

Sacramento River Watershed Program Public Outreach and Education Subcommittee

Meeting Summary

Meeting Date/Location: Wednesday, October 11, 2006
10:00 a.m. – 2:00 p.m.
Common Grounds Café
Willows, 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. The summary of the August POES meeting was inadvertently deleted. Mary Lee will prepare a new summary and circulate for review.

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

III. Group Discussion: EPA Funding for MMC Communication Tasks

Currently, MMC Communication has two contracts to provide services for the Sacramento River Watershed Program: one with SRWP and one with the Sacramento Regional County Sanitation District (SRCSD), which uses U.S. Environmental Protection Agency (EPA) funds. Jennifer Tencati (MMC Communications) explained that based on discussions with Kathy Russick (SRWP Executive Director) a proposal was developed to transfer some of the existing EPA funds in MMC Communication's contract with SRCSD. Jennifer provided the following handout (in gray) with the following information to further explain. All present agreed to the changes in the proposal. Jennifer will draft a letter to Jerry Troyan at SRCSD to formally request approval from Debra Denton, EPA grant manager.

MMC Communications/SRWP EPA Grant Funds Reallocation Request

In order to maximize the remaining funds in the EPA grant being used by MMC Communications before it expires in June 2007, funds need to be reallocated among tasks. POES must approve this reallocation request before it is submitted to EPA for approval. Below are a breakdown of the current allocation and the requested reallocation of funds.

Current Budget

| | |
|---|------------|
| Task 6 – Sponsorships | \$900 |
| Task 8 – Strategic Planning | \$19,900 |
| Task 9 – Northern California Promo Campaign | \$4,596.19 |
| Total – \$25,396.19 | |

Requested Revised Budget

| | |
|--|------------|
| Task 2 – Exhibit/Collateral Materials Development | \$9,900 |
| Description: Exhibit Poster, Newspapers in Education with the <i>Sacramento Bee</i> . | |
| Task 3 – Media Relations | \$7,000 |
| Description: Draft news releases and calendar items, pitching stories to media, coordinating interviews and tracking articles of the Fundraising Dinner, Annual Watershed Awards and winners, ROW call for entries, Lending Library/Wishing Well, and other media opportunities as needed. | |
| Task 6 – Sponsorships | \$1,900 |
| Description: Salmon Festival, Snow Goose Festival, Duck Days, Bi-Annual Statewide Watershed Forum | |
| Task 8 – Strategic planning | \$2,000 |
| Description: Work with SRWP to finalize its Business Plan, and Public Outreach and Education Strategic Work Plan. | |
| Task 9 – Northern California Promo Campaign | \$4,596.19 |
| Description: Underwriter research and pursuit. Script development, production and placement coordination. | |
| Total – \$25,396.19 | |

IV. Group Discussion: SRWP and K-12 Environmental Education

Environmental Education Equipment: Mary Lee provided an update on the status of SRWP partnerships with 3 lending libraries (Western Shasta RCD, Butte County RCD, and Cache Creek Conservancy). SRWP is providing \$1,000 to each of the lending libraries to purchase environmental education equipment, which will be available for loan by teachers and educators. Jerry Troyan at SRCSD is working on purchase orders for each of the lending libraries.

River of Words: Mary Lee reported that SRWP is coordinating with CREEC in Yolo County on an upcoming River of Words workshop for educators. The workshop will be held in January at the Yolo County Department of Education. Mary Lee also reported that she will present the SRWP exhibit at a special event of the California Lecture Series, which is celebrating River of Words 10th anniversary. The event will be held at the Crest Theater in Sacramento on October 25th. Lastly, Mary Lee stated that she has been corresponding with River of Words staff to ensure that SRWP receives all of the entries from the 2007 River of Words contest that originate in the Sacramento River Watershed.

V. SRWP Outreach Activities

Sacramento River Watershed Newspaper Insert: The meeting attendees continued an ongoing discussion regarding the development of a Sacramento River Watershed tabloid. The tabloid would be produced through the Newspaper in Education program and modeled after the San Joaquin River tabloid. The SRWP team is pursuing potential partners to help pay for the first production of the tabloid.

Upcoming Exhibit Opportunities: Mary Lee reported that the SRWP exhibit will be displayed at the upcoming American River salmon festival (2-day event) and the Coleman Salmon Festival. Mary Lee thanked SRWP Board members Rich Gresham and Fraser Sime, as well as Shelley Mathews for volunteering their time to help with the exhibit display. The meeting attendees also discussed possibilities for new handouts and fun materials for kids.

VI. SRWP Annual Meeting and “Watershed Moment” Dinner Event

Mary Lee gave an update on planning activities for upcoming SRWP events. The SRWP “Watershed Moment” dinner event is scheduled for Thursday, October 19th at the Sacramento Yacht Club. Keynote speakers include Jennifer Smith (News 10 Anchor), Assembly Member Lois Walk, and Mayor of West Sacramento, Christopher Cabal don. Jerry Troyan and Bob Shanks will also be honored with an award at the event for their work with the SRCSD and SRWP. Over 100 people have registered for the event to date. Due to logistics, the SRWP Annual Stakeholder meeting will be held on a different date than the dinner event. The annual meeting will be held at Desert Farms in Chico on November 9th. Additional details will be emailed out.

VII. Strategic Communications Media Update

Jennifer Tencati with MMC Communications provided an update on recent activities:

§ ***Waterways Newsletter:*** Jennifer provided a handout with suggested articles for the spring 2007 edition of “Waterways.” After some discussion the meeting attendees recommended that the feature article address the pelagic organism decline in the Delta. Other articles to include the newsletter: overview of SRWP projects (SWIM and Sacramento River Watershed Roadmap), May 2007 Watershed Awareness Month, Pyrethroid study update, and 2006 SRWP Year in Review.

§ ***Northern California PSA:*** California Department of Water Resources has provided \$5,000 for filming and airing of a second Northern California public service announcement (PSA); the PSA will likely be filmed in Spring 2007. Jennifer and Kathy are also pursuing opportunities to produce a new PSA on fire safety.

§ ***News 10 Partnership:*** The News 10 Partnership is going strong this year with \$113,000 in underwriting funds thus far. Jennifer also noted that News 10 regularly conducts telephone surveys to gauge viewers habits, News 10 programs, and other general questions. Kathy stated that as a requirement of SRWP’s Prop 50 grant with the State, SRWP needs to conduct a survey to measure the effectiveness of the SRWP News 10 partnership. SRWP is fortunate that News 10 is open to customizing a survey specifically focused on the News10 partnership. The survey would include 500 randomly selected telephone numbers and include 7 – 10 yes / no questions. Jennifer will work with Kathy and Mary Lee to develop appropriate questions for the survey.

VIII. SRWP Website

Chuck Lundgren, SRWP Webmaster, provided an update on recent changes to the SRWP website and the status of the website redesign. He also reported on the status of the SRWP website assistance program, which is nearly complete as almost all of the websites are now online. During the website discussion, the group discovered that there is a possible glitch with the SRWP online newsletter that is emailed to listserv; some of the subscribers are not able to view the photos or graphics. Chuck will work on the glitch over the coming weeks.

IX. SRWP Update

Kathy Russick provided an update on recent activities of the program. SRWP recently sponsored a workshop on environmental compliance at an invasive species conference. The workshop was facilitated by Ken Bogdan of Jones & Stokes and well-attended with over 80 attendees. Kathy and Mary Lee also provided a status report regarding SWIM and the Sacramento River Watershed Roadmap projects – both of which should have signed contracts with the State by end of the year.

X. Meeting Wrap-Up

The next POES meeting were scheduled for Wednesday, December 6, at the SRWP office in Woodland. Meeting was adjourned.

Attachment A

MEETING ATTENDEES

| <u>Name</u> | <u>Organization</u> |
|-------------------|--|
| Knecht, Mary Lee | Sacramento River Watershed Program |
| Lundgren, Chuck | Sacramento River Watershed Program |
| Russick, Kathy | Sacramento River Watershed Program |
| Tencati, Jennifer | MMC Communications |
| Troyan, Jerry | Sacramento Regional County Sanitation District |