres. (Cecilia.padres@sdcounty.ca.gov)

V. Speakers Bureau

Marsha Cook distributed a draft of the Speaker's Bureau topics outline, as well as a table for Copermittees to fill in and e-mail back. Suggestion was made to include speaker's regional area preference or limited area, if they choose to limit where they will speak. This will be added to the form and resent to the workgroup participants.

ACTION ITEM: Complete the updated form for the speakers and e-mail it to Marsha. (marsha.cook@sdcounty.ca.gov)

VI. Regional Watershed Poster Template

Margarita Mogollon discussed the Regional Watershed Posters Template. The template is in collaboration with the Planning groups working on the WURMPS. The idea to "brand" the maps by having similar feel and look of all of their material is thought to bring a consistency and familiarity across the region. These products will be developed to achieve the deliverables for the WURMPS. If you have photos that will depict a watershed please send them to Margarita!

ACTION ITEM: Submit photos to Margarita for consideration on the regional poster. (Margarita.Mogollon@sdcounty.ca.gov)

VII. BMP Workgroup

Bob Griswold discussed the table being developed by the BMP Workgroup. The table includes industrial as well as mobile services for source control BMPs. Copermittees have helped complete the table by marking off the BMPs that they encourage. The final list will be submitted to the Regional Board for approval.

VII. Newsletter Article

Marsha Cook discussed submission of an article on stormwater pollution prevention to Sempra Energy for possible inclusion in newsletters for residents. The article will include working with Orange County since the mailing base includes southern Orange County. Orange County representatives are reviewing the draft article, which was passed out. The article will be provided on behalf of the Regional Program.

VIII. Materials Sharing Table Request

The Excel Spreadsheet of the materials from the Copermittees is in the process of being reorganized. Volunteers were asked to assist with this task. Bob from El Cajon agreed to check into getting assistance with this. The binders with the actual materials are also being reorganized with the increase of items. These will be made available at upcoming Outreach Workgroup meetings.

Debbie Jardin suggested that when considering ordering promotional items, we should let each other know so we can partner to order. There are cost savings even from some vendors for orders with multiple logos. With so many budget cuts, this is especially important to save money!

IX. Roundtable

Debbie Jardin-Escondido has received comments from the Regional Board. Continuing with ongoing employee training.

Muna Cuthbert-Chula Vista has been working on the annual report. Continuing with the municipal training and inspections. Will be participating on Coastal Clean Up Day.

Ronie Martinez- San Marcos is continuing with employee training. Also have been using a local nature center for school program training.

Bob Griswold- El Cajon program has been busy with outreach by including stormwater articles in the newsletter to residents and businesses.

Cheryl Wilen- UC Coop Extension has received a grant for tracking disposal of pesticides from non-residential applicators/users. The types of businesses may include landscapers and mobile pet groomers.

Kelly Moewe- Port of San Diego is planning a series of speakers at the Natural History Museum. The series of 7 lectures will take place during January through April every other Tuesday evening from 6:30-8:30.

Michele Stress- County reports the completion of the Carlsbad/San Luis Rey Watershed Survey. The report is posted on the PCW website. The survey for the remaining portions of the unincorporated area watersheds are now underway.

Shawn Grandberry- Carlsbad is including survey questions in the City Customer Service Survey. They are also conducting their dry-weather monitoring in house. They are using new procedures to streamline the new business license process and working on a new database system.

John Mackler- National City is new to the San Diego area. As a newcomer is learning about the processes in the region.

Margarita Mogollon-County is working with various groups to develop a green school program.

Marsha Cook- County shared calendars, posters and strategic plans. If you would like Strategic Plans for your lobby counters or for events, we have plenty to share! Please let any of the County staff know if you would like some.
Adjourned at about 12:05.

Next Meeting:

We are back to the normal schedule of the 2nd Tuesday of the month. Our next meeting will be September 9, from 10 am-12 noon at County's Hazard Way Office, 9325 Hazard Way, Kearney Mesa.