RUSSIAN RIVER WATERSHED ASSOCIATION
TECHNICAL WORKING GROUP MEETING
August 12, 2025: 10:30 AM – 12:30 PM

Virtual Only
Join Zoom Meeting
https://us06web.zoom.us/j/91806438004?pwd=VDhtdFA5LzR6eFU0NVNZeTRHRDFrZz09
Meeting ID: 918 0643 8004 Passcode: 114544

Meeting Summary

1. Greetings and Introductions

Stephen Groner – SGA (Guest)
Seth Strader – City of Ukiah
Andrew Stricklin – City of Ukiah
Bobby Spagnola – City of Cloverdale
Aaron Nunez – City of Santa Rosa
Nick Lynn – Santa Rosa
Elissa Overton – City of Sebastopol
Michael Harrigan - Healdsburg
Anna Perez – Town of Windsor
William Nanas – Windsor
Cynthia de la Fuente – Sonoma Water
Amber Fisette – Mendocino County
Josie Slovut –Mendocino County
Alisa Keenan – Sonoma County
Todd Hunsdorfer – Sonoma County
Misha Bailey – Public
Vanessa Apodaca – RRWA
Sabrina Marson – RRWA
Jaden Husser – RRWA
Andy Rodgers – RRWA

- Meeting called to order at 10:30 am. Andy Rodgers (RRWA) introduces in-person and online participants, thanking City Ukiah for hosting the meeting.

2. Welcome to Fiscal Year 2025-2026!

- Goals, Objectives, Outcomes
- Subcommittees roster and focus
  - Andy called for volunteers to fill a recent member departure from the RRFL Subcommittee (Sonoma Water).

3. Technical Working Group Business

- A- Executive Director Services
  - Board Summary from May 21
    - BOD Field Trip: Andy Rodgers reported on the Don Clausen Fish Hatchery tour, including a Dry Creek Restoration tour, Warm Springs Hatchery visit, and a Warm Springs Dam presentation. Thanking of Sonoma Water for hosting. Almost all agencies were able to participate.
    - Andy contextualizes advise the stormwater permit compliance exercise, encouraging membership. Advocate for year one and year two membership payments.
  - EPIC summary from June 10
    - Operator's Forum debriefed from May 21.
    - New member outreach with Rohnert Park engaged.
    - 3-Year strategic plan update
    - 2025/2026 Work Plan and potential initiatives.
    - Items of Interest: Request of outreach by Vanessa to add golden mussel flyer information to boat launch locations.

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

Please contact Andy Rodgers, Executive Director, at 707-508-3670 with any questions.

- **Co-Permittee updates**
  - None.
- **Rollback calculations**
  - Vanessa reported that rollback calculations would be completed by the end of August, with approximately $25,000 rolling over as a credit for the current fiscal year.
- **Strategic Plan update**
  - Stephen Groner (SGA) outlined the process, insights, and next steps. Key discussions included conducting a strengths, weaknesses, opportunities, and threats (SWOT) analysis, exploring future scenarios, affirming mission and values, and prioritizing strategic objectives. The group emphasized the importance of balancing routine tasks with strategic goals, with Member Hunsdorfer and Member Fisette raising concerns about the potential under prioritization of permit compliance assistance. The committee is working towards finalizing tactics and a three-year roadmap to strengthen the organization while addressing member needs and external challenges.
  - Findings – from SWOT and Future Headlines.
    a. Worst case: Fear, competition over a single grant will fray the program.
    b. Status Quo: Continue to function adequately.
    c. Best Case: collaboration across watershed will strengthen a unified workplan.

- **B- General Benefit Projects**
  - B.1 Outreach Strategies
    - High School Video Contest update –
      a. 2026 High School Contest is announced as live. Theme: "*Future Flows Through Us!*" The 2026 Contest materials are being sent out to schools.
      b. Sonoma Water is updating QR codes for the posters.
    - Fiesta de Independencia — Sunday September 14. The signup sheet for tabling will be released soon. RRWA answered question on the decision-making process by RRWA to participate in events—Member agencies vote.
      a. In 2025 RRWA staff negotiated a $1,000 sponsorship cost for this event.
      b. Future sponsorship costs in 2026 will be at $3,000 level.
    - Safe Medicine & Sharps Disposal – Federal level of funding continues to increase. RRWA promotes the disposal program, and quantities recovered increase year after year.
      a. Sonoma County Board of Supervisors are considering nominating RRWA member agencies and staff for a Gold Resolution—Safe Medicine and Sharps Disposal Program.
    - RRWA Website and Watershed Map – Jaden updates the group on the RRWA website's reorganization to better present projects in a concise and clear manner.
      a. Maps were updated with boat launches.
      b. Suggestion by Member Hunsdorfer: Including public restrooms on the map may be helpful.

- Social media
    a. Facebook: 1,600 followers with a reach of 13,492
    b. Instagram: 1,902 followers with a reach of 5,187
    c. Question by Co-Permittee – Member Hunsdorfer asks what the number of posts for the year is, to find cost per-post metrics.
        i. [Post meeting amendment: Instagram post numbers later identified at 95 posts for FY2024-2025.]
- Russian River-Friendly Landscaping (RRFL)
    a. Updates – Jaden Husser discusses the new RRFL signage at North Bay Children's Center in Healdsburg, as well as a pending signage application for the North Bay Children's Center in Monroe, Santa Rosa.
        i. Action item: Member Keenan inquires if the memo will contain all RRFL locations in the watershed.
    b. Russian River-Friendly Landscaping booth – at the fifth annual Wildfire and Earthquake Safety Expo at Sonoma County Fairgrounds on June 1.
        i. Jaden presented the new RRFL fire safety materials handed out at the expo. Reception was favorable and people showed an interest.
        ii. Metrics: Reached 100+ attendees, shared 60+ copies of wildfire materials, and promoted awareness of RRFL and environmental sustainability.

o B3. Regulatory Forum and Advocacy
- Russian River-Friendly Landscaping (RRFL) Workshop Series
    a. Developing a program centered around AB 1572, which bans use of potable water for irrigating non-functional turf on commercial, industrial, and institutional properties.
    b. FY 2025-2026 Budget is $29,019.00.
    c. Other topics include tree health, weed management, integrated pest management, soil health, and stormwater management.
- RRWA & RWQCB presentation June 13 – Andy shared with the group that the presentation was well received. Member Hunsdorfer suggests making it a point to begin regional monitoring program.
    a. Quarterly Executive Officer Meeting September 2.

o B.4 Regional Stormwater Program Support
- Stormwater Activities technical Memo – Vanessa expects draft will be sent out by the end of August.
- CASQA Group Membership and September Conference – Dues are announced to have been paid. Vanessa announced West Yost Associates will be at the CASQA conference in San Diego.
- Educational Placemats – Distributed about 58,000 placemats to seventy-seven (77) locations throughout the watershed.
    a. Budget was $11,985. Blank space for QR that is not yet finalized. Answer key announced as new feature.
    b. Member Fisette asked the question – Where are the Streets to Creeks placemats being distributed. Response was RRWA staff not involved in Streets to Creeks placemat action.

c. Update: Reformat of 11 x 17 printing size will reduce costs and improve efficiency in printing process. Spanish translation offered on the placemat.
d. Feedback by members should come in by the end of August.

- **National Pollution Prevention Week**—September 16-23
- **Creek Week**—September 22-28
    a. RRWA Proclamation Draft was sent to members.

- **C- Special Benefit Projects**
    - C.3 Regional Our Water Our World Contract – FY2025-26: $25,630
        - Vanessa announced Year End Report will be sent to TWG.
    - C.4 Sonoma State University WATERS project updates – In the meeting staff solicited for any members that would like to volunteer to be a part of the steering committee for the SSU Rising WATERS project pivot.
        - Member Keenan volunteers, as well as John Mack.
    - C.5-8. Streets to Creeks
        - Vanessa announced BOD interest in a Streets to Creeks presentation for the BOD meeting in September. December 18 BOD meeting was a date suggested to be a better time for Streets to Creeks presentation.
        - Advance invoicing update: Budget for FY 2025-26 is $120,122.
    - C.10 Operators' Forum support update – Vanessa reports a lesser budget in the 2025-2026 year. At the end of each forum a compliments and suggestion card are handed out.
        - FY 2025-26 Budget: $9,840.00.
        - The ideal date for Operator's Forum is outside of the rainy season (early October and April)
        - Guidelines for facilitating RRWA coordination is included in the handout packet.

4. **Items of Interest**
    - Member Hunsdorfer announced the regional water board is looking to adopt the Reduction Action Plan for the Russian River – Friday, August 15.
    - Request: Member Overton requested a confirmation that the Creek Week Proclamation Word Document be sent to distribution list.
    - Question: Member Perez asked if there will be social media (Instagram-sized) images available from the High School Video Contest.
5. **Public Comment**
    - None.
6. **Adjourned – 12:01 PM.**

RRWA Calendar Summary:
Unless otherwise noted, RRWA Board of Director meetings are held at Windsor Town Council Chambers, 9291 Old Redwood Highway, Windsor, California 95492 and Technical Working Group meetings will be virtual or hybrid.

Upcoming TWG Meetings 10:30 am – 12:30 pm	**Upcoming Board of Directors meetings 9:00 am – 11:00 am**
October 14 (hybrid)— Healdsburg (TBD) January 13 (Virtual) April 14 (hybrid)—Windsor	September 25 December 18 February 26 May 28
Important Dates	
Sunday, September 14 — LBC's 16th Annual Fiesta de Independencia September 15-17 — CASQA Annual Conference September 15-21 — National Pollution Prevention Week September 22-28 — Creek Week	