



project clean water

**Outreach Workgroup
Minutes
August 15, 2007 (10:00 am-12 noon)
San Diego County Water Authority
4677 Overland Avenue
Lobby Conference room**

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

Attendees:

Summer Waters, County of San Diego
Veronica Archer, County of San Diego
Ruth De La Rosa, County of San Diego
Ivan Golakoff, San Diego County Water Authority
Debora Jardin, City of Escondido
Kristine Rygiel, City of Encinitas
Craig Bonner, City of El Cajon
Shawnetta Grandberry, City of Carlsbad
Diana Hussey, Resource Conservation District
Cecilia Lyon, City of Coronado
Kelly Makley, Port of San Diego
Judith Keir, City of Imperial Beach

I. Introductions

- II. Presentation from Pilar Montoya, Director of Community Affairs of the Neighborhood House Association. TOPIC: Outreach to the Hispanic community. There needs to be a different “plan” when attempting to share knowledge and motivate behavioral changes with the Hispanic community. Get familiar with the demographics of those you wish to reach. Utilize church groups, local chamber groups, grocery stores or local newspapers for distribution. Know that the motivating factor will be 1) Health & commitment to family 2) Children 3) Finances. Be aware of the lack of trust in government and the associated biases. To reach the community, use a sphere of influence, like community leaders. They will get a much warmer response than government employees. Be realistic in your goals. Partner with respected groups and use their logo on the brochure.**

And everyone, including the Hispanic community, likes free stuff. Look to do big ticket items with a raffle. People will stop by and fill out a survey, questionnaire or read a pamphlet and answer a couple questions to get their name in a drawing. Pilar is a consultant and her services are for hire.

III. Request for future speaker topics &/or volunteers. contact Veronica Archer Veronica.archer@sdcountry.ca.gov Possibilities include Ivan Golakoff speaking on the History of Water or Kelly Makley on the History of San Diego Bay

IV. Updates from subcommittees:

-Regional Outreach Plan meeting is August 31st 10-12 to review the report from TRG and begin writing the Plan.

-BMP Portal will be live in the next couple weeks. (UPDATE: access the BMP website at <http://www.projectcleanwater.org/bmp/> but note there are a couple formatting corrections in the works)

- New Subcommittee: Mobile Business's. Please contact Veronica Archer if your interested, members include: Kelley Makey, Shawnetta Grandberry, Deborah Jardin

V. Project updates/new business/announcements/roundtable

- Craig Bonner informed the group about a venue we could use to reach the Hispanic community. The SD Convention Center hosts a Hispanic Community dance called the Frias Dance, drawing up to 8,000 participants. Live bands entertain the crowd and there are vender booths inside the hall. Next dance dates are 10/27/07 & 11/24/07. For more information, go to www.visitsandiego.com or Event Mgmt Dept can be reached at (619) 525-5000.

- Kelley Makey is working on a Green Port plan, which is a comprehensive way to operate a business as green as possible, and will be unveiled in 2008.

- Ivan Golakoff suggested a language change on future giveaway items, "Stormdrain" instead of "Stormwater". He shared some education/outreach CD's geared towards 3rd grade and 4th grade children. He is presently on the subcommittee to revise Splash Lab which received a 30k grant.

- Kristine Rygiel, City of Encinitas has a new Program Manager, Erik Steenblock

- Shawnetta Grandberry discussed Annual Report date submittal to be Sept 1st starting next year

**- Judith Keir is the new Program Manager for the City of Imperial Beach.
WELCOME!**

- Conferences reminder:

1) WEFTEC conference

On Sat & Sun Oct 13/14 is a Fostering Sustainable Behavior Workshop

On Monday Oct 15th is Water Educator's Summit/ includes luncheon/ Noon-4:40/ \$50

<http://www.weftec.org/home.htm>

2) Water Conservation Summit sponsored by the CA Water Authority

Oct.12th

<http://www.waterconservationsummit.com>

**- Attached is an article written by Kelley Makey for San Diego ZOO News
"Where Does the Water Go? Becoming Watershed Stewards"**

- Information to purchase "Bags on Board" giveaway:

PSG Pro Specialists Group Inc.

8295 Aero Place, Suite 260

San Diego, CA 92123-1807

Local (858) 541-1100

(800) 544-5646

Final price was \$1.80/ canister with 20 bags inside for our order of 1,120 canisters. The price included imprint with a one time set up fee of \$35.00.

- Future agenda item, suggestions on meeting frequency

- Adjourn