



B A S M A A

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

November 23, 2010

1. **Introductions, Announcements, and Changes to Agenda (Geoff Brosseau for Steven Spedowfski)**
2. **Approval – October 27, 2010 meeting summaries (Geoff Brosseau for Steven Spedowfski)** – The October 27, 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 has been working with DPR staff to finalize the scope of work and project schedule. There was a project kick-off meeting on November 17 at which Geoff Brosseau, Annie Joseph, and Gina Purin met with DPR and UCIPM staff, and reviewed contracting needs and started to plan elements of the first tasks. BASMAA will use the grant to create a team of trained store representatives (“IPM Advocates”) to help Annie Joseph perform the functions that she is performing now for many agencies. The trainees schedule is:
 - Selected for training – by the end of April 2011
 - Trained in the classroom – June and July 2011
 - Field training and mentoring – August 2011 to October 2012
 - Ready for hire – by October 2012
 - **Master Solicitation** – It is that time of year when we gather orders for printed materials for use next year.
 - Action: OWOW Coordinator Brosseau will ensure a master solicitation for printed materials orders is started soon.
 - **Bay Area News Group insert** – In spring 2009, ACCWP worked with others to create a 12-page insert for the [Bay Area News Group](#) newspapers (which cover the Bay Area except San Francisco, Napa, and Sonoma) that ran in the Sunday paper and was relatively inexpensive. In February and March of 2010, the Committee discussed the possibility of repeating that work but was not able to coordinate with BANG quickly enough to do so for spring 2010. In today’s meeting, the Committee took up the idea again with spring 2011 in mind. Committee members generally agreed that it was an effort worth pursuing. Some Committee members expressed concern about additional budget required for this.
 - Action: A work group of Jim Scanlin, Annie Joseph, Geoff Brosseau, likely Gina Purin, and a representative from SCVURPPP will start to plan an insert for 2011.

- Action: Geoff Brosseau will find out if there is budget available in the BASMAA *Our Water, Our World* funds for this effort.

- **UP3** – Athena Honore, SFEP reported on the status of the project, whose grant funding is winding down later this year. She referenced two new video podcasts on the topics of Greener Pest Control and IPM, and Controlling Ants in Your Home at <http://www.sfestuary.org/podcast/> that SFEP just released today as representative of the kind of outreach work SFEP is now doing on pesticides. Committee members briefly discussed ideas for coordination between SFEP's efforts and those of Bay Area stormwater quality agencies.

- 4. Regional Media Relations (Sharon Gosselin)** – Project Officer Sharon Gosselin updated the Committee on the status of the year's first pitches. The first pitch – a PSA on getting ready for the rainy season with an action related to maintaining your car was finalized today and will be pitched soon. A pre-draft of the second pitch on not burning holiday wrapping paper (air quality = water quality) was sent to the project work group today for review.

Janet Cox, SFEP alerted the Committee to planned efforts to do some outreach on the ARRA Trash Full Capture Device Demo project, as well as to ideas being discussed to create a public side to the project's Trash Tracker web-based maintenance database, and potentially linking it to the new Creek Watch smart phone app (www.creekwatch.org).

- Action: Janet Cox will coordinate with Geoff Brosseau on these efforts and discussions.
- Action: Geoff Brosseau will check with the developers of the Creek Watch app to find out more about its planned use.

- 5. Regional Outreach Strategic Plan (Erica Hooper, SGA)** – Erica Hooper, SGA, briefed the Committee on the messaging recommendations for both litter and pesticides that were both broken down into the following elements:

- The source – who is the message from?
- The issue – what is the issue we are promoting?
- The action – what is it we are asking them to do?
- The brand – what is the overall, over-arching identity of the campaign?
- The face – who/what will be the 'face' or the ambassador of the campaign?
- The angle – how will the campaign be presented?
- Keeping it relevant – how will the campaign maintain a connection with the target audience?

Committee members discussed various aspects of these elements with much of the discussion about making sure that every aspect of the strategy (action, audience(s), etc.) (i.e., the solution) is derived from and tied directly to the specific problem we are trying to address and not the other way around (i.e., solution defining the problem). The Committee also discussed the extent to which and how the *Our Water, Our World* brand could be used for the primary source of pyrethroid use – professional applicators.

- Action: To keep the above conversation going, Erica Hooper will send out a request for availability for a project-specific conference call to occur in the next week or so.

Next PI/P Committee Meeting is Wednesday, December 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		X	P							
2	Alameda Co. CWP	Jim Scanlin		X	X		P							
3	Contra Costa CWP	Michelle McCauley		P	X	X	P							
4	Fairfield-Suisun URMP	Kevin Cullen				X	P							
5	Marin Co. STOPPP	Gina Purin		X	X	X								
6	Napa Co. SPPP	Jack Betourne		P		P	P							
7	SM Co. WPPP	Sarah Schrader		X	X	X	P							
8	SC Valley URPPP	Vishakha Atre		X	X	X	P							
9	SC Valley URPPP	Miranda Melen		P	P	P								
10	Vallejo San & FCD	Jennifer Kaiser		X	X	X	P							
11	BASMAA	Geoff Brosseau		X	X	X	P							
12	Contra Costa County	Dan Jordan		P		P								
13	City of San Ramon	Steven Spedowski			P	X								
14	City of San Jose	Melody Tovar		X										
15	City of San Jose	Elaine Marshall				P								
16	City of Palo Alto	Maree Doden		P	P									
17	City of Modesto	Gayle Ziegler		P	P	P								
18	Fresno Metro FCD	Brandy Swisher		P										
19	S. Groner & Assoc.	Stephen Groner		X										
20	S. Groner & Assoc.	Erica Hooper		X	X	X	P							
21	S. Groner & Assoc.	Liz Anderson			X		P							
22	EcoWise	Bart Brandenburg			X									
23	EcoWise	Ted Shappas			X									
24	Consultant	Annie Joseph			P	P	P							
25	City of Sonoma	Wendy Atkins			P	P								
26	City of Sunnyvale	Jackie Besoyan				P	P							
27	SFEP	Athena Honore				P	P							
28	SFEP	Janet Cox					P							
29		Jennifer Cohn					P							
30														

X = In-person; P = by phone