



project clean water

**Outreach Workgroup  
Summary  
November 9, 2004 (10 am-12 pm)  
City of El Cajon Offices  
200 East Main Street, 5<sup>th</sup> Floor  
El Cajon, 92020**

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

**I. Attendees**

Khosro Aminpour, Chula Vista  
Marsha Cook, County  
Paul Davy, County Ag. Wts. & Measures  
Mayela Gillan, Airport Authority  
Shawnetta Grandberry, Carlsbad  
Robert Griswold, El Cajon  
Julie Hampel, El Cajon  
Debbie Jardin, Escondido  
Cora Long, Lemon Grove  
Cecilia Lyon, Coronado  
Margarita Mogollon, County  
Michele Stress, County  
Cheryl Wilen, UCCE, County Farm & Home Advisor  
Robin Rivet, UCCE, County Farm & Home Advisor

**II. PRISM Grant Update (Stress/Mogollon/Wilen)**

Margarita Mogollon reported

Completed Deliverables:

- City completed first flush monitoring in Chollas Creek
- Working w/ SDRWQCB on assessment program possibly for a 2<sup>nd</sup> pesticide (maybe malathion)

Next:

- Promo items
- Posters
- Measuring spoon
- Tennis balls

Then PSA's:

- 2 3-minute PSAs for high traffic areas, workshops, kiosks.

Dr. Cheryl Wilen reported:

Introduced Robin Rivet as the new PRISM Coordinating Staff Person.

Her responsibilities include: Training the Master Gardeners for events

And training nursery staff for interactions with general public and placing training materials at nurseries. Also Robin will plan specific workshops such as how to identify beneficial insects, etc.

Robin Rivet does not yet have e-mail but may be reached at (858) 694-2190. Training will also include training for Copermittees that are interested. Including insects, ants weeds and water quality.

Mayela Gillan said the Airport will show the videos and hang posters at the Airport.

Michele Stress reported that the Copermittees will spend the \$38,000 from the FY 03-04 for printed materials. Discussion included getting tip cards translated into Spanish. Reprographic costs may include pest cards, posters, and perhaps an ad or bag for the Union Tribune newspaper.

**Action Item:** Marsha Cook agreed to look into the Cost for placing an ad or for printing a newspaper bag and a newspaper bag with a tip sheet inserted into it.

### **III. 2005-2006 Regional Budget (All)**

A hand out for the Regional Outreach Budget history was presented as a handout to the group. [See separate attachment]. The proposal for FY05-06 will be to request \$40,000 from the committee for media. The Copermittees will decide how to split the cost between billboards and Think Blue Media. Some concern was expressed regarding the audiences distribution for radio. Many Copermittees wanted to ensure that the radio audience would include country music stations. Concern was also expressed that Think Blue may not appeal to all audiences "east of I-5". But since the Copermittees has selected Think Blue as the media mechanism, that is what it will be. Discussion of the most recent character ads for think Blue were discussed, but not all Copermittees were familiar with the animated litter character ads.

Marsha provided an article titled "On Watershed Education" which documents results of several studies as to outreach and techniques that appeal to audiences.

### **IV. Refresher Training for Municipal Stormwater Staff**

Question was posed as to whether or not the Municipal stormwater program staff would be interested in attending a training session for refresher training and information exchange. All attending thought this would be a good idea.

Discussion also included the possibility of training other municipal programs such as fleet managers, police departments, fire departments, and facilities maintenance staff. Julie Hampel of El Cajon mentioned how they had done joint municipal training with Santee and La Mesa and had successful training.

**ACTION ITEM:** Marsha Cook will discuss this with County Stormwater Supervisors and Stormwater managers. She will report back to the group as the program develops.

### **V. Outreach, Events, and Resources**

- BIA Training for Construction – November & December (Flyers)

- **Disney Challenge deadline has been extended!** Applications are still being accepted for a limited time for the \$500 awards and gifts for taking the Jiminy Cricket Environmental Challenge. The link to the website is attached. Applications can be faxed directly to (818) 553-7270 and project documentation is not due until Feb 2, 2005. [SIC we still have packets for interested 5<sup>th</sup> grade teachers.]
- Arbor Day Packets for 5<sup>th</sup> Grade Teachers (Handouts)
- [SDG&E articles left over from last year were also available as Handouts]

**Drawing Winner: Paul Davy won an insulated coffee mug from the Western Regional Pollution Prevention Network.**

**Next Meeting:**

Next Outreach Workgroup meeting is January 11, 2005 from 10 am -12 noon. City of San Marcos will host the January meeting.