



B A S M A A

Meeting Summary

PI/P Committee

Bay Area Stormwater Management Agencies Association

March 23, 2011

1. **Introductions, Announcements, and Changes to Agenda (Geoff Brosseau for Steven Spedowfski)**
2. **Approval – February 23, 2011 meeting summary (Geoff Brosseau for Steven Spedowfski)** – The February 23, 2011 meeting summary was approved as drafted.
3. ***Our Water, Our World* (Geoff Brosseau)** – For BASMAA agencies, this program helps address MRP provision C.9.h. Committee members received and discussed the following updates regarding this program, which is run by multiple agencies throughout the state and coordinated through this committee.
 - **Materials and Master Solicitation** – The master solicitation and print runs are complete. *Our Water, Our World* partner agencies that placed orders for printed program materials should have received them.
 - **Pest Management Alliance grant** – Twenty-seven applicants responded by the February 18 deadline to the call for IPM Advocates students. Twenty of the applicants have been invited and accepted to interviews. The project Management Team will be screening and selecting up to 10 applicants for the program.
 - **New video** – City of Palo Alto has produced a new video on the issue of pesticides and water quality, and promoting IPM, including many references to the *Our Water, Our World* program.
 - Action: Maree Doden will provide access information to the video when it becomes available.
4. **Regional Media Relations (Sharon Gosselin)** – Project Officer Sharon Gosselin updated the Committee on the status of the year's pitches. The fourth pitch of the fiscal year will be on pesticides, specifically promoting EcoWise. The Committee discussed ideas for the fifth pitch and generally agreed that car washing would be a timely vehicle-related topic for April-May. That would leave one more pitch to make by June.
 - Action: Sharon Gosselin will continue to send the final versions of the pitches and reports on their pick-up to the Committee.
5. **Regional Outreach Strategic Plan (Geoff Brosseau / Erica Hooper, SGA)**
 - **Regional Outreach Strategic Plan** – Since the last meeting, SGA revised the draft Regional Outreach Strategic Plan based on comments received and discussed, and provided it to the Committee for final review and recommendation to the Board of Directors. Several but not all of the member program representatives were prepared or present to recommend the Strategic Plan as final.
 - Action: Member program representatives will complete their reviews and be prepared to consider recommendation.

- Implementation Plan – Litter – In the February Board of Directors meeting, Executive Director Geoff Brosseau and Chair Jim Scanlin briefed the Directors on issues regarding budgets, and sought consensus on the level of funding Directors were comfortable with and next steps regarding the litter/trash only portion of the Strategic Plan. Directors generally agreed that a first year kick-off budget of \$300,000 seemed reasonable with about \$100,000 a year after that. Directors directed that SGA be asked to develop for about \$10,000 a 3-year implementation plan for litter/trash to provide detail on the Regional Outreach Strategic Plan they will be completing soon; that the implementation plan address division of responsibilities between regional and local, and recognize and leverage overlap with other MRP provisions.
- Implementation Plan – Pesticides – The discussion and decision regarding how to move forward on additional pesticides outreach is being conducted at the Board of Directors.
- SFEP Pest Management Alliance proposal – SFEP has been asked to submit a full proposal for these grant funds. Their concept is to create a clear, simple ant campaign. The concept was designed to complement the pesticides portion of the BASMAA Regional Outreach Strategic Plan and BASMAA agreed at the concept proposal stage to be a no-net cost partner. Agencies were asked to consider serving on the project management team and providing letters of support.
 - Action: Athena Honore will send out a request for letters of commitment to be on the project management team.

Next PI/P Committee Meeting is Wednesday, April 27, 2011

	Representing	Name	Meetings Attended											
			Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
1	Alameda Co. CWP	Sharon Gosselin		X		X	P	P	X	X	P			
2	Alameda Co. CWP	Jim Scanlin		X	X		P	P		P	P			
3	Contra Costa CWP	Michelle McCauley		P	X	X	P	P	P	P	P			
4	Fairfield-Suisun URMP	Kevin Cullen				X	P		P	P				
5	Marin Co. STOPPP	Gina Purin		X	X	X		P						
6	Napa Co. SPPP	Jack Betourne		P		P	P				P			
7	SM Co. WPPP	Sarah Schrader		X	X	X	P							
8	SM Co. WPPP	Tim Swillinger		X	X	X	P	P	X		P			
9	SM Co. WPPP	Lizzy Claycomb		X	X	X	P	P	X	P				
10	SC Valley URPPP	Vishakha Atre		X	X	X	P	P	X	P	P			
11	SC Valley URPPP	Miranda Melen / Jill Bicknell		P	P	P		P	P		P			
12	Vallejo San & FCD	Jennifer Kaiser		X	X	X	P				P			
13	BASMAA	Geoff Brosseau		X	X	X	P	P	X	P	P			
14	Contra Costa County	Dan Jordan		P		P		P	P	P	P			
15	City of San Ramon	Steven Spedowski			P	X		P	P	P				
16	City of San Jose	Melody Tovar		X					P					
17	City of San Jose	Elaine Marshall				P		P	P		P			
18	City of Palo Alto	Maree Doden		P	P			P	P		P			
19	City of Modesto	Gayle Ziegler		P	P	P								
20	Fresno Metro FCD	Brandy Swisher		P				P						
21	S. Groner & Assoc.	Stephen Groner		X					X					
22	S. Groner & Assoc.	Erica Hooper		X	X	X	P	P	X	P	P			
23	S. Groner & Assoc.	Liz Anderson			X		P	P						
24	EcoWise	Bart Brandenburg			X									
25	EcoWise	Ted Shappas			X									
26	Consultant	Annie Joseph			P	P	P	P	P	P	P			
27	City of Sonoma	Wendy Atkins			P	P								
28	City of Sunnyvale	Jackie Besoyan				P	P		P	P				
29	SFEP	Athena Honore				P	P	P		P	P			
30	SFEP	Janet Cox					P	P						
31		Jennifer Cohn					P							
32	San Francisco PUC	Meg Gale							P					

X = In-person; P = by phone