



B A S M A A

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

October 27, 2010

1. **Introductions, Announcements, and Changes to Agenda (Steven Spedowski)**
2. **Approval – September 22, 2010 meeting summaries (Steven Spedowski)**
 - ☒ Vote: September 22, 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** – Soon after the State budget was approved, BASMAA heard from DPR that they were ready to start the project. BASMAA has been working with DPR staff to finalize the scope of work and project schedule. There will be a project kick-off meeting on November 17. 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. 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
 - **OSH** – OWOW Consultant Annie Joseph and OWOW Coordinator Geoff Brosseau had their annual planning meeting with OSH to review the year’s effort in OSH stores and plan for next year. As always, OSH staff are very receptive and supportive of the program. OSH was particularly interested in receiving copies of any press coverage or ads mentioning OSH. OWOW program and OSH representatives agreed to:
 - Look for opportunities to link their respective websites
 - Provide OWOW staff time during OSH’s chain-wide staff training in February
 - Use the OWOW logo more frequently on OSH ads next to less-toxic products
 - Look for opportunities to use open end caps and outdoor pallets to display the myriad of organic fertilizers now availableOSH staff noted there would be a new store in Clayton.
 - Action: OWOW representatives should be prepared to reset the displays in OSH stores after the 1st week in February—after OSH finishes resetting their shelves.
 - **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.

- 4. Regional Media Relations (Sharon Gosselin)** – The Committee reviewed and discussed a draft work plan / schedule of media pitches for FY 10-11. 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. Committee members generally agreed on the topics and schedules for the six pitches, focusing a significant portion of the discussion on how to better respond to or partner with others (e.g., Save the Bay) on publicity regarding trash hot spots. Committee members also noted that a task to respond to breaking news should be added to the work plan.

- Action: Project Officer Sharon Gosselin will have the draft work plan / schedule updated to reflect the Committee's discussion and provide it to the Committee.

- 5. Regional Outreach Strategic Plan (Erica Hooper, SGA)** – Erica Hooper, SGA, briefed the Committee on the results of the literature reviews on what is known about the two pollutants of concern – litter/trash and pesticides regarding:

- Identifying & overcoming barriers
- Identifying & utilizing motivators
- How to get messages across

In discussing litter/trash, the Committee focused much of its attention on sub-audiences or “rubbish rebels” on which to focus or not focus efforts.

- Action: Erica Hooper will send out by November 5 messaging recommendations for both litter and pesticides.

Next PI/P Committee Meeting is Tuesday, November 23, 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								
2		Jim Scanlin		X	X									
3	Contra Costa CWP	Michelle McCauley		P	X	X								
4	Fairfield-Suisun URMP	Kevin Cullen				X								
5	Marin Co. STOPPP	Gina Purin		X	X	X								
6	Napa Co. SPPP	Jack Betourne		P		P								
7	SM Co. WPPP	Sarah Schrader		X	X	X								
8	SC Valley URPPP	Vishakha Atre		X	X	X								
9		Miranda Melen		P	P	P								
10	Vallejo San & FCD	Jennifer Kaiser		X	X	X								
11	BASMAA	Geoff Brosseau		X	X	X								
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		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		Erica Hooper		X	X	X								
21		Liz Anderson			X									
22	EcoWise	Bart Brandenburg			X									
23		Ted Shappas			X									
24	Consultant	Annie Joseph			P	P								
25	City of Sonoma	Wendy Atkins			P	P								
26	City of Sunnyvale	Jackie Besoyan				P								
27	SFEP	Athena Honore				P								
28														
29														
30														

X = In-person; P = by phone