



project clean water

Education and Resource Development TAC  
Wednesday, December 15, 2004  
San Diego County Water Authority Office  
4677 Overland Drive  
10 am – Noon

### Meeting Summary

#### Attendees:

Marsha Cook	County of San Diego DPW
Vikki Denslow	County of San Diego DPW
Margarita Mogollón	County of San Diego DPW
Roger Morrison	City of Poway
Robin Rivet	UC Davis IPM
Rita Spiegel	Solana Center
Michele Stress	County of San Diego DPW

#### I. OUTREACH TECHNICAL WORKGROUP UPDATE

- Marsha will remind the Copermittees to submit information for high traffic areas for IPM outreach, and lists will be given to Robin.
- \$38,000 is available for IPM printing. A Healthy Garden, Healthy Home insert was considered for a weekday Union Tribune (distribution of 320,000). A Union Tribune contact may give ideas with a lower price range in mind. Rita added that a survey indicated that bill inserts may also be a good place for advertisements. The workgroup will vote on printing options on January 11.
- The workgroup is asking for \$40,000 for the 05/06 budget to be used for mass media.

#### II. ROUNDTABLE FORUM

##### Solana Center

- Solana Center has translated a 20-page booklet on household hazardous waste into Spanish.
- Rita also indicated that the Solana Center has a booklet for workshops on less toxic yards and gardens (in English only).

## Co. of San Diego

- The What's Cookin' BMP guide has been translated into Spanish. A volunteer is currently working on a translation for landscaping materials, and volunteers may be available for additional translations.
- The County's stormwater training program currently includes basic training for full-time employees and focused training for specific employees. Marsha indicated that seasonal employees will be given an informational piece, e.g. a brochure.
- Arbor Day packets were available. They are intended for 5<sup>th</sup> grade teachers and they relate trees to runoff.
- The County has two fact sheets in review, including one for pollution prevention (which is required for businesses with 10 or more employees) and one for retail and wholesale fueling (i.e., gasoline stations).

## IPM

- The IPM Pest Cards are ready for printing, and they will have holes punched in them so they can be placed on inexpensive loops. That way, they may be hung on a nail and saved for reference rather than being thrown out. Also, the cards will be posted to the Project Clean Water website.
- Promotional measuring spoons for pesticides will be ready after the logo is re-done.
- Taping should begin this week for a point-of-purchase video on less toxic methods for ant control.
- Robin is interested in a model that shows how water from storm drains travels to the ocean (note that Rita used to build fountains!)
- Robin and Margarita will discuss dates for training materials.

## UPDATES

### Funding/Watershed Summit

- The Prop 50 grant is out and the Committee is reviewing proposals.
- Michele is trying to get air time funds for visual media.
- Michele also gave an update on the 2-day Watershed Summit in Los Angeles.

### Water-based Educational Programs/Activities

- The next meeting will include invasive species removal for Carlsbad.
- Margarita is interested in ideas for motivating high schools to participate in environmental fairs. Robin indicated that Kipnas from Tree People in L.A. gave a very effective presentation to high school students.
- L.A. County hired consultants for workshops on fueling and food franchises, and the County of San Diego is concentrating on these two areas as well. The APCD, County Haz Mat, County Food and Housing, and the Green Business program are interested in partnering. This will also be opened up to the watersheds if approved.

III. Mark Your Calendars!

The next meeting is scheduled for Wednesday, February 16, location TBD.

If you have a conference room available to would like to host a meeting, please contact Margarita at [MARGARITA.MOGOLLON@SDCOUNTY.CA.GOV](mailto:MARGARITA.MOGOLLON@SDCOUNTY.CA.GOV) or (858) 694-2557.

If you have an innovative program you would like to showcase or would like input/collaboration on a new proposal, contact Margarita to be put on the next agenda.

***CLEAN WATER THROUGH LOCAL COMMITMENT AND ACTION***