



B A S M A A

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

August 25, 2010

1. **Introductions, Announcements, and Changes to Agenda (Geoff Brosseau for Steven Spedowski)**
2. **Approval – May 26, 2010 meeting summaries (Geoff Brosseau for Steven Spedowski)**
 - ☒ Vote: May 26, 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** – BASMAA received official notice that DPR has awarded a DPR Pest Management Alliance grant to BASMAA that will create a team of trained store representatives (“IPM Advocates”) that could perform the functions that consultant Annie Joseph is performing now for many agencies. The project notice-to-proceed is expected in September, or whenever the State adopts a FY 10-11 budget.
 - **OSH** – The manager of the section that is our contact for the program may be transferring to another section, so if that happens, we will be looking to meet with the new manager this fall.
 - **Materials**
 - Shelf talker mount – Committee member Sarah Schrader shared a new mount for shelf talkers her program worked out with a local Home Depot that stays on the shelf longer. The mount, which is hard plastic, about 4” long and looks like an “L” from either end, is a standard design used at Home Depot.
 - Action: Committee members should contact Committee member Schrader for more information.
4. **Other MRP provisions** – Committee members discussed updates and any next steps on the following other PIP-related MRP provisions that call for outreach and are being addressed regionally:
 - **C.7.c. Media Relations (Sharon Gosselin)**
 - FY 09-10 – Three pitches were conducted as planned and a final report is now available on them, which will be incorporated into the BASMAA regional report. One comment for next (this) year, is to strive to get more south Bay station coverage.
 - FY 10-11 – Committee members discussed plans for this year. Six pitches are required by the MRP. Committee members brainstormed these topics: pesticides, trash, pet waste, coastal cleanup, and winterizing/first rains, and generally agreed to do the first pitch on getting ready for the first rains. The Board of Directors will be considering a \$30,000 Regional Media Relations project as part of the FY 10-11

- budget to help with this effort. Committee members agreed that O'Rorke should be re-hired to conduct this year's work.
 - Action: Assuming the Board of Directors approves the project budget, Executive Director Geoff Brosseau will put O'Rorke back under contract for the project.
- **C.7.b. Advertising Campaign (Geoff Brosseau)** – The firm of S. Groner and Associates was selected to conduct the Regional Outreach Strategic Plan project. Today's meeting was used to kick-off the effort. Executive Director Brosseau provided a brief introduction and background to the project. City of San Jose staff Melody Tovar briefed the Committee on a recent City of San Jose strategic planning exercise and document that addressed related needs and topics, and therefore may be a resource for the regional effort. Stephen Groner and Erica Hooper, SGA, briefed the Committee on their work and approach, and started to lead the Committee through a SWOT analysis (strengths, weaknesses, opportunities, and threats) by gathering opinions from the Committee members.
 - Action: SGA will continue to gather information for the SWOT analysis from the group as a whole and will conduct one-on-one interviews as well.

Next PI/P Committee Meeting is Wednesday, September 22, 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										
3	Contra Costa CWP	Michelle McCauley		P										
4	Marin Co. STOPPP	Gina Purin		X										
5	Napa Co. SPPP	Jack Betourne		P										
6	SM Co. WPPP	Sarah Schrader		X										
7	SC Valley URPPP	Vishakha Atre		X										
8		Miranda Melen		P										
9	Vallejo San & FCD	Jennifer Kaiser		X										
10	BASMAA	Geoff Brosseau		X										
11	Contra Costa County	Dan Jordan		P										
12	City of San Ramon	Steven Spedowski												
13	City of San Jose	Melody Tovar		X										
14	City of Palo Alto	Maree Doden		P										
15	City of Modesto	Gayle Ziegler		P										
16	Fresno Metro FCD	Brandy Swisher		P										
17	S. Groner & Assoc.	Stephen Groner		X										
18		Erica Hooper		X										
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X = In-person; P = by phone