



project clean water

**Outreach Workgroup
Summary
September 13, 2005 (10 am-12 pm)
City of Carlsbad
1635 Faraday Ave.
Carlsbad 92008**

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

I. Attendees:

**Marsha Cook, County
Vickie Denslow, County
Bob Griswold, El Cajon
Shawnetta Grandberry,
Carlsbad
Roger Morrison, Poway**

**Chamomile Meadow, Encinitas
Margarita Mogollon, County
Kelly Moewe, Port
Hawkeye Sheen, Oceanside
Malik Tamimi, La Mesa**

II. PRISM Grant Update – Mogollon

- Spanish tip cards will be ready this week. Ties in 7-10 days.
- Workshops are underway and planned through June. To schedule a workshop, Copermittees representatives should contact Scott Parker.
- Tear off shelf talkers will be placed into Lowes by Master Gardeners this spring.
- Calendar includes Bonita Fest and Broadway Hts. Community Fair.
- Mobile Kiosks – will be developed for high traffic areas.
- Articles - City of SD has prepared templates for articles that are available to anyone who wants to use them.
- Monitoring for Chollas Creek is being readied.
- Progress report -Mar will be preparing the progress report. Reminder that all in kind contributions of time or efforts should be reported to Mar as soon as possible, as once reported for time period, cannot be added to.
- Evaluation post cards are being prepared to find out if the tip cards have been helpful to people. UCCE is working on this.

III. Watershed Video and Point of Purchase Video

We reviewed the video and point of purchase video. It was noted that most references are to the County. Comments were taken on the video. Discussion included the reminder that IPM does include the use of pesticides, so the video could not say “don’t use any pesticides”.

IV. Regional Outreach Opportunities - All

Enviro Fair - County Recycling Program will share booth space

North Construction Workshops - Vista and Oceanside

Ag Workshops – San Luis Rey Watershed

Tijuana River Watershed

Suggestions for others: Gay Pride Days (date fall?), Earth Day (April), SD County Fair (June & July), World Water Monitoring Day (Oct. 14, 2005) and World Wetlands Day (Feb. 2, 2005)

VII. Round Table Representative updates

El Cajon- Bob Griswold reported John Phillips is the new Manager for the El Cajon SW Program. Upcoming event includes 2 E-waste events at Helix HS Oct. 15 and Santana HS in January.

Encinitas- Chamomile Meadow reported they are working on the annual report. Asked for any advice from Copermittees that might help with the report.

County- Margarita Mogollon reported on the project to work with multiple departments for environmental racks at libraries. HHW, P2, Recycling, and Stormwater Programs are working together on this.

Poway- Roger Morrison reported that they are working on the annual reports and that Robin Miller is still active on the Watershed program.

Oceanside – Hawkeye Sheen reported working on Ag Workshops, Construction Workshops, Coastal clean Up day and Harbor days. In addition, Hawkeye shared a bracelet the city is ordering to encourage kids to take a clean water pledge to get a bracelet that says “I love clean water.” Cost about 97 cents each.

La Mesa- Malik Tamimi reported that the city recently approved 3 kiosks for city parks that will share stormwater and watershed information. Malik is also working with Green Business Program to host a Green Business workshop for restaurants. Also working on WURMP.

Port District- Kelly Moewe reported that she has been approved to attend the Watershed Conference in Chicago. Also the Port received a Whale Tail Grant in a collaboration with SD Zoo and non-profit Eco-Life. The program is for 5-6 graders who will participate, then present information to 2-3 graders. Program includes class room presentation with Dr. Zoolittle, ½ day field trip to Creek Cleanup, and ½ day at Sweetwater Marsh.

County – Vickie Denslow reported that the Tip cards will continue to be distributed. Also that tip cards will be shared at booths at BonitaFest and World Water Monitoring Day.

VIII. Materials Distribution

- P2 Posters- any posters left will be distributed to libraries and UCCE.
- Green Wrench Guides for Carlsbad and San Marcos

Reminder Next Meeting:

The next location for our meeting has not yet been determined. Please mark your calendar and save the date of November 8th, 10 am-Noon. Location will be announced when determined.