



# B A S M A A

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

December 22, 2010

1. **Introductions, Announcements, and Changes to Agenda (Steven Spedowski)**
2. **Approval – November 23, 2010 meeting summary (Steven Spedowski)** – The November 22, 2010 meeting summary was approved with revisions.
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 its signed agreement with DPR and Geoff Brosseau is working now to put consultants under contract. 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.
  - **Materials and Master Solicitation** – It was noted that Costco is changing its product lines to be more organic and less-toxic. 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 November’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. After November’s meeting, Jim Scanlin discussed the possibilities with BANG and for a time was receiving mixed signals as to their ability to work with BASMAA on an insert. It appears if BASMAA can do much of the work, BANG would be able to put out an insert. Costs in 2009 for an Alameda County-only insert were about \$13,000-\$15,000; about ½ of which was offset by ads. The Committee guessed a Bay Area-wide insert would be on the order of \$50,000, which again could be reduced through securing paid advertisements.
    - Action: Jim Scanlin will check with BANG regarding work / logistics and costs.
    - Action: As the costs become clear, Geoff Brosseau will find out if there is budget available in the BASMAA *Our Water, Our World* funds for this effort.

**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 pitched and picked up fairly well, including some interviews. The second pitch on not burning holiday wrapping paper (air quality = water quality) has been pitched and is also receiving decent pick-up. The third pitch planned for January is on trash. Geoff Brosseau noted that BAPPG is panning a major redesign of the BayWise website. BASMAA agencies expressed a strong interest in being involved in the redesign.

- Action: Sharon Gosselin will send the final versions of the pitches and reports on their pick-up to the Committee.
- Action: Geoff Brosseau will check with BAPPG representatives on the schedule and costs of the redesign.

**5. Regional Outreach Strategic Plan (Erica Hooper, SGA)** – Erica Hooper, SGA, briefed the Committee on draft outlines for both the litter and pesticides portions of the Regional Outreach Strategic Plan; including

- Communications goals and objectives
- Target audience
- Messages
- Message distribution mechanisms
- Evaluation approaches

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).

- Action: Erica Hooper will revise the draft outlines based on committee comments, continue to flesh out the details, and provide drafts for the Committee 's review and discussion at its January meeting.

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

X = In-person; P = by phone