

San Diego Regional Stormwater Copermittees Education and Residential Sources Workgroup

Meeting Notes

Meeting Facilitator Madison Roberts (Michael Baker International)

| Date | Location | Agenda Summary |
|----------------------------|---|---|
| 02/06/18 10 AM to 12 PM | The City of Carlsbad - Planning Library 1635 Faraday Avenue Carlsbad, CA 92008 | <ul style="list-style-type: none"> • Call to Order & Introductions • Time for public to speak on items • Previous Meeting Summary • Budget Review & Update • Think Blue SD Region Calendar Image Selection • Old Business • Regional Residential Education Plan Refinements • Announcements • Next Meeting |

Meeting Attendance:

- | | | | |
|--|--|--|---|
| <input checked="" type="checkbox"/> County of San Diego Rouya Rasoulzadeh | <input checked="" type="checkbox"/> City of Santee Cecilia Tipton | <input checked="" type="checkbox"/> City of Encinitas Chamomile Meadow | <input checked="" type="checkbox"/> Port of San Diego Melissa Daily |
| <input checked="" type="checkbox"/> City of San Marcos Doug Dowden | <input checked="" type="checkbox"/> City of Escondido Elisa Marrone | <input checked="" type="checkbox"/> City of Carlsbad Jacob Feil | <input checked="" type="checkbox"/> City of Coronado Jessie Powell |
| <input checked="" type="checkbox"/> City of Carlsbad Hallie Thompson | <input checked="" type="checkbox"/> City of Oceanside Zuzan Chudicek | <input checked="" type="checkbox"/> City of Del Mar and City of Solana Beach Amanda Nelson | |
| <input checked="" type="checkbox"/> Secretary (Michael Baker International) Morgan Weintraub | | | |

1. Call to Order & Introductions

Madison Roberts called the meeting to order and passed around the sign in sheet.

2. Public Comments for Items Not on the Agenda

No members of the public were present.

3. Previous Meeting Summary

No changes or amendments were made to the previous meeting notes.

MOTION: Approve the previous meeting notes.

- Moved by: Chamomile Meadow (City of Encinitas)
- Seconded by: Doug Dowden (City of San Marcos)
- Vote: Passes unanimously

4. Budget Review and Update

Rouya stated that the group still \$5,000 for promotional items and will have to spend it before the end of the FY. The funds could be used for sponsorship at the Del Mar County Fair. The cost of the 2019 calendar design was already invoiced.

Rouya went on to say that the group currently has \$6,000 for regional events, \$5,000 for promotional items and \$6,000 remaining from the calendars. In total, there is \$17,000 remaining.

FY 18-19 will have a budget of \$50,000.

The \$5,000 for promotional items can also go toward sponsoring clean-ups like the Creek to Bay clean-up.

5. Think Blue SD Region Calendar Image Selection

Madison Roberts (Meeting Facilitator, MBI) compiled images from past calendars. The table on the back page of the packet shows when the images have been used. The workgroup members submitted their votes for calendar images during the meeting. Elisa stated that the next steps would be any text that we don't have translated to be translated to Spanish by a contracted translator.

Cecilia recommended that the group uses images that haven't previously been used. In response to discussion for the image that proposes PH levels for pools, Hallie added that saline pools are not addressed and stated that the group could come up with text such as, "Contact your local district if you have a saline pool." Chamomile stated that not everyone is fortunate to have a pool and that she did not choose that image. Cecilia said regarding the wet trash item, we have really hit on trash bins. But we haven't hit on double bagging things as much. Hallie said I'm not sure if any cities are working on Education and structural BMP. Elisa said right now the calendar only has federal holidays.

The meeting members took 5 minutes to complete their votes on the calendar images.

Elisa said that as of Thursday, the Think Blue San Diego website wasn't active and that the website should be changed to Project Clean Water. Cecilia added that a website redirect link should be used which costs approximately \$10. Rouya said that the Project Clean Water logo should be added to the calendars. Elisa added that she assumes Hilary (Graphic Designer, MBI) will have access to the Project Clean water images for the calendars. Hallie implies that we should talk to the PPS team because it is a new brand that the public hasn't seen that much.

Rouya said if you look over the Project Clean Water website you will find images for printing, etc. showing that the brand is a good way of outreach. She continued stating, we can talk about our regional events, we can promote, and have people subscribe to updates. She added that members of the public can subscribe to receive email alerts. However, the GOV email delivery service has the county logo on it when

it goes out. This is a good method to reach many people and the logo may be able to be changed to the Project Clean Water logo.

6. Old Business

- **Task Assignments/Leads**

Rouya and Cecilia are leading the budget.

- **Calendar of Events**

- Rouya will be doing the calendar order/purchase.
- Elisa announced that Escondido is having a booth on February 24th for the Humane Society. All workgroup members were asked to her know if you want to volunteer. Hallie asked, "Can we just send pet waste bags to the event?" Cecilia said that the group used to give away pet waste bags at the County adoption centers.
- **Hallie volunteered to be the event planner for the group.**
- On March 7th there will be a workshop for property managers in the City of Santee
- The group discussed the possibility of sponsoring the Creek to Bay clean up.
- Sponsorship packages for creek to bay would be \$2,500 to \$10,000
- On March 11 there will be a Mariachi festival at Pepper park which Melissa from the Port will be speaking at.

Rouya added that the calendar on Project Clean Water should advertise events that at least one workgroup member is participating in, and not list a bunch of holidays.

The group has a total of \$11,000 to spend on regional events.

- **PCW Website Updates**

This item was skipped as Rouya had already completed the updates.

- **Inventory and Access of Regionally Funded Work**

Completed by Chamomile and Rouya.

- **Watershed Stewardship Program Marketing and General Marketing**

Cecilia said we have the materials for the watershed stewardship program developed and the City of Santee gave it a try but nobody signed up to attend. We have to re-envision it to go out to the community. If we had watershed leadership groups within HOAs and our community that would be great, but we have to get the community to become involved. Hallie stated that she suspects that people didn't sign up because of time commitment. Chamomile stated that we could create a partnership with conservancy agencies since they already have a following and they also have knowledge of their area. Rouya stated that the remaining budget for this program is \$16,000. Other ideas that were brought up included: Mirroring, "I love a Clean San Diego", partnering with boy scout or girl scouts to do a patch program, more showings of "All The Way to The Ocean," and partnering with movie theatres. This topic was tabled to May. However, Rouya mentioned if this topic is tabled to May everyone should know that the fiscal year ends in June.

- **Promo Item Selection**

Doug Dowden (City of San Marcos) stated that he looked at quite a bit of promo items. The decision is if the group wants something “green”. Elisa added that if Doug finds something that is a big impact then we can shift our budget to have more money. Chamomile suggested, what about promotional items like Project Clean Water pens. Elisa showed an example of the message pens, which are approximately \$1.35, however they are not recycled. Cecilia brought up the idea of pocket ash trays and said a vendor does them locally in San Diego. Elisa added that pocket ash trays can be left at bars or breweries. She went on to say that at clean up events we are targeting people who are already aware of the environmental issues. Other possible “swag” that was brought up included: reusable utensils, metal straws, reusable note pads, stickers, re-purposed water bottle pens, reusable bags (Cecilia said to hold off on reusable bags).

- **Regional Events**

- One event is the Creek to Bay clean up. Every jurisdiction will have a clean-up site.
- Another possible event is to have a partnership booth at the Del Mar County Fair.

- **Effectiveness Assessment**

This item has been pushed to the May meeting.

- **Meeting Agenda**

Michael Baker International is responsible for this item.

7. **Regional Residential Education Plan Refinements**

- **Discussion on Business Outreach**

Cecilia says that including business outreach and that PPS will keep this group was a decision to keep this group alive only if business outreach is included. In order to include business outreach the name of the workgroup has been changed to “Education and Outreach.” Rouya asked if anyone has ideas for an image for the webpage? Elisa suggested the first image on the calendar image voting page.

Doug suggested we could put together quarterly newsletters through the group for training purposes. Hallie said a few restaurants were asking for training. Restaurants that are taking out the trash and dumping the grease are good to look at. We have a training video. Hallie also suggested that we could run a social media campaign. Facebook and Instagram would be the platforms.

ACTION ITEM-Melissa, Amanda, and Rouya will create a draft post calendar/concept plan.

Social media will be brought up at the PPS meeting next week.

8. **Announcements**

Doug Dowden announced to email him if you will be attending the workshop on March 7th, 2018.

9. Next Meeting

The next meeting will be on May 8 at the County of San Diego.

Meeting adjourned at 12:00 PM.

Action Items

ACTION ITEMS:

| Action Item | Responsible Party | Due Date |
|---|-------------------------------|-----------------------------|
| Creek to Bay Clean Up Sponsorship Package – <i>Provide feedback to Hallie on package preference either \$5,000 or \$10,000, see package information below</i> | All Workgroup Members | ASAP |
| Get a quote on at least 2 types of pens and share with group. Vote on pen type and order. | Doug/All Workgroup Members | ASAP |
| Send Property Managers Flier out to Chamber of Commerce and other interested people | All Workgroup Members | ASAP |
| Contact Humane Society about leaving freebies at an unmanned booth | Hallie | ASAP |
| Inquire about sponsorship opportunities at the County Fair and make a decision on reasonable cost – <i>Project Clean Water Signs and other possible items</i> | Hallie/ All Workgroup Members | ASAP |
| Redirect Think Blue SD Website to Project Clean Water Webpage | Cecilia | ASAP |
| 2019 Calendar - <i>Finalize Images and Draft Additional Language</i> | Elisa | ASAP |
| Determine Acceptable uses of the Project Clean Water logo and share logo with group | Rouya | ASAP |
| Rebrand calendar with Project Clean Water logo | Hilary Ellis | On-going |
| Inquire about Movies in the Park Plan for the 2018 Summer Season and discuss showing of “All the Way to the Water” and licensing costs | Rouya | May 8 th Meeting |
| Bring “What’s Cooking” Guide to May 8 th Meeting for discussion | Chamomile | May 8 th Meeting |

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| Social Media Marketing Plan – <i>Create example posts and a plan for instagram and facebook marketing</i> | Melissa, Rouya, Amanda | May 8 th Meeting |
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