RUSSIAN RIVER WATERSHED ASSOCIATION
MEETING OF THE BOARD OF DIRECTORS

September 25th, 2025
9:00 AM – 11:00 AM
(Hybrid Meeting)

Windsor Town Council Chambers and Zoom

DRAFT MINUTES

Directors and Alternates Present

Ben Ford	City of Cotati
Caroline Bañuelos	City of Santa Rosa
Sandra Maurer	City of Sebastopol
Maureen Mulheren, Chair	County of Mendocino
Sam Salmon	Town of Windsor

Directors present represented five of the ten RRWA member agencies.

Additional Attendees

William Nahas – Town of Windsor, EPIC
Sean McNeil – City of Santa Rosa, EPIC
Elizabeth Cargay – Town of Windsor, TWG
Stephen Groner – SGA
Bob Anderson – Public
Jaden Husser – RRWA Staff
Misha Bailey – RRWA Staff
Sabrina Marson – RRWA Staff
Andy Rodgers – RRWA Executive Director

A. Call to Order and Introductions — Meeting called to order by Chair Mulheren at 9:04 am. Roll call was taken.

B. Approval of the Agenda — Agenda was approved with no revisions.

C. Approval of Standing Items

a. Minutes: February 27, 2025; Board of Directors Meeting– Director Ford moved to approve. Director Salmon seconded. Roll call vote was taken—None opposed. Minutes approved.

D. Technical Working Group Updates — August 12, 2025

a. Procurement Procedure: RRWA Executive Director Andy Rodgers discusses the importance of the RRWA's ability to solicit competitive consultants. Procurement Procedure was clarified for future Request for Proposals.
b. 5th Annual Wildfire and Earthquake Safety Expo – located at Sonoma County Fairgrounds June 1, 2025.
    i. At the June 1st Expo, the RRWA presented their new Defensible Space Quiz checklist and two other fire resiliency outreach materials, which were generated by RRWA staff. Handouts were given to constituents at the Expo, at which there was over 2,000 attendees.

E. Board of Directors' Business

a. RRWA Strategic Plan Update
   i. The strategic plan intends to align member agencies' goals and the future of RRWA. It outlines the steps to take to reach those goals and strengthen alignment.
   ii. Stephen Groner presented the results of the strategic plan workshops leading up to building a 3-Year Road Map.
   iii. General outline: The following processes lead by Stephen Groner Associates (SGA) Marketing, will serve to build on the Strategic Plan in the following order: 1. SWOT analysis (Strengths, Weakness, Opportunities, Threats) included outside opportunities, changes, and challenges to be aware of. 2. Future Headlines included the best and worst case potential future scenarios for RRWA 3. Reaffirm RRWA's mission and core values. 4. Define strategic objectives.
   iv. The six strategic objectives (in order of ranking) are:
      1. Strengthen shared leadership and adaptive governance
      2. Position RRWA as a policy leader and regional model
      3. Lead public awareness and engagement on watershed stewardship
      4. Increase funding, capacity, and leverage resources
      5. Strengthen and expand the regional collaboration
      6. Build Organizational Resilience and leadership capacity
   v. Next Steps: Workshop (later that day) and draft 3 Year Road Map.

b. FY 2024-2025 Rollback Calculations
   i. About $25,000 worth of left over funds from the end of the Fiscal Year (FY) 2025-26 and are credited back to member agencies.

c. Rohnert Park Membership Update
   i. Andy Rodgers clarified the meetings held between RRWA and Rohnert Park in between the current and previous BOD meetings.
   ii. Met with city officials in June and provided informational materials on what benefits Rohnert Park will receive upon membership.

d. CASQA (California Stormwater Quality Association) Update – Annual Conference
   i. Over 1,100 professionals attended the conference in Pasadena.
   ii. CASQA helps State steer stormwater management across the state. The Prop 4 language that was approved is significantly attributed to CASQA advocacy. Andy Rodgers is a co-chair of the CASQA legislative committee which allows him to track current legislation.
      1. Staff capacity and turnover signals importance of outreach as citizens make things happen to improve water quality.
      2. Increasing citizen, businesses, and volunteers can significantly affect stormwater quality outcomes in the North Bay/North Coast region. This is a significant aspect of RRWA's outreach activities.

e. 2024/2025 Work Plan Kickoff – Key Regional Projects
   i. Streets to Creeks
      1. 2024/25 Annual Report was made available to Directors in meeting.
      2. Streets to Creeks provides materials for tabling and education.
      3. Sonoma Water requested budget amendment to increase only their budget for more outreach materials. The motion to increase Sonoma Water's funding is approved to increase budget.
      4. The motion by Chair Mulheren was approved without amendments.

f. Website Updates
    1. Jaden presented the RRWA website redesign. The update includes a new spot on the website for the educational placemat, with the placemat pdf, answer key, and animal guide. The placemat itself has a with a QR code leading to the website, intended to drive more site visits.
    2. Operators' forum was added to the website.
    3. Map updates include a new boat launch layer for the map.
g. Russian River Friendly Landscaping
    1. New sign in Healdsburg – North Bay Children's Center
        a) RRWA staff has an interest in expanding into more RRFL gardens at schools. One internal goal is to have a whole school's landscaping become RRFL certified.
    2. New application pending North Bay Children's Center, Monroe.
    3. Symposium Planning – February 11 or 12. (8 am to 12 pm)
        a) AB 1572 bans the use of potable water on non-functional turf. A summary is to be sent out addressing questions of BOD.

F. Public Outreach and Engagement

a. Educational Placemats
    i. There are a total of seventy-seven (77) locations total – with four sites recently added – three in Healdsburg and one in Geyserville.
    ii. Chair Mulheren expressed appreciation that the entire placemat is bilingual.
    iii. Comment: Outdated City of Cotati logo on draft – Director Ben.
b. Fiesta de Independencia – September 14, 2025
    i. The event was held at the Luther Burbank Center for the Arts
    ii. Engagement was about 450 people at the RRWA booth. Distributing Spanish materials as well as children's engagement were key focus areas of the event.
c. Creek Week September 22-28, 2025
    i. Creek Week activities were summarized and discussed by Andy and Jaden.
    ii. Motion to approve Creek Week proclamation by Director Ford. Director Banuelos Seconded. Approved without amendments.
d. Student Video Contest theme selection
    i. "The Future Flows Through Us" was announced as the theme for the 2026 video contest.
    ii. This previous year was a successful event. Next year will be held at an earlier time to allow students, teachers, and families to go home early.
    iii. Jaden shared recent social media posts with high engagement.
    iv. Social media team will be in contact with member agencies for collaboration to mutually increase engagement.
e. Safe Medicine and Sharps Disposal
    i. RRWA and participating agencies were nominated for a Gold Resolution by Sonoma County Board of Supervisors. Will be announced at the October 14th TWG meeting.
    ii. Drug Enforcement Administration (DEA) National Take Back Day is October 25th, 2025 at 10:00 am.

f. Board Meeting Schedule:
    i. September 25
    ii. December 18
    iii. February 26
    iv. May 28 - Note will be sent out to members for confirmation of date.

g. Potential Board Field Trip
    i. Listed check-in on BOD meeting locations for the future.
    ii. Pepperwood Preserve Ecology Institute: listed by Directors Maurer, Salmon, and Ford as preferred.

h. 2026-27 Work Plan development
    i. Progress updates—BOD is updated on RRWA staff progress.
    ii. Update on the 2026-27 Work Plan was given to the Board. One on one meetings with all member agencies will be scheduled.
    iii. BOD to consider final approval of the plan on February 26, 2026.

G. Regional Advocacy and Initiatives Updates

a. Legislative Updates – Recent legislation update summary was provided in packet.
b. RRWA/RWQCB – June 13, 2025 RRWA presented to Regional Water Board meeting.
c. Biannual Executive Officer Meeting on September 2, 2025
    i. Laguna – Vanessa expressed the need to collaborate between agencies for the distressed Laguna Restoration.
    ii. R3MP
    iii. Trash Plan approval
    iv. Phase 1 Permit in December 2026
d. Shared Directors Exchange
    i. Director Ford shared Cotati's successful Creek Week with invasive species removal and trash pickup.
    ii. Director Maurer shared Sebastopol's ongoing project to restore a community labyrinth in Sebastopol, which also involved church volunteers cleaning up the Laguna. At the last Sebastopol city council meeting Creek Week was announced.
    iii. Director Bañuelos shared that the Prince Memorial Greenway cleanup was successful and announced appreciation for the effort.
    iv. Chair Mulheren shared the changes in addressing homelessness in California and in the federal administration. Chair Mulheren expressed that increased volunteer capacity is needed to maintain MediCal for citizens.
e. Items of Interest
    i. Daily Acts Appreciation letter.
    ii. Luther Burbank appreciation event invitation was relayed to meeting members. Board expressed interest in allowing staff to attend in their place.
    iii. Vanessa announced the summary of Board of Directors action items, which will be sent out to the board.
    iv. Action Items
        1. RRWA to - Update Cotati logo on educational placemats.
        2. RRWA to - Send Director Maurer RRFL sign information.
        3. Director Mulheren's signature to be added to the Creek Week Proclamation.

Adjournment: 12:20 pm.

RRWA Calendar Summary:
Unless otherwise noted meetings are held at Windsor Town Council Chambers, 9291 Old Redwood Highway, Windsor, California 95492

Upcoming TWG Meetings 10:30 am – 12:30 pm	**Upcoming Board of Directors meetings 9:00 am – 11:00 am**
October 14 (hybrid)—Healdsburg January 13 (Virtual) April 14 (hybrid)—Windsor	September 25 December 18 February 26 May 28 (TBD)
Important Dates	
September 15-21 — National Pollution Prevention Week September 22-28 — Creek Week October 25, 2025 — National Prescription Drug Take Back Day	