

Sacramento River Watershed Program (SRWP)
Public Outreach and Education Subcommittee (POES)
Meeting Minutes
04/20/05

Meeting Manager: Karen Larsen

Note Taker: Jennifer Tencati

Attendance: Karen Larsen, CVRWQCB
Jerry Troyan, SRCSD
Marc Epstein, SESEI/NESN
Rich Gresham, PCRCD
Janet Parris, County of Sacramento Department of Water Resources
Jennifer Tencati, MMC
Michele McCormick, MMC
Chuck Lundgren, Iris Software
Fraser Sime, California Department Of Water Resources
Kathy Russick, SRWP
Mary Lee Knecht, SRWP
Holly Grover, CVRWQCB

1) Introductions, Orientation, Agenda Change

2) Approve Minutes, Announcements, and Liaison Reports

a) Announcements

i) CALFED is sponsoring a watershed stewardship workshop at the Sacramento Hilton. The workshop is an intensive two-week course in which participants use information from a local watershed to develop a watershed management plan.

b) Liaison reports

i) The **Toxics Subcommittee** has not met since the last POES meeting, but will meet with the Monitoring Subcommittee as usual on May 18.

ii) On March 30 the **Monitoring Subcommittee** held a workshop on watershed health indicators. The workshop was well attended with 42 participants from watershed groups and government agencies. After morning presentations from CALFED, EPA, and OEHHA, participants were split into small groups to brainstorm potential indicators for various aspects of watershed health (i.e., public education, flood control, invasive weeds, etc.).

iii) **Agricultural Issues** - Otis Wollan and Fred Thomas drafted a white paper on agricultural issues in the Sacramento River watershed. The paper is meant to summarize potential ways that SRWP could coordinate activities with the agricultural community.

- iv) The **Grants Subcommittee** has not met since the last POES meeting. However, some activities regarding the Phase X grant recently occurred. EPA awarded the Phase X grant allocation on 25 March. The District has not signed the final award documents due to errors. EPA will correct the errors and resend the documents for final signature.
- v) The **Delta Tributaries Mercury Council (DTMC)** met on 3 March. The group heard presentations from Tetra Tech on the Guadalupe River mercury TMDL and from USGS on the Bear River mercury cycling study and the mercury methylation/demethylation study on the Sacramento River. The next meeting is scheduled on 5 May 2005.
- vi) The **Board of Trustees (BoT)** met on 2 March. They heard a presentation from Otis Wollan on the ag issues white paper. They also recognized Allen Harthorn for his work as the SRWP Education Coordinator for the past five years. The BoT also is continuing their strategic planning activities in the areas of public education, watershed monitoring, and supporting watershed groups.

3) **State of the Sacramento River Watershed Conference**

- a) Because Harris & Co. will not be available to help with the conference, Kathy suggested contracting with the Sacramento River Preservation Trust. Karen sent an e-mail to the POES members requesting input and received only positive response. The group agreed to contract with SRPT for the conference planning work.
- b) Conference Meeting Summary
 - i) The Conference will be held on a Thursday and Friday, October 27 & 28, or 20 & 21. Potential locations include Chico State, the Red Lion Hotel in Redding, and a venue in Red Bluff.
 - ii) Day One
 - (1) Thursday evening will be the annual meeting with a two-hour dinner, where Kathy will give the 2005 SRWP activity summary and a brief overview of 2006 activities.
 - iii) Day Two
 - (1) Friday will be dedicated to field trips. The location of the field trips depends on the location of the event. Field trip suggestions include Battle Creek and a Float Trip.
 - iv) Online registration and payment will be available.
 - v) Kathy would like to have fact sheets on each subcommittee as handouts. The fact sheets could also be distributed with the brochure and posted to the website.
 - (1) **ACTION:** Kathy to contact groups to have them write their own fact sheet. It is yet to be determined if Kathy will need MMC's assistance with any aspect of this project.

4) **Waterways Newsletter**

- a) The POES groups did not have any additional article ideas for the newsletter. Karen summarized MMC's estimate for producing and distributing the newsletter.
 - i) **ACTION:** MMC to obtain an estimate for postage on 500 newsletters

ii) **ACTION:** MMC to coordinate with Kathy on the final number of newsletters to print, including mailing, handouts for events and other uses. MMC to obtain a revised estimate based on these numbers.

b) Newsletter Schedule

i) Distribution – end of August

ii) Final review – early August

iii) Layout of final copy will go to review team for feedback. (Review team – Jerry Troyan, Kathy Russick, Butch Hodgkins, Mary Lee Knecht, Karen Larsen, MMC.)

iv) First draft – early July. Goes to review team of 35 and are given one week for review.

v) Articles due to MMC – June 1

(1) **ACTION:** Kathy, Karen, Mary Lee and MMC to finalize articles and who will make initial contact with writers.

(2) **ACTION:** Jerry will move money from Larry Walker's contract into MMC's contract.

5) **K-12 Education**

a) Conferences

i) Mary Lee met with Allen on Monday. They discussed the conferences Allen participated in, in the past and added some new ones. (See Mary Lee's handout.)

ii) Janet suggested the May 14 Walk on the Wild Side event.

(1) **ACTION:** Mary Lee to research and prioritize events at which the exhibit should be displayed. She will bring a list of attendance, what each conference covers and other pertinent information to the next POES meeting in June. She will also look at partnership possibilities.

b) River of Words

i) **ACTION:** Mary Lee to schedule a meeting with Pamela Michaels from River of Words to plan for next year's competition. She will look to coordinate with the Board for participation and research how to increase student participation. Mary Lee will seek donations from art supply stores for prizes and encourage winners to participate in the annual stakeholders' meeting.

c) GLOBE

i) GLOBE training workshop will be held in Redding on June 15 & 16 and is coordinated through the CREEC folks.

ACTION: Mary Lee to meet with Heidi to discuss a partnership with the CREEC.

ACTION: Mary Lee to contact Henry Ortiz regarding Cache Creek training. Jerry to research which funds are supporting the training (i.e., SRTPCP or Prop 50).

d) Models

i) Mary Lee said she would contact Allen to determine where the SRWP watershed models are. It may be a good time to redistribute them.

e) KWEST

- i) This program has college students training high school seniors how to be trainers for grade school children for college credit.
 - ii) Marc confirmed the focus is for community colleges and they are looking at updating community college certificates to meet State requirements.
 - iii) Marc requested sponsorship from SRWP for a student retreat. Currently, there have been no funds identified for co-sponsorships.
 - f) Janet said that there is a school grant of \$25,000 that the Sacramento Stormwater Program is going to sponsor. Applications are going to all schools in the unincorporated areas of Sacramento County, including Citrus Heights and Rancho Cordova. Janet requested the emails if you would like to be added to the application distribution list.
 - g) Marc said we are looking at attracting students from Northern California, including Redding, Chico and the Red Bluff area. He said that he suggested Chuck to the Oroville school district to help with the web site.
- 6) **KVIE Documentary**
- a) KVIE is producing a documentary on the Sacramento River. Fraser asked if it was possible to tie-in the Northern California PSA with this project.
 - i) **ACTION:** Mary Lee to call Allen for an update on the status of the KVIE (channel 6) documentary on the Sacramento River Watershed.
- 7) **Web Site**
- a) **Web Assistance Program**
 - i) Chuck provided a list of groups who have applied for web site assistance and discussed which ones he has worked on, and which he has done some tweaking to. While there are more applicants than we originally expected to be able to help, the group agreed to assist all. If there are not enough SRTPCP grant funds available, there is funding in the Prop 50 grant to support this effort.
 - b) Desktop Watershed Images
 - i) Kathy reported that she gave Chuck the first image for the desktop image portion of the web site. Every month she will provide Chuck with a new watershed image to post that people can download as use as their desktop image.
 - c) Watershed Information Model (WIM)
 - i) Chuck informed the group that he is in the process of taking the open source Sacramento River Portal software and adding it to the SRWP software. He is changing the structure of the site, but people will not notice any drastic changes. He confirmed that people can submit calendar items, but that the submissions will go to him to approve before they are posted.
 - ii) Kathy and Chuck are coordinating with groups in the American River watershed and the Sacramento urban area to develop a proposal to fund implementation of the WIM in the American River watershed and additional portions of the Sacramento River watershed (not already covered by the existing WIM at the Western Shasta RCD).

8) Strategic Communications

a) News10 Partnership Program

- i) Michele reported that we are on track for having the largest underwriting (in a calendar year) we've ever had. If all of the spots come through, we'll end the year with \$110,000.
- ii) MMC and News10 are planning will host an underwriter appreciation event on 2 June FROM 3:00-5:30p.m. Jennifer Smith will extend invitations to both current and potential underwriters.

b) Education Items

- i) Jennifer reviewed all of the items that the POES team has discussed and provided a price list for 500 and 1,000 quantities of each item, along with a recommendation of how to spend the \$5,000 allocated for giveaways. POES discussed the educational messages for the education items and provided feedback.

ACTION: Jennifer to revise messaging and provide it to Kathy, Karen, Mary Lee and Jerry for approval. Final approval must be obtained from EPA.

c) SRWP Logo

- i) At the previous meeting, the POES group discussed the potential to update the SRWP logo. MMC indicated that there are funds in their contract to support the re-design.

ACTION: Meeting scheduled on 28 April at 10 a.m. to discuss needs for logo design with graphic designer (Logo Team – Karen, Mary Lee, Kathy, Michele, and Jennifer).

- ii) The Logo Team will keep the group in the loop and invite them to the second meeting, to see the first logo drafts/choices. It was determined that the Logo Team would not change the meeting date/time if the rest of the POES team can't make it and it is not required that they come or provide input in order to move forward.

d) POES Minutes

- i) The group discussed the potential to save money by having Mary Lee take the meeting notes for the POES meetings (in addition to facilitating the discussion). The DTMC already has their facilitator taking notes and they have found it works well. The group agreed that Mary Lee would take the POES minutes starting with the June meeting.

e) Extra Funds

- i) Because Mary Lee will be taking notes for the POES meetings, there is an extra \$2,400 in the POES budget to fund other POES priorities. One suggestion was to fund the co-sponsorships. Another was to purchase equipment for the teachers participating in the GLOBE trainings. Jerry indicated there may be additional funding for sponsorships as well.

ACTION: Jerry to see if these additional funds actually exist.

- ii) Because there are several upcoming events that SRWP has sponsored in the past, the group agreed to dedicate the POES minutes funds to co-sponsorships (\$500/event).

f) MMC Phase X Scope of Work

- i) Jerry indicated that MMC's Phase X contract will need to be initiated this year. The POES group needs to discuss what work MMC will do under the Phase X grant.
ACTION: MMC agreed to develop a draft scope for discussion at the June POES meeting.

9) BoT Strategic Planning

- a) As indicated in the liaison report, the BoT has begun strategic planning in three areas: Watershed Monitoring, Public Education, and Support for Tributary Watershed Groups. BoT member, Fraser Sime, requested volunteers from the POES group to work on the Public Education plan. The Public Education strategic plan will be coordinated with the existing strategic communications plan.

ACTION: Kathy to send Karen a description of what will be expected of the volunteers.

ACTION: Karen to solicit the POES group for volunteers.

10) Northern CA Watershed Media Campaign Presentation

- a) A small group meeting is scheduled after the POES meeting to begin developing messaging for a northern California media campaign.

b) Kathy asked if we could do a project similar to the News10 program in Northern California (i.e., underwriting). Michele said yes, but it would depend heavily on board members for coordination and contacts.

- c) Karen asked Kathy if we could get this on the BoT agenda as a talking point.

ACTION: Kathy to put this on the BoT agenda as a talking point.

11) Watershed Awareness Month

- a) Karen asked how SRWP could support Watershed Awareness Month.

ACTION: Michele to ask News10 if they could do a 10 second PSA or billboard with Jennifer Smith.

ACTION: Mary Lee to draft a joint news release with SRWP and California Watershed Network.

ACTION: Mary Lee to put together an event calendar to send to local stations for their community events listing. Jennifer to distribute calendar to Sacramento, Chico, and Redding stations.

- 12) Next Meeting: The next POES meeting will be held on Wednesday, June 22, 2005 from 10:00 a.m. to 3:00 p.m. in Chico (exact location to be determined).