

Sacramento River Watershed Program Public Outreach and Education Subcommittee

Meeting Summary

Meeting Date/Location: Wednesday, October 19, 2005
10:00 a.m. – 3:00 p.m.
Sacramento River Watershed Program Office
327 College Street – Suite 205
Woodland, CA

Meeting Attendees: See Attachment A

I. Welcome and Introductions

Mary Lee Knecht, Sacramento River Watershed Program (SRWP) Education Coordinator, welcomed everyone and began the meeting with a round of introductions of all participants (see Attachment A).

II. Approve Minutes and Review Agenda

Minutes. No revisions were made to the August POES meeting summary; minutes were approved by the Subcommittee. The final meeting summary is posted on the SRWP website.

Review Agenda. Meeting participants reviewed the agenda; no changes were made.

III. Strategic Communications Update

Jennifer Tencati (MMC Communications) provided an update on strategic communication activities that SRWP has contracted MMC Communications to conduct:

September Waterways Newsletter. The September issue of SRWP's *Waterways* newsletter was completed and distributed to the mailing list a few weeks ago. Jennifer has received positive feedback regarding the new look and the articles.

News 10 Partnership. No new underwriters have been contracted since Jennifer last reported in August. However, the current Public Service Announcements (PSAs) continue to run on Channel 10.

SRWP Promotional Giveaways. The promotional giveaways that POES agreed upon were ordered and delivered to SRWP. Mary Lee stated that she has been distributing the items at public events such as the salmon festivals and the pens have been particularly popular. Other

items include hats, pencils, magnets, and bookmarks.

Northern California PSA. The PSA for the north state is ready to be filmed. Jennifer needs to coordinate a filming date with the Rickert family, which will hopefully take place in early November.

Sacramento River Documentary. Jennifer explained that MMC Communications and SRWP staff have been coordinating with KVIE to partner together to premiere the Sacramento River documentary. The documentary is due to air on television on 11/29/05. SRWP would like to hold a premiere at the Crest Theatre beforehand. Jennifer reported that after speaking with KVIE's General Manager, she learned that they have already agreed to let UC Davis have the first premiere, which is being held on 11/17. However, KVIE has offered SRWP to hold a second premiere at their facilities and donate the room and provide refreshments. The difficulty will be finding a date that works for everyone between 11/18 and 11/28. The Subcommittee asked Jennifer to see if Friday, 11/18, would be an acceptable date for KVIE. The group also discussed coordinating a premiere in the Redding area as well – perhaps at the Cascade Theatre. Jennifer will contact the theatre to explore the possibility. The target audience for both of the premieres should include the News 10 underwriters and SRWP Board members. Announcements should also go out to the general public via the newspaper and other written media outlets.

IV. Waterways Newsletter

Mary Lee prompted a discussion regarding the format of and potential articles for the new issue of the Waterways newsletter. MMC Communications is now producing the newsletter twice a year; the next edition will be distributed in March 2007. Traditionally, the newsletter has featured the "Technical Corner" to focus on a technical watershed-related issue. However, the September 2005 version did not include one. Mary Lee asked the Subcommittee their thoughts on standardizing the newsletter format to always include an article on a technical issue as well as an article to feature a local watershed group. The Subcommittee agreed on the approach and brainstormed a list of possible articles for the next newsletter:

Possible "Technical Corner" Articles:

- § SRWP Watershed Monitoring Summary Report
- § Activities of the Delta Watershed Fish Project and the "Eat Fish Safely Campaign"
- § Activities of the Delta Tributaries Mercury Council
- § Pelagic Organism Decline (POD) Issue

Possible Local Watershed Group Feature:

- § Pit River Alliance

- § Lake County Watershed Activities
- § Upper French Gulch Education Project
- § Placer County: Dry Creek Watershed
- § Cow Creek demonstration project
- § American River Watershed
- § Redding Rotary Club
- § Sutter County Watersheds

General Newsletter Articles and Updates:

- § Development of a Statewide Watershed Program
- § Announcement of SRWP Watershed Excellence Award Winners
- § New California Reclamation Board Appointments
- § Nonpoint Source Irrigated Lands Program
- § SRWP News 10 PSAs and Northern California PSA

Mary Lee will work with Jennifer to develop a proposal for POES consideration at the next meeting regarding articles for the March Waterways newsletter.

V. SRWP Exhibit

The Subcommittee held a discussion regarding the SRWP's display exhibit and list of public events that it participates in. The current display exhibit is not functioning nor is it practical to use at outdoor events. Mary Lee explained that MMC Communications is helping SRWP staff to develop a more user-friendly exhibit. She explained that the type of exhibit that is ordered should be appropriate for the public event. Currently, the majority of the public events that SRWP participates in are outdoor events that are heavily geared toward children such as Creek Week and numerous salmon festivals. POES should first decide who the target audience is and participate in events that are focused on that audience. The group discussed this issue and decided that SRWP will likely have 2 or 3 target audiences and will need different exhibits and messages for each of the audiences. SRWP's target audiences likely include children, general public and technical forums (water agencies, scientists, technical conferences, etc.). Mary Lee suggested that a small work group be formed to work with her and MMC Communications to help develop the new exhibits, craft appropriate messages, and identify events to participate in for 2006. The following people agreed to participate on the work group: Janet Parris, James Moller, Leslie Bryan, Jennifer Tencati, and Kathy Russick. Kean Goh will also help craft messages on issues regarding pesticides.

VI. SRWP Website

Chuck Lundgren (SRWP Webmaster) provided an update on recent SRWP website

developments. He explained that the SRWP Website Assistance Program is going well and is nearly complete. Chuck has assisted approximately 17 local watershed groups develop or update a website; 12 of which are already online. The following are the local watershed groups that Chuck has provided assistance to:

- § Bear Creek
 - § Butte County Resource Conservation District (RCD)
 - § Butte Environmental Council
 - § Cherokee Creek Watershed Group
 - § Upper Clear Creek
 - § Lower Clear Creek
 - § Butte County's Endangered Species Fair
 - § Friends of Deer Creek
 - § Friends of Butte Creek
 - § Sacramento River Preservation Trust
 - § Snow Goose Festival
 - § Streaminders
 - § Bear River Watershed Group
 - § Colusa County
 - § West Lake RCD
 - § East Lake RCD
 - § Sacramento River Discovery Center

After all of the websites are up and running, Chuck will be focusing on a complete re-design of the SRWP website. He will also be adding the Sacramento Watershed Information Module (SWIM) and the Sacramento River Watershed Portal to the website. Kathy Russick (SRWP Coordinator) added that she is continuing to work with Chuck, Peter Tittman, and Chris Glover at the Western Shasta RCD on SWIM. Approximately \$37K has been appropriated to the first phase of the SWIM development, which will take place over the next 6 months. Based on this work, the work group will develop a "wish list" to identify additional needs. SRWP will pursue a grant proposal using CALFED Watershed Program funds to obtain additional money to continue SWIM development and populating data.

VII. SRWP Annual Stakeholders Meeting

Mary Lee reminded everyone that the 2005 SRWP Annual Stakeholders Meeting will be held on Thursday evening, October 27, following the 6th State of the Sacramento River Watershed Conference. Both the conference and the SRWP annual meeting will be held at the Red Bluff Community and Senior Center. This year's meeting will include dinner and an overview of SRWP highlights from Kathy Russick. Butch Hodgkins, SRWP Board of Trustees Chair, will

discuss the vision for SRWP for the next few years. Assembly Member, Doug La Malfa, has been confirmed as the keynote speaker for the dinner meeting. Fact sheets for each of the SRWP Subcommittees will be distributed at the SRWP Annual Stakeholders Meeting rather than having a formal presentation from each of the Subcommittees. Additionally, there will be a silent auction that is being organized by James Moller (SRWP Board of Trustee). Items for the silent auction are being donated by SRWP Board members and staff.

VIII. Watershed Excellence Award

Members of POES were previously emailed copies of nominations for the 2005 SRWP Watershed Excellence Award for review. Two categories of awards were available: individual and organization. SRWP did not receive any written nominations for the organization category, but shared recommendations among each other during the meeting. After review and discussion of the nominations, POES recommended the following as winners of the 2005 SRWP Watershed Excellence Award:

Individual Award: Greg Dills, Watershed Coordinator for East Lake and West Lake RCD

Organization Award: Center for Land-Based Learning for their Student and Landowner Education and Watershed Stewardship (SLEWS) Program

Mary Lee will notify the winners of the awards and invite them to participate in the SRWP Annual Dinner Meeting where they will be honored and given their awards. Vance Howard (SRWP Board of Trustee) is helping Mary Lee develop the award and has donated the frames that will be used to frame a River of Words work of art.

The group also discussed ways to increase participation in the nomination process for next year. Recommendations including making the nomination process less onerous and simple, being more proactive in soliciting nominations, and including recommendations from POES members.

IX. Strategic Plan / Work Plan Development for SRWP Outreach and Education Efforts

Mary Lee announced that SRWP is currently working to update and/or develop a strategic plan/work plan for its three primary service areas: watershed monitoring, support to local watershed groups, and public outreach and education. This Subcommittee is tasked with helping to update the existing strategic plan for SRWP education and outreach efforts. POES began the strategic planning exercise at their August meeting at which time the group agreed to focus their efforts on three primary areas: K-12 education, public outreach and education, and integration. Much of the August POES meeting was dedicated to a discussion on the public outreach and education component. The meeting participants reviewed their work in this area and then turned their

attention to the K-12 education component. The following recommendations were made:

- Revise the K-12 goal to read: “Provide K-12 students opportunities to be engaged in stewardships of the Sacramento River Watershed through environmental education and training for students and teachers.”
- SRWP’s involvement in GLOBE may be better suited in providing GLOBE equipment to teachers rather than conducting more GLOBE workshops. GLOBE equipment could be provided to a school district, County Department of Education, or Western Shasta RCD’s Watershed Education Lending Library (WELL).
- SRWP should develop a fact/information sheet regarding the River of Words contest to increase participation in the Sacramento River Watershed. The information sheet should be distributed to RCDs, cities, counties, local watershed groups, and at public events to help disseminate the information.
- Consider having SRWP help teachers and school districts with transportation for field trips. It was also noted that out of district buses will help keep costs down.
- SRWP could help promote the use of Western Shasta RCD’s WELL.
- SRWP could help promote the Environmental and Spatial Technology (EAST) program.
- Consider having SRWP coordinate environmental education trainings for (1) watershed groups to teach them how to involve students in their programs, and (2) teachers and students on watershed restoration projects and skills.
- SRWP could coordinate with the Gifted and Talented Education (GATE) program.
- SRWP could coordinate with summer programs.

These recommendations and previous recommendations have also been incorporated in the Draft SRWP Public Outreach and Education Strategic Plan matrix (see Attachment B).

X. Liaison and Other Watershed Updates

Delta Tributaries Mercury Council. The Delta Tributaries Mercury Council (DTMC) last met on 10/11/05. The meeting included presentations on methyl mercury and mercury monitoring in the Yolo Bypass, as well as an overview of the Friends of Deer Creek Mercury Survey. The group also discussed the reallocation of unused Phase IX funds and decided to split them among the Deer Creek Mercury Survey, Dredge Tailings Work Group meeting management, and California Department of Health Service (DHS) mini-grant awards regarding their “Eat Fish Safely” outreach campaign.

Grants Subcommittee. Jerry Troyan (Sacramento Regional County Sanitation District) announced that the Grants Subcommittee met on 9/9/19 to discuss the activities and status of the Sacramento River Toxic Pollutant Control Program grant. He reported that the final report has been completed for Phases 4, 5, 6, and 7, which now concludes those grant phases. Phases 8, 9,

and 10 will conclude in December 2006. The next meeting of the Grants Subcommittee will be held on 1/9/06 from 1:00pm – 3:00pm.

Watershed Monitoring Committee. The Watershed Monitoring Committee has not met since 7/20/05. The next meeting will be held on 11/16/05.

SRWP Board of Trustees. The Board of Trustees last met on 9/7/05 in Red Bluff. The Board continued their discussion on the need for comprehensive strategic planning and continued work on their executive outreach message and document. The next Board meeting is scheduled for 11/2/05 in Woodland.

XI. Meeting Wrap-up

Due to the Christmas holiday, the next POES meeting will be held on the second Wednesday, rather than the third, on December 14 in Chico.

Attachment A

Name	Organization
Bryan, Leslie	Western Shasta Resource Conservation District
Epstein, Marc	SESEI/NESN
Goh, Kean	California Department of Pesticide Regulation
	Gresham, Rich Placer County Resource
	Conservation District/SRWP Board of Trustee
Howard, Vance	Adopt-A-Watershed/SRWP Board Member
Knecht, Mary Lee	Sacramento River Watershed Program
	Lundgren, Chuck Sacramento River
	Watershed Program
	Moller, James Western Shasta Resource
	Conservation District/SRWP Board of Trustee
Parris, Janet	County of Sacramento
Russick, Kathy	Sacramento River Watershed Program
Tencati, Jennifer	MMC Communications
Troyan, Jerry	Sacramento Regional County Sanitation District

