



project clean water

**Outreach Workgroup  
Special Budget Meeting Summary  
October 24, 2005 (12:30-2:30 pm)  
County of San Diego, DEH Vector Office  
9325 Hazard Way  
San Diego 92123**

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

**Attendees:**

**Khosro Aminpour, Chula Vista  
Deborah Castillo, City of San Diego  
Marsha Cook, County  
Shawnetta Grandberry, Carlsbad  
Bob Griswold, El Cajon  
Cora Long, Lemon Grove  
Kelly Moewe, Port of San Diego**

**Roger Morrison, Poway  
Hawkeye Sheene, Oceanside  
Todd Snyder, County  
Michele Stress, County  
Malike Tamimi, La Mesa  
Vikki Denslow, County  
Margarita Mogollon, County**

**I. Welcome and Recap Budget Programs** - Marsha re-capped the previous 5 year's budgets of \$40,000 per year and activities for each fiscal year. This included a variety of activities for commercial, industrial, residential/general public and municipal. (Workshops, movie slides, BMP guides, IPM items, THINK Blue media, Watershed maps).

Although we have continued to request more funding, the likely scenario for funding is \$40,000 again for this fiscal year, with a potential (not certainty) of increasing the budget through the Copermittees agreement processes, within this permit cycle, as needed for a solid outreach plan.

**II. Program Strategy for New Permit**

Program Strategy Proposal was presented by Michele Stress and Deborah Castillo. Basically the plan proposes to hire a PR firm who specializes in environmental programs to help us plan out a 5-year strategy. All attending were in unanimous agreement that this was a logical and reasonable way to go, especially starting with the new permit.

A question was raised as to whether or not there would be any outreach activities implemented in the fiscal year 06-07. Most likely this year's funding would be needed to hire the PR firm.

As in past years, we can still continue to do activities outside of the budget like we have in the past, such as: Voter Guides, Speaker's Bureau, etc.. (All of last year's activities aside from IPM program were in-kind and we accomplished a lot!)

**III. Discussion - All**

The group discussed possible things that could be done into the program such as a regional survey, etc. Most will depend on the outcome of the development of the strategy. (A lot more discussion took place, but I am sorry, I was so into it, I forgot to take notes...yikes! Sorry)

No other ideas, suggestions, or proposals were introduced for discussion.

#### **IV. Vote on Suggestions (2:15-2:30 pm) - All present or phone**

The vote was unanimous for the 10 Copermittees agencies attending the meeting. The Airport was not able to attend, but had been briefed over the phone on the strategy plan and was supportive.

**ACTION ITEM: For those who could not attend the meeting,** I would like to hear from all of the Copermittees, so we can get your “vote in support” of the plan or let us know your thoughts, questions, or concerns. If you have specific questions on the plan you may contact Michele Stress or Deborah Castillo. Proposal was e-mailed out to the workgroup on 10-25-05.

[SIC]

#### **V. ADDITIONAL Discussion: Round Table**

As the meeting ended earlier than expected, we had time for a brief round table discussion.

**Kelly Moewe** attended the Watershed Conference in Chicago. She reported that the Think Blue Program was well represented at the Conference by cities and counties who have “borrowed” the City of San Diego’s award winning program. She indicated that the City of San Diego was mentioned, and that the program was referred to throughout the conference as a great way to share simple messages such as the “Rubber Duckies” PSA developed and produced under direction of Deborah Castillo.

**Deborah Castillo** made the following announcement.

**Take note:** The City of San Diego will be working on a PSA on behalf of the Regional Outreach Program. Deborah is looking for assistance from a maximum of 3-creative Outreach Workgroup Copermittees who can sit for interview selection of contractors, review PSAs for edits, and be available with as little as 1-2 days notice.

Creative Copermittees representatives who participate on the Outreach Workgroup are invited to apply. You must commit to 20-hours, between December and April, as production cannot be held up! Contact Deborah Castillo, as soon as possible, if you are interested. (619) 525-8649 or dcastillo@sandiego.gov

#### **Reminder Next Meeting:**

Please remember the Outreach Workgroup has one more meeting this calendar year. We will meet on November 8<sup>th</sup> from 10-12. We are checking on a location, but an agenda will be sent out as soon as things are nailed down.