



RUSSIAN RIVER WATERSHED ASSOCIATION  
MEETING OF THE BOARD OF DIRECTORS  
April 26, 2012, 9:00 AM  
Windsor Town Council Chambers  
9291 Old Redwood Highway, Windsor, CA 95492

**A G E N D A**

**A. Call to Order and Introductions**

**B. Approval of the Agenda**

**C. Approval of Standing Items**

- Minutes: February 23, 2012 Board of Directors Meeting

**D. Student Video Contest Awards – Kory Hebner, SCWA**

**E. Guest Speaker Presentations**

- *ReThink Your Drink* – Tricia Goldberg, Network for a Healthy California – North Coast Region
- *Take It From The Tap* - Jennifer Burke, City of Santa Rosa

**F. BOD Business**

- Tap Water Proclamation
- IRWMP Update
- 2011-2012 Work Plan Highlights and Budget Summary
- Recent and Ongoing RRWA Advocacy Items
  - Next meeting with RWQCB EO and staff – May 15, 2012
  - RRWA support letter for Santa Rosa Green Infrastructure Grant
  - RRWA participation in US EPA Russian River Spill Response Plan
- Next Board Meetings:
  - July 26, 2012 – legislative update from Assemblymember Jared Huffman
  - September 27, 2012 – SCWA Water Smart Manual
  - December 6, 2012

**G. Working Group Activities**

- Final meeting of this Work Plan year – May 8, 2012

**H. Items of Interest**

- ACWA Region 1 Tap Water Program - June 22, 2012 (Santa Rosa)
- Russian River Symposium date changed to November 2, 2012 (Cloverdale)

**I. Public Comment**

**J. Adjourn**

The Russian River Watershed Association complies with ADA requirements and will attempt to reasonably accommodate individuals with disabilities upon request.

Please contact Executive Director, Virginia Porter, at (707) 833-2553 with any questions.



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***Minutes***

Directors and Alternates Present

Jake Mackenzie, Chair	City of Rohnert Park
Robin Goble, Vice Chair	Town of Windsor
Richard Burt	Town of Windsor
Pam Stafford	City of Rohnert Park
Mark Landman	City of Cotati
Bob Cox	City of Cloverdale
Mike Kirn	City of Healdsburg
Glen Wright	City of Santa Rosa
Marsha Vas Dupre	City of Santa Rosa

Directors present represented seven out of the nine RRWA member agencies, constituting a quorum.

Additional Attendees

Virginia Porter	RRWA Executive Director
Andy Rodgers	RRWA
Kory Hebner	Sonoma County Water Agency
Ann Torrez	Sonoma County Water Agency
Jennifer Burke	City of Santa Rosa
Damien O'Bid	City of Cotati
Jennifer McClendon	Network for a Healthy California
Tricia Goldberg	Network for a Healthy California
Cole Smith	Rancho Cotati High School, Cotati
Elisha Gaitan	Rancho Cotati High School, Cotati
Carly Graves	El Molino High School, Forestville
Mitch Parsons	El Molino High School, Forestville
Ann Humphrey	Analy High School, Sebastopol
Kendra Goff	Analy High School, Sebastopol
Alan Shelden	Corvallis, Oregon
Karen Goff	City of Sebastopol
Mary Chavez	City of Penngrove

- A. Call to Order and Introductions - Board Chair Jake Mackenzie called the meeting to order at 9:00 am and everyone introduced themselves.
- B. Approval of the Agenda - Mr. Mackenzie requested that the Board approve the agenda; it was unanimously approved.
- C. Approval of Standing Items - Minutes from the February 23, 2012 meeting of the Board of Directors were reviewed and approved.

- D. Student Video Contest Awards – Kory Hebner, Program Specialist with the Sonoma County Water Agency, presented the awards. The topic for this year’s Water Awareness High School Video Contest was *Rethink Your Drink, Take it from the Tap!* 49 videos were received from nine high schools, with 80 students participating. Winners were:

- |                       |   |
|-----------------------|---|
| 3 <sup>rd</sup> Place | Elisha Gaitan– <i>Same Taste, Don't Waste</i><br>Rancho Cotati High School (Rohnert Park)<br>Instructor: Cole Smith           |
| 2 <sup>nd</sup> Place | Mitch Parsons and Carly Graves – <i>Parsons-Graves PSA</i><br>El Molino High School (Forestville)<br>Instructor: Seth Friesen |
| 1 <sup>st</sup> Place | Kendra Goff – <i>Take it from the Tap</i><br>Analy High School (Sebastopol)<br>Instructor: Ann Humphrey                       |

Winning videos will be used as public service announcements and as educational outreach materials. They will also be aired on local community media channels, linked to the SCWA website, and uploaded to YouTube. RRWA member agencies will receive a copy of the winning videos.

E. Guest Speaker Presentations

- *ReThink Your Drink* – presented by Tricia Goldberg, Network for a Healthy California – North Coast Region  
This presentation provided an overview of the North Coast regional initiative to increase consumption of fresh water as a drink of choice, especially over soda and other sugar-based beverages. Focus included the rise in obesity and resulting health risks in the North Coast, and the regional campaign, which has partnered with Take it from the Tap, to make water available in all schools and to provide education about the value of drinking water.
- *Take it from the Tap* - presented by Jennifer Burke, City of Santa Rosa  
This presentation introduced a regional, and potentially state-wide, effort to increase consumption of tap water over bottled water and other drinks. The Association of California Water Agencies (ACWA), with the City of Santa Rosa as host, is holding a one-day event to kick off this campaign on June 22, 2012 in Santa Rosa. RRWA members and interested parties will receive official notification of open registration in mid-May.

F. BOD Business

- Tap Water Proclamation: Each member agency can consider adopting the Tap Water Proclamation template, which was developed collaboratively between ACWA Region 1, City of Santa Rosa, and Network for Healthy California. RRWA will consider adopting the proclamation at the next Board meeting in July.  
Comments:
  - Marsha Vas Dupre (Santa Rosa) felt that connotation of the word “obesity” may be problematic. She will send everyone a video called “Health at Every Size” that includes some testimony from the U.S. Surgeon General.

- Robin Goble (Windsor) cautioned that we don't want to water down the message.
- Chair Jake Mackenzie (Rohnert Park) said that no matter what we call it, it's a very critical item.
- Pam Stafford (Rohnert Park) suggested that each agency could modify the wording.
- Mark Landman (Cotati) said that decreasing health risk is very important, including reduction of sugary drinks. He thought it could be generalized to say "...health risks are decreased."
- IRWMP Update
  - Chair Mackenzie reported that there was no April meeting. The next meeting is in Yreka on July 19; the October 18 meeting will be held in Eureka.
  - Regarding the ongoing project submittal process, the State has been delayed by other processes. Future funding for Prop 84, Round 2 will be March 2013/Sept 2013 (\$5.4M); for Prop 1E, Round 2, Dec. 2012/July 2013 (\$50M).
  - Chair Mackenzie and Karen Gaffney (West Coast Watershed) attended a leadership meeting with the Executive Director of Strategic Growth Council in Sacramento. They do have funds to grant, and the NCIRWMP will be submitting.
- 2011-2012 Work Plan Highlights and Budget Summary – Virginia Porter (RRWA EO) reported, summarizing for the Board accomplishments throughout the 2011-2012 Work Plan Year, including Executive Director Services, General Benefits Projects, and Special Benefit Projects.
  - Accomplishments included an updated website with four layer interactive map; a creek sign bulk purchase; a comment letter on Phase II Stormwater Permit; the Potter Valley Tour; the high school video contest; the Stormwater Café; RRWA's part in development of the LID Technical Design Manual; stormwater training throughout the year; and Safe Medicine Disposal Program outreach through bus advertising. Chair Mackenzie commented that he echoes Virginia Porter's sentiment, that we are all working together, the RRWA staff and member agency staff are working very hard. He welcomed comments from the Board and thanked Virginia and the staff.
  - Virginia Porter presented details in a summary of the FY 11/12 budget that included percentage of completion for each task as of April 1. Remaining funds will be used to complete the FY 11/12 Work Plan, and then credited to invested parties. Virginia indicated that there may be credit for the following items.
    - Agricultural Recycled Water Users Guidance
    - Stormwater Training
    - Salt and Nutrient Management Plan Support
    - Laguna TMDL Comments and Forum
    - Safe Meds Hauling Program
- Recent and Ongoing RRWA Advocacy Items – presented by Virginia Porter
  - Catherine Kuhlman has stepped down as Executive Officer of the North Coast Regional Water Quality Control Board, to become Assistant Deputy Secretary for Oceans and Coastal Matters at the California

Natural Resources Agency. Virginia stated that Cat has been a good friend to RRWA, and the Association will keep in touch with her. RRWA Board Chair and staff hope to meet with the new Executive Officer Matt St. John at the next RWQCB lunch meeting on May 15. Chair Mackenzie felt it important to meet as soon as possible.

- RRWA provided a letter to Santa Rosa Mayor Ernesto Olivares in support of Santa Rosa's application for a Green Infrastructure Grant for quantitative assessment of the approved Best Management Practices for Low Impact Development.
  - Andy Rodgers (RRWA staff) attended a US EPA-sponsored meeting of local agencies to initiate formation of a Russian River Spill Response Plan. The goal is to coordinate a local and regional response and access US EPA resources in the event of a spill in the Russian River. Andy has forwarded a questionnaire to RRWA members with a request to pass it along to the most appropriate representative within their agency; to recruit Area Committee participation and begin documentation of stakeholder interests and resources; and to identify assets to be protected.
- Next Board Meetings:
    - July 26, 2012 – Legislative update from Assemblymember Jared Huffman
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**G. Working Group Activities**

- Final meeting of this Work Plan year – May 8, 2012. The June meeting will be cancelled.

**H. Items of Interest**

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**I. Public Comment**

SUBJECT TO APPROVAL

**J. Adjourn (10:20 am)**