

Sacramento River Watershed Program (SRWP)
Public Outreach and Education Subcommittee (POES)
Meeting Minutes
12/15/04

Meeting Manager: Karen Larsen

Note Taker: Mike Troyan

Attendance: Karen Larsen, CVRWQCB
Kathy Russick, SRWP
Jerry Troyan, SRCSD
Rich Gresham, PCRCD
Allen Harthorn, SRWP
Jennifer Tencati, MMC
Mike Troyan, MMC
Leslie Bryan, Western Shasta RCD
James Moller, Western Shasta RCD
John Merz, Sacramento River Preservation Trust
Janet Parris, County of Sacramento Department of Water Resources
Fraser Sime, DWR
Marc Epstein, NorCal Student Environmental Network
Chuck Lundgren, Iris Software, Inc.

Handouts:

1. Engelbrecht capabilities handout
2. MMC/SRWP web site text revisions handout
3. MMC Outreach Items handout

1) Introductions, Orientation, Agenda Changes

2) Approve Minutes, Announcements, and Liaison Reports

a) Announcements:

- i) The East Bay Watershed Center will host "Conversations About Watersheds," a conference about volunteer stewardship that will be held January 13-16, 2005 at Merritt College in Oakland, CA.
- ii) This is Allen's last POES meeting as Education Coordinator. He will be available to help with the transition.
- iii) Karen is now the Grant Manager for the SRWP's Proposition 50 grant.
- iv) John announced the upcoming Snow Goose Festival (January 28-30, 2005) in

Chico, which will offer field trips and workshops. He thanked POES for their support.

b) Liaison Reports

i) Grants Subcommittee

(1) The Grants Subcommittee completed the workplan and budget for the final phase of funding: \$523,000 (EPA Phase X)

(2) EPA is reviewing the application for Phase X funds, which should be approved within 30-60 days. Once approved contracts for Phase X work can be initiated.

ii) Delta Tributaries Mercury Council

(1) \$95,000 in Phase X funds has been allocated to the DTMC for their outreach work.

iii) Ag Issues Group

(1) Currently, the Ag Issues Group is not meeting. Fred Thomas and Otis Wollan are under contract to draft a white paper that will define SRWP's role in agricultural issues.

iv) Board of Trustees

(1) Butch Hodgkins is the new Chair of the SRWP Board of Trustees. Rich will remain Treasurer. There are vacancies on the Board that have yet to be filled. The Board is researching exactly what experience and background they are looking for to fill these positions.

v) Monitoring/Toxics Subcommittees

(1) Next meeting is January 12, 2005.

(2) The group is brainstorming for a larger vision of SRWP monitoring efforts.

(3) The group will undertake water quality monitoring in July 2005 under the Prop 50 rant.

3) Northern CA Watershed Media Campaign Presentation

a) Engelbrecht Advertising presented their ideas for producing a northern watershed PSA and options for broadcasting it to northern watershed television stations for POES.

b) Engelbrecht and POES members agreed that the PSA schedule should begin with basic messages like "What is a watershed?" and then offer more complex messaging. The messages would start broad and basic, and then become more localized. This approach is similar to that used during the PSA campaign in the Sacramento area.

c) Engelbrecht suggested having a local, recognizable northern watershed media person host the PSAs. John Merz was concerned that a media person from one station could create problems with airing the PSA on competitor stations in Redding, Red Bluff, and Chico areas.

d) Allen suggested that, like the News10 program in Sacramento, northern watershed sponsorship should be sought after the initial ad run.

e) Engelbrecht mentioned that footage shot for the initial PSA could be re-used (B-roll of

nature shots, etc.).

- f) Janet suggested a PSA message: careful use of pesticides/herbicides on lawns and subsequent runoff. The runoff can be dangerous to children, pets, and get into local rivers.
- g) Rich suggested a brainstorming session to discuss messages and target audiences and lay out a plan for the PSAs.
- h) A workgroup will be formed to lay out this plan, including Kathy, Jennifer, Fraser, James, and possibly Pia Sevalius.

4) *Waterways Newsletter*

- a) Issue 19 of the newsletter is in its final draft and should be completed by the end of this week.
- b) John asked if the SRWP mailing list could be shared with other groups. Chuck and the web site handle the mailing list, with over 1,000 subscribers. It has never been given to other groups in the past. But, Chuck said that he could post news that can be sent to everyone on the mailing list.

5) *State of the Sacramento River Watershed Conference*

- a) John expressed interest in having the Sacramento River Preservation Trust (SRPT) partner with SRWP's Sacramento River Watershed Conference proposed for 2005.
- b) This bi-annual conference is proposed for June or September 2005 on a weekend, possibly a Friday/Saturday schedule.
- c) POES members agreed a partnership would be a benefit with the overlapping goals of the groups and the benefit of sharing the cost.
- d) There is also interest in bringing in CALFED as a partner.
- e) A workgroup will be formed to discuss and plan the conference. The workgroup will include Kathy, Bert Bundy, a BoT member, Dennis Heiman, and Harris & Co.

6) *SRWP Web Site*

- a) Chuck has finished work on the following web sites: Big Chico Creek, Putah Creek, Sulphur Creek, and the Snow Goose Festival.
- b) He is incorporating WIM and the Watershed Portal into the SRWP web site.
- c) He is working to enhance the DTMC pages with Carol Atkins. DTMC has its own domain name: sacrivermercury.org, and is a mercury-specific site.
- d) Chuck is also working on a summary of SRWP web site traffic for 2004 for POES and the BoT.

Action Item: Kathy will update POES at the next meeting about the workgroup's efforts to enhance the SRWP web site with WIM and the Watershed Portal.

7) *K-12 Education*

- a) Allen said that the November 5-8, 2004 Cache Creek GLOBE training was postponed. He would like to reschedule it for February.
 - b) Allen continues to hear from teachers interested in GLOBE training. He proposes two training sessions, one each for the northern and southern section of the state in Spring 2005.
 - c) The River of Words (ROW) awards have been mailed out; the deadline for entries for next year's competition is February 15, 2005.
 - d) Janet is interested in talking with Allen about a ROW partnership.
 - e) Allen asked the group for volunteers to help staff the Snow Goose Festival SRWP booth.
 - f) Marc gave a presentation about the high school Train The Trainer workshop held in November. A total of 28 students were chosen from 44 applications. Marc is planning a June 2006 three-night workshop.
 - g) Allen will resign at the end of December 2004, but will continue to work in the position of Education Coordinator until a replacement is found.
 - h) On December 2, 2004, POES members met to discuss the transition to new staff in the Education Coordinator and POES facilitator positions. They discussed combining the facilitator and education coordinator roles into one position: Assistant Coordinator at a salary of \$37,000 per year. This new person would also assist Kathy.
 - i) A draft RFP will be distributed for review.
 - ii) Those interested in being on the selection panel should email Kathy.
 - iii) Karen asked POES to consider interview questions.
 - i) Allen discussed the need for updating the SRWP exhibit. Because the exhibit was not available at the meeting, POES members discussed the need to form a workgroup to discuss the needed updates. MMC and Kathy will meet to discuss. The following items were suggested for revision:
 - i) Update the watershed map
 - ii) Replace generic photos (using DWR/Berkeley web site and SRWP photos of activities)
 - iii) Update posters
 - iv) DTMC and ROW activity photos could be used
- Action Item:** Kathy/MMC will meet to discuss the SRWP exhibit update.
- Action Item:** MMC will research new photos for the exhibit.

8) Strategic Communications

- a) Jennifer distributed the latest version of text improvements to the SRWP web site. POES members have until the end of January to provide further comments.
- b) News10 PSA Campaign
 - i) Montgomery Watson Harza will renew for \$10,000.
 - ii) SRCSD will renew for \$10,000.

- iii) SAFCA will renew for \$10,000. Changes in flood insurance laws will be the subject of the PSA.
 - iv) A Pet Waste spot (\$7500) has been done by the Sacramento Stormwater Management Program.
 - v) A SWA PSA spot (\$10,000) will air in January 2005. Taping is next week. The topic is green waste recycling.
 - vi) Diepenbrock law firm will make a spot for \$10,000 about environmental law.
 - vii) The City of Folsom will make a spot about the good job the Utilities Dept. is doing to protect the environment.
 - viii) A spot will be made about FOG (Fats, Oils, Grease) consortium of Folsom, West Sacramento, and Sacramento. MMC expects to get the go-ahead for the spot on January 6, 2005.
 - ix) The Metropolitan Water District is on hold, as their grant process is put off until May 2005.
 - x) This amounts to a total of \$67,500 committed for 2005.
 - xi) Jennifer distributed a draft News10 Campaign Summary. POES asked if the information could be posted on the SRWP web site. Any issues with doing that?
- c) Jennifer brought up a discussion item for POES: Folsom is hosting a conservation video competition between five classes of Folsom High School students. MMC is working with the city on the project. Jennifer informed POES that this is an opportunity for the SRWP and News10 to get involved.
- i) Jennifer suggested that SRWP could provide the funding for awards.
 - ii) Jennifer Smith could be a judge.
 - iii) A SRWP member could be on an instructional panel, perhaps from the BoT, to answer student questions about producing such a PSA. This panel could include 3-4 video experts, such as News10 staff, EMRL (a video production company), and Sue Pepper (another independent video producer).
 - iv) Kathy asked how much the costs are to be involved.
 - v) Janet suggested contacting the Regional Water Authority as well

Action Item: MMC and Kathy will discuss Folsom High School video opportunity further; and bring outcome items to the next POES meeting.

Action Item: MMC will send a final copy of the News10 Campaign Summary to Jerry.

Action Item: POES requests MMC to develop a redesign of the SRWP logo.

Action Item: MMC will email Karen the web text revisions.

9) SRWP Education Items

- a) The group discussed producing educational giveaway items with a required educational message to be ordered once funding is available. Mike passed around a sheet listing the latest items the POES group to consider.
- b) POES requested MMC to research hats further as a possible item, including a visor.

- c) Fraser suggested a contact for embroidering the SRWP logo on a hat.
- d) These are the items that POES will order when funds are available
 - i) Recycled pencils
 - ii) A water bottle
 - iii) Bookmarks
 - iv) Refrigerator magnet

Action Item: MMC will bring back final information on these items for future purchase

Action Item: Jerry will let POES know when funding is available

Action Item: Fraser to provide embroidering contact information to MMC.

11) Meeting Wrap-Up

The next POES meeting will be held on February 16, from 10 am to 3 p.m. at the SRWP Coordinator's office, 327 College Street, Woodland.