



RUSSIAN RIVER WATERSHED ASSOCIATION
MEETING OF THE BOARD OF DIRECTORS
December 6, 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: September 27, 2012 Board of Directors Meeting

D. Guest Speaker Presentation – "RRWA Storm Water and Watershed Awareness Survey 2012" - Lisa Brew-Miller, Data Instincts

E. Guest Speaker Presentation - "Santa Rosa Plain Groundwater Management Planning Process" - Damien O'Bid, City of Cotati

F. BOD Business

- Board election of officers for 2013
- IRWMP - Update from NCIRWMP
- Outreach Strategies
 - Video Contest - choose topic for 2013
 - RRWA interactive map - choose 3 new data layers
- Russian River-Friendly Landscaping Event - January 29, 2013
- Safe Meds update
- Stormwater Phase II permit update
 - Comment and adoption schedule
 - Regional MS4 permit alignment process
- 2013-2014 Work Plan guidance
- Recent and on-going RRWA advocacy items
 - Next meeting with RWQCB EO and staff - December 10, 2012
 - RRWA Chair and ED update to RWQCB - tentatively March 14, 2013
- Next Board meetings:
 - January - meetings on Work Plan with each agency in lieu of meeting
 - February 28, 2013 - Joint BOD/TWG meeting - tour fisheries facility, tour City of Ukiah hydroelectric facility
 - May 2, 2013 - Video Contest winners presentation
 - July 25, 2013

G. Working Group Activities

- 2013-2014 Work Plan planning
- Recommendations for video contest and map layers
- November meeting - RWQCB update on TMDLs

H. Items of Interest

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.



RUSSIAN RIVER WATERSHED ASSOCIATION
MEETING OF THE BOARD OF DIRECTORS
December 6, 2012, 9:00 AM
Windsor Town Council Chambers
9291 Old Redwood Highway, Windsor, CA 95492

Minutes

Directors and Alternates Present

Jake Mackenzie, Chair	City of Rohnert Park
Robin Goble, Vice-Chair	Town of Windsor
Richard Burr	Town of Windsor
Mark Landman	City of Cotati
Bob Cox	City of Cloverdale
Mike Kirn	City of Healdsburg
Mari Rodin	City of Ukiah
Jenny Kidd	County of Sonoma

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

Additional Attendees

Virginia Porter	RRWA Executive Director
Andy Rodgers	RRWA
Damien O'Bid	City of Cotati
Rita Miller	City of Santa Rosa
Heaven Moore	City of Santa Rosa
Ann Torrez	SCWA
Brenda Adelman	Russian River Watershed Protection Committee (RRWPC)
Mark Millan	Data Instincts
Lisa Brew-Miller	Data Instincts

- A. Call to Order and Introductions** – Board Chair Jake Mackenzie (Rohnert Park) called the meeting to order at 9:00 AM and everyone introduced themselves.
- B. Approval of the Agenda** – Jake Mackenzie requested that the Board approve the agenda; it was unanimously approved.
- C. Approval of Standing Items** – Minutes from the September 27, 2012 meeting of the Board of Directors were reviewed and approved.
- D. Guest Speaker Presentation** – ***"RRWA Storm Water and Watershed Awareness Survey 2012" - Lisa Brew-Miller and Mark Millan, Data Instincts***
 - Virginia Porter (RRWA) introduced Lisa Brew-Miller and Mark Millan from Data Instincts. Virginia Porter noted that the survey was very focused on Phase I Stormwater communities.

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.

- Lisa Brew-Miller explained that Data Instincts has conducted a stormwater awareness survey for RRWA two previous times, in 2005 and in 2009. The new survey and previous surveys are on the RRWA web site.
- Rita Miller (Santa Rosa) said she thinks the survey was well done and was surprised that newspaper media was a close second to municipalities on how the public receives information.
- Jenny Kidd (Sonoma County) asked about outreach to schools. Lisa Brew-Miller responded that it was not part of the survey but that the need for school outreach is there.
- Jake Mackenzie asked about fundraiser carwashes and how we can better inform the groups that coordinate them. Rita Miller responded the City of Santa Rosa has a "car wash kit" to help groups cover storm drains and divert run-off to landscapes or sanitary sewers.
- Brenda Adelman (RRWPC) suggested more education on why it is a bad thing to discharge carwash run-off.
- Jake Mackenzie asked Virginia Porter if there are recommendations. She responded that the Technical Working Group (TWG) has the survey in hand and is already talking about implementing recommendations based on the survey results.

E. Guest Speaker Presentation - "*Santa Rosa Plain Groundwater Management Planning Process*" - Damien O'Bid, City of Cotati

- Damien O'Bid (Cotati) explained the planned objectives of the USGS Santa Rosa Plain Groundwater Study: 1) better understand the hydrogeology and groundwater quality, 2) model surface water-groundwater interaction, and 3) evaluate potential future conditions and alternate management strategies. The Groundwater Management Plan relies on the USGS Groundwater Study.
- Damien O'Bid noted that the Sonoma County Water Agency (SCWA) has been selected as the lead agency for the planning process, working in conjunction with the Basin Advisory Panel and the Technical Advisory Committee.
- The Basin Advisory Panel aims to finalize objectives of the Groundwater Management Plan by the end of 2013.
- The USGS plans on incorporating other factors and scenarios into their model, including the addition of water resources, different rates of consumption, etc.
- Mari Rodin (Ukiah) said she read a Grand Jury report years ago about management of groundwater. Damien O'Bid responded that the current process supports a voluntary program and that a regulatory approach to managing groundwater is not popular.
- Jake Mackenzie asked when the USGS would be done with their work. Damien O'Bid answered that the USGS will likely be done by the end of 2013.

F. BOD Business

- Board election of officers for 2013
 - Jake Mackenzie put two names forward: himself and Mark Landman as Vice-Chair. Robin Goble (Windsor) seconded. There was unanimous approval.
 - Jake Mackenzie thanked Robin Goble for her service as Vice-Chair.
 - Robin Goble said that in addition to morning meetings before the Board of Directors meetings, she participates in quarterly meetings with the North Coast Regional Water Quality Control Board (NCRWQCB) staff. Robin Goble said that these meetings are very important. Jake Mackenzie

agreed, saying this has improved the RRWA's relationship with the NCRWQCB.

- IRWMP - Update from NCIRWMP
 - Jake Mackenzie expects over 50 projects to be submitted for review at the January 9-10 Technical Peer Review Committee meeting in Ukiah for round 2 of Prop 84 grant funding.
- Outreach Strategies
 - Video Contest - choose topic for 2013
 - TWG recommended safe medicine disposal as a topic.
 - Jake Mackenzie recommended car washing as a topic for next year.
 - Mari Rodin suggested cigarette butts and asked if there is a way to evaluate which topic has the most environmental impact.
 - Mari Rodin motioned to approve safe medicine disposal and Mark Landman seconded. There was unanimous approval.
 - Mari asked if previous year's topics are available online and Virginia Porter answered yes.
 - RRWA interactive map - choose 3 new data layers
 - The TWG recommended the following three layers: 1) sub-watersheds; 2) groundwater recharge areas; 3) beach water quality readings; and a back-up layer: clean-up events.
 - Damien O'Bid suggested that the TWG look at Google Analytics for the RRWA website.
 - Jake Mackenzie said that there have been no objections to the recommended list of layers.
- Russian River-Friendly Landscaping Event - January 29, 2013
 - Virginia Porter updated the group on the January workshop as well as the signage plan. Ideas for expanding the effect of the Guidelines will be gathered at the event.
- Safe Meds update
 - Andy Rodgers (RRWA) presented the outreach campaign for the 2012-2013 Work Plan as recommended by the Safe Meds Team. The campaign will focus on outreach to Spanish-speaking communities. There is \$4,000 in the budget for outreach.
 - Other options that were considered include bus ads, printed ads in newspapers and other publications, radio ads, and promotional merchandise.
 - Robin Goble moved the motion, Mari Rodin seconded and the motion was approved.
 - Bob Cox (Cloverdale) commented that the video contest could include Spanish language videos as well.
- Stormwater Phase II permit update
 - The third draft was released on November 16, 2012 and the 30 day comment period ends December 17, 2012. There is a public workshop with the SWRCB on January 8, 2013.
 - Region I (North Coast) MS4 agencies are interested in aligning and RRWA staff and member agency representatives are participating in regular forums with RWQCB staff. Member agency staff are evaluating options.
- 2013-2014 Work Plan guidance

- The TWG and staff developed draft Work Plan framework in October and November.
- In December and January, Virginia Porter will meet with each member agency in lieu of a regular Board meeting. The Board will consider adopting the 2013-2014 Work Plan at the February 28, 2013 meeting.
- Executive Director Services will be expanded to include Andy Rodgers's role as Deputy Director and spread responsibilities between himself and Virginia Porter.
- There will be a rate increase for Admin/Tech while other rates and mark-up rates will remain unchanged.
- New projects and bulk purchase ideas will be included in the Work Plan.
- Some existing projects will receive increased effort and support.
- The Board supported the draft Work Plan priorities and modifications and concurred with staff plans to meet with member agencies.
- Recent and on-going RRWA advocacy items
 - The next meeting with RWQCB EO and staff is December 10, 2012.
 - RRWA Chair and ED update to RWQCB is tentatively scheduled for March 14, 2013.
- Next Board meetings:
 - January meetings will be one-on-one with each agency to discuss the Work Plan in lieu of a group meeting.
 - On February 28, 2013, the joint BOD/TWG meeting will include tour of fisheries facility and a tour of the City of Ukiah hydroelectric facility
 - May 2, 2013 - Video Contest winners presentation
 - July 25, 2013

G. Working Group Activities

- 2013-2014 Work Plan planning
- Recommendations for video contest and map layers
- November meeting - RWQCB update on TMDLs

H. Items of Interest

- RRWA tabled at the Russian River Watershed Symposium on November 2, 2012.

I. Public Comment

J. Adjourn – 10:20 AM