



project clean water

Outreach Workgroup Minutes

December 19th, 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
Kristine Rygiel, City of Encinitas
Kelly Makley, Port of San Diego
Jennifer Nichols Kearns, City of San Diego
Tim Graham, City of San Diego
Deborah Jardin, City of Escondido
Jennifer Black, San Diego Coast Keeper
Doug Coppi, City of Imperial Beach
Mayra Garcia, San Diego Airport Authority
Shawn Grandberry, City of Carlsbad
Cynthia Mallett, City of Oceanside

I. Introductions

- II. Timeline for Deliverables to Copermittee Management Committee**
The Draft Regional Residential Education Plan needs to be completed for distribution prior to the January 17th Copermittee Management Committee meeting. Summer Waters will be giving a presentation on the 17th summarizing the Plan.

III. Update from Mobile Business Subcommittee:

There is a draft Strategy which Veronica Archer will be presenting to the Copermittees. Much of the strategy plan is to utilize a consultant with cost sharing. For a copy of the Power Point

to be shown to the Copermittees, contact Veronica at veronica.archer@sdcounty.ca.gov

- IV. **Regional Educational Plan- Review and Update of Final Draft. Vote for recommendation to Copermittee Management Committee**
Unanimous recommendation for approval with edits discussed at meeting and the understanding that the Assessment section will need to be completed at a later date.
- V. **Regional Education Program Budget FY 08/09- Review of Final Draft. Vote for recommendation to Copermittee Management Committee.**
Majority approval with one question as to where the additional funds would come from.
- VI. **Discussion of Regularly Scheduled Outreach Workgroup Meeting Day and Time: The meetings will continue to be on the 3rd Wed. of every month. E-mail alternative suggested dates to Summer at summer.waters@sdcounty.ca.gov**
- VII. **San Diego County Fair Opportunity- Jennifer Nichols Kearns**
There are a variety of opportunities for regional sponsorship of the San Diego County Fair. This would be a larger sponsorship opportunity than those considered in the past, which typically included little more than a booth. Information on attendance and demographics was distributed. The deadline for sponsorship is in February.
- VIII. **Announcements :**
Jennifer Nichols-Kearns ~ A survey sample of 1500 cost aprox. \$57K. There is \$40K earmarked from last year which was rolled over. There are other monies in this year's budget which may be used for the survey.
- IX. **Adjourn**