



# B A S M A A

## Meeting Summary PI/P Committee Bay Area Stormwater Management Agencies Association

September 22, 2010

**1. Introductions, Announcements, and Changes to Agenda (Steven Spedowfski)**

**2. Approval – August 25, 2010 meeting summaries (Steven Spedowfski)**

- ☒ Vote: August 25, 2010 meeting summary was approved.

**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.

- **Pest Management Alliance grant** – The project notice-to-proceed was expected in September but DPR is awaiting the adoption of a State budget to start the process of putting awardees under contract. BASMAA will use the grant to create a team of trained store representatives (“IPM Advocates”) that will perform the functions that consultant Annie Joseph is performing now for many agencies.
- **Events** – Annie Joseph and Sarah Schrader reported that outreach at the *Our Water, Our World* booth at the Bay Friendly Landscaping Conference (September 17) went well. As it does every year, the program will also have a presence at dealer shows, like the Excel Gardens Dealer Show and the L&L Show.
- **EcoWise Certified (Bart Brandenburg / Ted Shappas)** – The Committee was briefed on the status of this program to certify pest control operators (PCOs) as IPM providers, and the importance of hiring IPM certified pest control companies (see attachment). EcoWise Certified is one of three certification programs with operations in the Bay Area. 12 Bay Area companies are now certified (5 - EcoWise Certified; 2 – Green Shield, and 7 – GreenPro), totaling about 115 individual IPM practitioners. Links to EcoWise and GreenPro are already on the OWOW website. Committee members brainstormed ways that stormwater programs could promote hiring IPM certified PCOs, including:
  - Regional Advertising Campaign – If print ads are used, such as the newspaper insert that ran in the Bay Area News Group papers in spring 2009, one ad or story could be about the program and list the certified PCOs.
  - Regional Media Relations – Do a pitch on hiring certified PCOs
  - Municipal Operations Committee – BASMAA Committee could review attachment and discuss ways to promote hiring of IPM certified PCOs.

**4. Regional Media Relations (Geoff Brosseau for Sharon Gosselin) –** In August, the Board of Directors approved a \$30,000 Regional Media Relations project as part of the FY 10-11 BASMAA budget. Committee members previously agreed that O’Rorke should be re-hired to conduct this year’s work. Executive Director Geoff Brosseau is working to put O’Rorke back under contract for the project. Six pitches / year are required by the MRP. Committee members previously agreed the first pitch should be soon and on winterizing / getting ready for first rains. Based on the earlier discussion regarding promoting IPM certified PCOs, the Committee generally agreed that one of the six pitches should be on that topic, which could be in addition to another pesticides-related pitch on *Our Water, Our World*.

- 5. Advertising Campaign (Geoff Brosseau)** – Erica Hooper and Liz Anderson, SGA, briefed the Committee on the results of the SWOT analysis (strengths, weaknesses, opportunities, and threats) that was started in the August Committee meeting, and continued online and through one-on-one interviews with the member programs. The overall findings were generally confirmed with the Committee in this meeting. Regarding litter/trash, it is appearing that the form of the ‘advertising’ may be more social networking than classic advertising.

SGA staff then walked the Committee through the next steps and schedule toward developing a Regional Outreach Strategic Plan. The next major step is to conduct literature reviews on what is known about the two pollutants of concern – litter/trash and pesticides. The Committee also discussed the focus of the Regional Outreach Strategic Plan, and generally agreed that although the major focus should be litter/trash (80%?), some focus should also be placed on pesticides to complement the existing pesticides outreach work of OWOW, the Regional Media Relations project, and potentially IPM provider certification programs like EcoWise Certified.

- Action: Committee members will send to SGA survey and analytical information they have on litter/trash and pesticides outreach.

***Next PI/P Committee Meeting is Wednesday, October 27, 2010***

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

X = In-person; P = by phone