



# B A S M A A

## Meeting Summary Public Information / Participation Committee Wednesday, June 28, 2017

1. Introductions, Announcements, Changes to Agenda (Geoff Brosseau for Steven Spedowski)

2. OWOW - Changes to the Fleas fact sheet (Geoff Brosseau)

Prompted by new information on flea products, including new active ingredients (AIs) of concern for water quality, studies showing the migration of topical products off treated animals to people, bedding, upholstery, and other places touched by the animals, and the AIs passing through wastewater treatment systems untreated, BAAPPG is looking to make significant changes to the Fleas fact sheet. Previously, Executive Director Brosseau had asked BAPPG's consultant to mark up the current fact sheet based on the studies. In today's meeting, Committee members reviewed the current version of the fact sheet with the consultant's suggested revisions.

Committee members were concerned by the studies' findings and agreed the fact sheet needed updating. Committee members noted that the consultant's markup was useful in identifying where updating was needed, however the wording and messaging needed editing to match the style and tone and guiding principles behind the *Our Water, Our World* fact sheets (i.e., reading level, layperson/consumer reader, positive messaging).

- Action: Janet Cox will edit the markup to match more closely with the other *Our Water, Our World* fact sheets.
- Action: The Committee will review that edited version, make any final decisions regarding the suggested changes, produce, and print the new version.

3. OWOW - Use of the term "less-toxic" (Geoff Brosseau)

Committee members discussed concerns expressed by a fertilizer product manufacturer and one major retailer over the use of the term "less-toxic" on the shelf tags. The sources of the concerns included the implication that the manufacturer made other products that were toxic and that the retailer carried such products. Committee members agreed that both terms had their place.

- Action: BASMAA will produce two versions of the shelf tag – one using the term "less-toxic" and one with the term "effective".

4. BayWise.org - Level of interest in enhancement (Geoff Brosseau)

BAPPG has been updating the BayWise website (Link to the draft website: <http://baywise.wpengine.com/>). BASMAA has been using the site less frequently since we discontinued the Media Relations project a couple of years ago. Nevertheless, BASMAA is listed as an equal partner in the site, the site continues to convey stormwater messages, and we do still provide a listing of the Bay Area stormwater program contacts with links to the Programs' websites: <http://baywise.wpengine.com/about/>. The update project / contract is expiring June 29 so there is no time to make substantive changes as part of the current contract, but BASMAA could do so as part of a new contract, or as-needed contract in the future.

- Action: Committee members should peruse the website and send any comments to Executive Director Brosseau by Friday, July 14.

	Representing	Name	Meetings Attended												
			Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
1	Alameda Co. CWP	Jim Scanlin	X		X	X			X	X		X	X	X	
2	Alameda Co. CWP	Sharon Gosselin	X		X	X			X	X		X	X	X	
3	Contra Costa CWP / City of San Ramon	Steven Spedowski	X	P	X	X			X	X		X	X	X	
4	CCCWP	Fan Ventura	X		X	X			X	X		P	X	X	
5	Fairfield-Suisun URMP	Kevin Cullen	X	P	X	X			X	X		X	X	X	
6	Marin Co. STOPPP	Howard Bunce	X		X	X		P	X	X		P	X	X	P
7	SM Co. WPPP	Reid Bogert	X		X	X		P	X	X		X	X	X	
8	SM Co. WPPP / SGA	Whitney Schmucker	X		X	X			X	X		X	X	X	P
9	SC Valley URPPP	Vishakha Atre	X	P	X	X		P	X	X		P	X	X	
10	Vallejo San & FCD	Jennifer Kaiser	X	P	X	X		P	X	X		P	X	X	P
11	BASMAA	Geoff Brosseau	X	P	X	X		P	X	X		P	X	X	P
12	Consultant	Annie Joseph	X		X	X		P	X	X		P	X	X	P
13	Consultant	Debi Tidd	X		X	X		P	X	X		P	X	X	
14	Consultant	Janet Cox	X		X	X		P	X	X		P	X	X	P
15	City of Palo Alto	Joanna Tran	X		X	X		P	X	X		X	X	X	
16	City of Sunnyvale	Jackie Davison	X		X	X		P	X	X		P	X	X	P
17	City of Roseville	Delyn-Ellison- Lloyd	X		X	X		P	X	X		X	X	X	
18	Department of Pesticide Regulation	Nita Davidson	X		X	X		P	X	X		X	X	X	
19	IPM Advocate	Suzanne Bontempo	X		X	X		P	X	X		X	X	X	
20	City of Modesto	Jennifer Peet	X		X	X		P	X	X		X	X	X	P
21	Union Sanitary District	Doug Datawalker	X		X	X			X	X		X	X	X	P

X = In-person; P = by phone; Red font = BASMAA PI/P MRP representatives only meeting