



RUSSIAN RIVER WATERSHED ASSOCIATION  
TECHNICAL WORKING GROUP MEETING  
October 11, 2011, 8:30 AM – 10:00 AM  
Windsor Town Council Chambers  
9291 Redwood Road, Windsor, CA 95492

**A G E N D A**

**1. Greetings and Introductions**

**2. RRWA Project Updates**

- Outreach Strategies
  - Environmental Column – sign up and topics for 2012
  - RRWA web site – comments from review week
  - Interactive map – data layers
  - North Bay Corporation newsletter
- North Coast IRWMP Update
- Creek Signs Bulk Order
- MS4 Permit Support
  - LID training
- Phase II Stormwater
  - Schedule
- Stormwater Citizens Advisory Group
  - Subcommittee meeting to follow this meeting
- Safe Medicine Disposal Program
  - Special collection week
  - New sites

**3. Forum and Advocacy**

- Topics for November 29, 2011 lunch meeting with RWQCB staff
- Discussion of potential future advocacy items

**4. Work Plan 2012-2013**

- Potential project discussion
- Schedule

**5. Future Meetings and Agenda Items**

- Working Group – November 8, followed by December 6 or 13
- Board of Directors – December 8 – update from RWQCB Executive Officer; SCWA presentation - Water Smart Development Guidebook; selection of map layers; and Work Planning 2012-2013 kick-off

**6. Items of Interest**

**7. Public Comment**

**8. Adjourn**

**CITIZENS ADVISORY GROUP SUBCOMMITTEE FOLLOWS THIS MEETING**

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

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

**RUSSIAN RIVER WATERSHED ASSOCIATION**  
**TECHNICAL WORKING GROUP SESSION**  
October 11, 2011, 8:30 AM – 10:00 AM  
Windsor Town Hall Council Chambers  
9291 Old Redwood Highway, Windsor CA

*Meeting Summary (prepared by Virginia Porter and Andy Rodgers, RRWA Staff)*

**1. GREETINGS AND INTRODUCTIONS (8:40)**

Attendees:

- |                                       |                                       |
|---------------------------------------|---------------------------------------|
| - Virginia Porter - RRWA              | - Rick Seanor – City of Ukiah         |
| - Andy Rodgers – RRWA                 | - Mynda Songer – City of Cotati       |
| - Patrick Givone – Town of Windsor    | - Heaven Hix – City of Santa Rosa     |
| - Jennifer Burke – City of Santa Rosa | - Forest Frasier – City of Santa Rosa |
| - Ann DuBay – SCWA                    | - Eydie Tacata – City of Rohnert Park |
| - Reg Cullen – So. Co. PRMD           | - Brenda Adelman - RRWPC              |

**2. RRWA PROJECTS UPDATE**

- **Outreach Strategies**
  - Environmental Column –
    - **October:** Ann DuBay (SCWA) authored the column targeting correct identification of listed species – “Note to Anglers this Fall: If Mouth Has Black, Put It Back”. Thank you, Ann.
    - **November:** guest columnist Russian Riverkeeper, Don McEnhill – The gutter is not a waste basket theme
    - **December:** Lisa Steinman (So.Co. WMA) – Holiday recycling theme
    - **January:** Lauren McPhaul (City of Ukiah) – “Flushable” rags theme
    - **2012-** Sign-up and topics will be taken up at the next meeting to fill in the first half of 2012.
  - RRWA web site – comments from review week. Andy Rodgers (RRWA staff) presented this item, noting that a number of comments were received and RRWA staff will make the adjustments and corrections. Staff plans to bring the web site to the Board in December for final endorsement. The group concurred with this plan.
  - Interactive map – data layers. Andy Rodgers presented a summary list of options for data layers from our last meeting. Reg Cullen (So.Co. PRMD) recommended changing the wording from “bathrooms and parking lots” to “access points with facilities or restrooms”. Jennifer Burke (City of Santa Rosa) noted that the data layer with demonstration landscapes can’t use the classification of “Russian River-Friendly Landscapes” unless they are actually certified; the group agreed a more generic term would allow more flexibility at this point. The priorities for this year were agreed upon, and can be discussed further at the November meeting.
  - North Bay Corporation newsletter - North Bay Corporation publishes a customer newsletter, which may be a resource for RRWA topics of interest. The group supported having staff pursue this opportunity, and suggested Environmental Column topics as a resource that could be used to generate the copy.
  - So.Co WMA Used Oil Grant Funds – Lisa Steinman provided this opportunity to RRWA staff for the group to consider. Funds are available, specific to used oil and filters, for regional programs in Sonoma County. Several ideas were presented by the group: advertising before movies, printing the car care brochure, additional storm drain labels and providing “oil change kits” to RRWA member agencies. Virginia Porter will

provide this information to Lisa Steinman on behalf of the group. Andy Rodgers suggested adding oil collection spots to the map layers at a future date.

- **North Coast IRWMP Update** – Virginia Porter (RRWA Executive Director) provided the update. RRWA’s project in the first round of Prop 84 funding was scored inaccurately in the project assessment process. RRWA has asked the NCIRWMP staff to re-rank the RRWA project so that we have an accurate review of our project. The NCIRWMP Policy Review Panel recognizes that the project application process needs to be changed, and is circulating a survey for all applicants to fill out. RRWA staff and the City of Santa Rosa staff will be submitting the survey, but each member agency is also invited to participate. Jennifer Burke emphasized the importance of future assessment processes having transparency when it comes to scores and the assessment process. RRWA staff will follow up with NCIRWMP staff about the next steps in project submittal and on the status of the application process. The next window for Prop 84 funding is projected to be Summer 2012.
- **Creek Signs Bulk Order** – Virginia Porter provided the update, noting that all of the signs are delivered. The group discussed installation plans; most agencies will install over the winter. RRWA staff asked member agencies to take pictures. The group discussed the benefits of press coverage of the regional signage and decided to wait until most of the signs are installed to consider a press release. Eydie Tacata suggested using social media as a mechanism for getting the word out, including “planking” (also known as “the lying down game”) photos with creek signs. The group liked the idea of social media and the planking idea; more discussion of outreach will take place in January or February when more signs are installed.
- **MS4 Permit Support - LID training** – Heaven Hix (City of Santa Rosa) provided information to the group about potential dates and formats for a training related to the Low Impact Development Technical Design Manual. Santa Rosa’s City Council has adopted the manual, and the Regional Board has a few comments and will also provide approval. The group discussed the benefits of Heaven Hix providing a training to RRWA member agency staff, as well as a broader LID training for industry professionals. RRWA staff and Heaven Hix will work together to carry out both training opportunities. Ideally, the staff training will take place soon (October or November), and the broader training in January or February.
- **Phase II Stormwater** – Virginia Porter provided the update. Since we last met, the State Board has agreed to significantly change the permit; the most recent estimate is a new draft in November, but this may be changing. Heaven Hix attended CASQA’s conference and spoke with Eric Berntsen (SWRCB staff) about the value of having Phase II agencies align with regional Phase I agencies. Heaven Hix will set up a conference call with Eric Berntsen, Virginia Porter, Mona Dougherty (RWQCB staff) and any member agencies that want to attend to discuss changes to the draft permit to allow for regional alignment. Patrick Givone and Eydie Tacata are both interested in participating in the call.
- **Stormwater Citizens Advisory Group** - Subcommittee meeting followed this meeting
- **Safe Medicine Disposal Program** – Andy Rodgers provided the update
  - Special collection week in September was a huge success with about 1,100 pounds collected. In future years, events may be fewer but larger.
  - New sites – Kaiser now has a collection box in the Emergency Department lobby and Oliver’s is in the process of getting collection boxes for all their locations.

3. **FORUM AND ADVOCACY** – Virginia Porter presented this item.
  - **Update from September 29 RWQCB meeting** – A very successful presentation to the Regional Board accompanied their adoption of the Russian River-Friendly Landscaping Principles resolution and viewing of the Video Contest Greatest Hits. State Board liaison Tam Doduc was present and asked RRWA to also present the videos to the State Board.
  - **Topics for November 29, 2011 lunch meeting with RWQCB staff** – No topics were brought up.
  - **Discussion of potential future advocacy items** – No specific advocacy items were discussed.
4. **WORK PLAN 2012-2013** – Virginia Porter introduced this item, which was kept brief due to time constraints.
  - **Potential project discussion** – A copy of the current budget summary was handed out and reviewed. The group introduced a few options for projects, including expanding the Russian River-Friendly project and carrying out a stormwater survey. November’s meeting will be primarily devoted to Work Plan development. We will look at each category of project and discuss work efforts and budgeting for next year.
  - **Schedule** – The group supported changing our December meeting to the 6<sup>th</sup>, so that we meet prior to the December 8 Board meeting. Work Plan development at the technical level will take place in November and December; our Board will review initial Work Plan in December; Virginia Porter will meet with each agency in January, and the final Work Plan will be considered for adoption on February 23, 2012.
5. **FUTURE MEETINGS AND AGENDA ITEMS**
  - **Working Group – November 8, followed by December 6**
  - **Tentative CAG meeting – November 10**
  - **Board of Directors – December 8 – update from RWQCB Executive Officer; SCWA presentation – Water Smart Development Guidebook; selection of map layers and Work Planning 2012-2013 kick-off**
6. **ITEMS OF INTEREST** - Heaven Hix mentioned a “Creek Watch” iPhone application she saw demonstrated at the CASQA conference, which includes creek photos and a few questions that are uploaded to a worldwide database.
7. **PUBLIC COMMENT** – No public comment was made.
8. **ADJOURN** – 10:35

**CITIZENS ADVISORY GROUP SUBCOMMITTEE FOLLOWED THIS MEETING**