

Sacramento River Watershed Program Public Outreach and Education Subcommittee

Meeting Summary

Meeting Date/Location: Wednesday, June 22, 2005
10:00 a.m. – 3:00 p.m.
The Nature Conservancy
500 Main Street, Suite B
Chico, CA

Meeting Attendees: See Attachment A

Meeting Handouts: See Attachment B

I. Welcome and Introductions

The meeting began with a round of introductions of all meeting participants. Agenda items were rearranged accordingly to accommodate schedules of some of the meeting attendees.

II. Approve Minutes, Announcements, and Liaison Reports

Minutes. Karen Larsen (Central Valley Regional Water Quality Control Board) reported that comments to the April POES meeting minutes were received and incorporated. The revised minutes were approved by the meeting participants.

Announcements. Karen asked for announcements and updates from the meeting attendees.

Ø Rich Gresham (SRWP Board of Trustee) announced that the Placer County Resource Conservation District (RCD) is seeking a new watershed coordinator. Rich will send the information to Chuck Lundgren, Sacramento River Watershed Program (SRWP) webmaster, to post on the SRWP website.

Ø Leslie Bryan (Western Shasta RCD) announced that the Western Shasta RCD has developed a watershed education lending library. The online library will make education materials available to local teachers and other interested parties. Materials include GPS units, water sampling information, water monitoring kits, etc.

Ø Mary Lee Knecht (SRWP Education Coordinator) announced that the California Watershed Network is hosting a statewide watershed forum. The forum will be held at the CalEPA building in Sacramento on Wednesday, September 28.

Liaison Reports. Meeting attendees provided a brief update on recent Subcommittee meetings:

Delta Tributary Mercury Council (DTMC). The DTMC last met on May 5 in Woodland. The meeting included a presentation by Janis Cooke of the Regional Water Quality Control Board on the Cache Creek Mercury Total Maximum Daily Load (TMDL) and an overview of the Mercury Offsets Feasibility Study by

Stephen McCord of Larry Walker & Associates.

Monitoring Subcommittee. The Monitoring Subcommittee last met on May 18 in Woodland. The meeting included a debrief from the SRWP Watershed Health Monitoring Workshop, presentations on the water quality monitoring compendium and rainbow trout toxicity study, and discussion of the SRWP monitoring plan for 2005/06 and 2006/07.

Board of Trustees. The SRWP Board met on May 4 in Woodland. Rich Gresham reported that the Board discussed the need for finding sustainable funding for the Program. He suggested that SRWP look into obtaining a grant to research the economic value of the Sacramento River Watershed as well as the development of a watershed management plan for the Sacramento River. Other items discussed at the Board meeting included developing a “request for membership” to post on the website and include in distribution materials. The purpose is to raise funds for SRWP implementation. Meeting participants suggested that the term “supporters” be used rather than “members” so as not to infer that it costs money to participate in the SRWP. The group also suggested that a hat or other giveaway be included with a donation of a certain amount. Mary Lee Knecht also reported on the Board’s desire to develop strategic plans for each of the three SRWP focus areas. Kathy Russick (SRWP Coordinator) is taking the lead on a strategic plan for watershed monitoring and will be working with the Monitoring Subcommittee on its development. Mary Lee is working on developing an outline that merges the existing two strategic plans for SRWP public outreach and education. She announced that she will be distributing a rough draft for POES review via email and plans to devote a significant portion of discussion to this topic at the next POES meeting. For the third element – support to local watershed groups – Mary Lee will be contacting Dennis Heiman to serve as the lead person for this strategic plan. Recognizing Dennis’ busy schedule, Mary Lee will work closely with Dennis to do much of the writing.

III. State of the Sacramento River Watershed Conference

John Merz (Sacramento River Preservation Trust) provided an update regarding the State of the Sacramento River Watershed Conference. The conference will be held on Thursday, October 27, at the Red Bluff Community/Senior Center and is being organized by the Sacramento River Preservation Trust (SRPT) and SRWP, in conjunction with the Sacramento River Conservation Forum. The conference is being advertised as a two day event with a number of field trips being offered on Friday, October 28, including a possible float trip and watershed tour. The conference will kick off with a plenary session on the status of the CALFED Bay-Delta Program. Six watershed topics will be covered by a moderator and follow-up with workshop panel discussions; the six topics are: habitat restoration, fisheries and wildlife, water quality, invasive plants, water education, and river recreation. The luncheon presentation will focus on flood management issues. This year the conference will wrap up with a networking reception and follow with the SRWP’s Annual Stakeholder Meeting. The conference organizers are currently looking for sponsors and are beginning to advertise the conference with “save the date” cards. Additional information will be posted on the SRPT website soon.

IV. K-12 Education

Mary Lee Knecht announced that SRWP sponsored a 2-day GLOBE training at Turtle Bay Exploratorium in Red Bluff on June 16 and 17. Approximately 20 teachers were in attendance. Mary Lee also announced that the 2005 SRWP River of Words competition has been completed. This year, a number of SRWP Board members served as the judges and selected a grand prize winner and finalist for each of the 4 categories for

artwork and poetry. The winners will be featured on the SRWP website. Lastly, Mary Lee reported that she recently attended a CREEC Region 3 meeting in Sacramento. The meeting focused on strategic planning for the coming year. The region is divided out into three areas: the foothill area (El Dorado County, etc), metropolitan Sacramento area, and the counties of Yolo, Sutter, and Colusa. Mary Lee stated that she is hoping to work with the CREEC representatives in the latter two areas.

V. SRWP Website

Chuck Lundgren provided an update on the SRWP website and the status of the Watershed Information Model (WIM).

Watershed Information Model. Recently, Chuck and Kathy Russick met with Peter Tittman, a GIS specialist, to discuss conducting work for the SRWP WIM project. Peter previously worked for the California Coastal Commission and has good experience in this field. He suggested that he could complete much of the WIM work at a much lower cost than Kathy and Chuck originally anticipated and could start right away. It was proposed to allocate the \$60,000 (that was initially intended to be used in combination with a future WIM grant) to be used by Peter to begin GIS work for the WIM in the near future. Chuck and Kathy will work with Peter to develop a scope of work and report back to POES.

Website Assistance Program. Chuck reported that he is continuing to work with local watershed groups on the development and/or advancement of their websites. The websites of Butte Environmental Council, Friends of Butte Creek, and Cherokee Watershed Group are already online, and Streamminders and Butte County Resource Conservation District are slated to go live very soon.

VI. Waterways Newsletter

Jennifer Tencati, MMC, is working on the next issue of the SRWP newsletter. It is anticipated that a rough draft will be distributed to POES members around June 30 for review. However, Jennifer is still waiting on a couple of articles from various people, which may alter the schedule. POES members will have one week to review and provide comments. After additional reviews and edits by a smaller committee, the final newsletter is expected to be released in mid-August.

VII. Strategic Communications

MMC is currently implementing a number of outreach activities on behalf of SRWP; Jennifer provided an update on recent events.

Logo Design. Jennifer announced that the new SRWP logo was recently unveiled at the June 2 News 10 Event. The logo was updated by James Goodchap with input from a work group consisting of MMC staff, Kathy, Mary Lee, and Karen).

Sacramento Bee Water Leader Feature. The Sacramento Bee recently launched a new feature profiling individuals who are active in area waterways. MMC suggested that SRWP collectively provide recommendations to the newspaper for future profiles. Karen stated that she provided some initial suggestions to MMC. MMC will continue to track this feature and provide nominations on a timely basis.

News 10 Partnership. Jennifer announced that News 10 held an appreciation event for SRWP PSA underwriters on June 2 at the News 10 studio. The event was well attended and appreciated by SRWP staff and Board members. The staff of News 10 offered tours of the station and invited participants to watch the 5:00 p.m. news on site.

Jennifer reported that MMC has been diligently working to get new underwriters and has been very successful. Below is a status report for 2005 underwriters thus far.

Underwriter	Level	Notes	Topic
Sacramento Area Flood Conservation Association	\$0	Commitment not secured	
Montgomery Watson Harza	\$10,000	Spot goes on air in July	Water recycling
Diepenbrock Harrison	\$10,000	Run concluded	Environmental law
CSD-1	\$5,000	Spot goes on air in July	Water recycling
Sacramento Regional County Sanitation District	\$10,000	Tentative commitment	Guardian, WTP, water recycling
CSD-1/FOG Coalition	\$15,000	Spot production planned for July	FOG
Sacramento Stormwater Management Program	\$22,500	Tentative commitment	Auto spot, clean water business partner, pet waste
City of Folsom	\$10,000	City Council approval vote 6/28	Department utilities
Metropolitan Water District	\$10,000	Grant development in progress	
RWA	\$0	Pending	
SWA	\$5,000	Fall leaf pick-up	Greencycling
CA Boating and Waterways	\$10,000	Spot in development	Boating sanitation
Water Forum	\$0	Budget decision pending	
Preliminary Total	\$100,000 +		

California Boating and Waterways is a new underwriter for 2005. Representatives from this agency would like to attend the next POES meeting to discuss their campaign. Rich Gresham recommended that MMC contact the newly formed Sierra Nevada Conservancy to see if they are interested in becoming an underwriter. It was also suggested that the name of each of the underwriters be recognized on the SRWP website next to the PSA it is associated with.

MMC is also working on a PSA for viewing in the north valley (Chico, Red Bluff, and Redding areas). The production of the spot is currently on hold pending approval of Phase X funds. The spot is scheduled to be filmed on the property of James Rickert and include James and his family. The theme of the PSA is sustainability and protecting water quality for future generations.

SRWP Promotional Giveaways. Jennifer reported that Debra Denton (USEPA) has approved the messages that will be printed on a variety of SRWP promotional giveaways (hats, pens, magnets, etc.). MMC will place the order for the items and should receive them in 6 – 8 weeks.

Summary/Action Items:

- Ø Jennifer to work with Mary Lee to invite representative of CA Boating and Waterways to the August POES meeting.
- Ø Jennifer to contact Sierra Nevada Conservancy to inquire about their interest in becoming an

underwriter for a future PSA; Mary Lee to provide Jennifer contact information.

Ø Jennifer to provide names of underwriters and associated PSA to Chuck Lundgren for posting on the SRWP website.

XIII. Phase X Workplan

Karen led a discussion regarding the allocation of Phase X funds for POES activities. Jennifer stated that she and Kathy met previously to discuss work for MMC using both Phase X and Proposition 50 funds and presented a handout of their proposal. The proposal included \$35,000 of Phase X funds to implement the Northern California PSA campaign and assist with POES strategic planning. An additional \$100,000 of Prop 50 funds would go towards conducting Program evaluation and coordination, developing 5 issues of the Waterways newsletter, purchasing a new SRWP exhibit, implementing the News 10 PSA Campaign, and conducting media relations. It was suggested that MMC also ask James Goodchap for a quote to assist SRWP with developing templates for SRWP letterhead, business cards, website design, report covers, etc. The templates would help present a consistent look and feel to all SRWP materials. The meeting attendees approved MMC recommendations for use of the Phase X and Prop 50 funds.

Karen stated that there were also additional funds in both Phase X and Phase IX budgets. Because Kathy was not able to attend the meeting, she provided her recommendations for use of these funds via email:

Phase IX. Approximately \$3369 is leftover from Harris & Co.'s budget. Kathy suggested that this money be used by Mary Lee to help conduct a Surface Water Ambient Monitoring Program (SWAMP) workshop in coordination with Department of Water Resources and the Regional Water Quality Control Board.

Phase X. Approximately \$10,000 is budgeted for POES facilitation and notetaking. Mary Lee has been hired to perform these tasks; therefore, Kathy suggested that these funds go to her to fulfill this role.

There is \$10,000 available for education workshops. Kathy recommended that this money go to the development of a 2006 workshop; Mary Lee has been asked to coordinate the workshop.

Four thousand dollars was previously allocated for public inquiry responses. Currently, Mary Lee is handling this task; however, since the toll-free telephone number has been eliminated, \$2000 should cover this work. Kathy suggested that the remaining \$2,000 go toward Mary Lee's effort to support the River Center Networking Group. Mary Lee added that she is currently coordinating the development of a map of the Sacramento River Watershed that identifies all of the existing river centers.

After some discussion, the meeting attendees approved Kathy's suggestions for use of Phase X funds.

IX. POES Fact Sheet

Karen announced that each of the SRWP subcommittees need to develop a fact sheet for the Fall Annual Stakeholders Meeting. Fact sheets will be distributed this year rather than having formal presentations by each of the subcommittees. POES members would like for all of the fact sheets to have a consistent look and suggested that the POES fact sheet be developed in the near future and shared with the other subcommittees to use as templates. The group would like the following areas to be highlighted on the POES fact sheet:

SRWP website, K-12 activities, and News 10 partnership. The fact sheet should be one page (front and back) and ideally be cut down to slip inside the SRWP brochure.

Summary/Action Item:

- Ø Karen will develop a mock-up of the fact sheet and send out to the POES Core Team for review. The fact sheet will be discussed further at the August POES meeting.

X. Watershed Excellence Award

Karen and Mary Lee discussed the concept of presenting a “watershed excellence award” at the Fall SRWP Annual Stakeholders Meeting. The meeting attendees reviewed the process and criteria used in past years’ watershed excellence awards. The group discussed the idea of presenting two awards – one to an individual and another to an organization or specific project. It was agreed that self-nominations would be acceptable. Karen suggested that the actual award be a framed River of Words work of art with a small engraved plate embedded in the matte.

Summary/Action Item:

- Ø Mary Lee will draft a document to identify the process for the Watershed Excellence Award including the nomination process, selection criteria, selection panel, and other details. The draft will be emailed out to POES and discussed further at the August POES meeting.

XI. Meeting Wrap-up

Karen announced that this would be her last meeting as the POES facilitator. The meeting participants thanked her for her great work over the past few years.

The next POES meeting will be held on Wednesday, August 17, at the SRWP office in Woodland. A significant portion of the agenda will focus on updating the SRWP Public Outreach and Education Strategic Plan and developing a work plan for 2006.

Attachment A

Name	Organization
Bryan, Leslie	Western Shasta Resource Conservation District
DeClercq, Kate	Sacramento Stormwater Pollution Prevention Program
Fong, Stephanie	Central Valley Regional Water Quality Control Board
Gresham, Rich	Placer County Resource Conservation District
Knecht, Mary Lee	Sacramento River Watershed Program
Larsen, Karen	Central Valley Regional Water Quality Control Board
Lundgren, Chuck	Sacramento River Watershed Program
Merz, John	Sacramento River Preservation Trust
Moller, James	Western Shasta Resource Conservation District

Tencati, Jennifer

MMC

Attachment B

Meeting Handouts

1. Meeting Agenda
2. MMC Phase X and Prop 50 Task List