



RUSSIAN RIVER WATERSHED ASSOCIATION
MEETING OF THE BOARD OF DIRECTORS
April 28, 2016, 9:00 AM – 11:00 AM
Windsor Town Council Chambers
9291 Old Redwood Highway, Windsor, CA 95492

A G E N D A

A. Call to Order and Introductions

B. Approval of the Agenda

C. Approval of Standing Items:

- Minutes: February 25 Board of Directors Meeting

D. Presentation of Student Video Contest Awards: “No Butts, Pick it Up!”, Kory Hebner (Sonoma County Water Agency)

E. BOD Business

- Regional Monitoring Program
- Prop 1 grant application submitted!
- RWQCB grant application submitted!
- Safe Medicine Disposal Program
 - i. Safe Medicine Disposal Ordinance Development
 1. Sonoma County
 2. Mendocino County
 - ii. Bus ad outreach campaign
 - iii. Comment letter submitted: California Board of Pharmacy draft regulations
 - iv. Comment letter submitted: AB 45 AB Household Hazardous Waste
- Outreach
 - i. Environmental Column (see schedule on next page)
 - ii. Website and Social Media Campaign
 1. Current website baseline metrics
 - iii. Review potential 2016-17 Video Contest topics
- Stormwater Program Updates
 - i. Subcommittee efforts and projects
 - ii. Work plan budget adjustments
 - iii. Radio KRCB interview regarding California trash policy
- North Coast Resources Partnership (NCRP) update
- Potential BOD guest speakers

F. Other RRWA advocacy items

- Next lunch meeting with NCRWQCB staff TBD

G. Items of Interest

H. Public Comment

I. Adjourn

The Russian River Watershed Association complies with ADA requirements and will attempt to reasonably accommodate individuals with disabilities upon request.

Please contact Andy Rodgers, Executive Director, at (707) 508-3670 with any questions.

RRWA Calendar Summary:

All meetings are held from 9:00 to 11:00 AM at Windsor Town Council Chambers,
 9291 Old Redwood Highway, Windsor, California 95492

Upcoming TWG Meetings	Upcoming Board of Directors Meetings
June 14, 2016 July 12, 2016 <i>September 13, 2016</i> <i>(tentative)</i> October 11, 2016 November 8, 2016 December 13, 2016 February 14, 2017 April 11, 2017 June 13, 2017	July 28, 2016 – Guest Speaker TBD September 22, 2016 – Guest Speaker TBD December 8, 2016 - Guest Speaker: North Coast RWQCB Executive Officer Matt St. John – dialogue with RRWA Board
Environmental Columns	
March – Thank you Mendocino (Sarah Dukett) – El Nino: What does it mean for Sonoma and Mendocino Counties? April – Thank you Rohnert Park (Marc Bautista) – Earth Day May – Santa Rosa (Teresa Gudino) – Water Awareness Month June – SCWA (Nazareth Tesfai) – Topic TBD	

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MINUTES

Directors and Alternates Present

Mark Landman, Chair	City of Cotati
Bob Cox, Vice Chair	City of Cloverdale
James Gore	County of Sonoma
John Eder	City of Sebastopol
Kevin Doble	City of Ukiah
Mark Millan	Town of Windsor

Directors present represented six of the eleven RRWA member agencies and constituted a quorum.

Additional Attendees

Daria Isupov	RRWA Staff
Paige Dulberg	RRWA Staff
Kory Hebner	Sonoma County Water Agency
Jennifer Burke	City of Santa Rosa
Rocky Vogler	City of Santa Rosa
Elizabeth Cargay	Town of Windsor
Marlowe Allen Bright	C Media
Becky Brumme	Member of the Public
Andy Huey	Member of the Public
Rose Huey	Member of the Public
Miles Kesser	Member of the Public
Connor Macheras	Member of the Public
Griffin Malone	Member of the Public
Caren Pavone	Member of the Public
Matt Pavone	Member of the Public
Ryan Pavone	Member of the Public
Nicholas Richard	Member of the Public

- A. Call to Order and Introductions** – Board Chair Mark Landman (Cotati) called the meeting to order at 9:05 AM.
- B. Approval of the Agenda** – Mark Landman requested that the Board approve the agenda. The agenda was approved.
- C. Approval of Standing Items:**
- With two board members' abstention, a quorum was not present to approve the Minutes from the February 25 Board of Directors meeting.
- D. Presentation of Student Video Contest Awards:** "No Butts, Pick it Up!", Kory Hebner (Sonoma County Water Agency)

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- Kory Hebner presented this item and Mark Landman presented the awards. Congratulations to the winners of the 13th annual Student Video Contest:
 - 1st Place: *Kill the Litter, Not the River* by Ryan Pavone; Novato High School
 - 2nd Place: *No Butts, Pick It Up Animation* by Andy Huey, Griffin Malone, and Connor Macheras; Santa Rosa High School
 - 3rd Place: *Choices* by Nicholas Richard, Miles Kesser, and Evan Mason-White; Santa Rosa High School

E. BOD Business

- Regional Monitoring Program
 - i. Prop 1 grant application submitted!
 1. RRWA received 24 letters of support and \$688,000 in committed matching funds for the Prop 1 grant application submitted on March 17, 2016.
 2. The proposed project has three core tasks and one optional task:
 - a. Task 1: Project Management
 - b. Task 2: Storm Water Resource Plan for the Russian River
 - c. Task 3: R3MP Governance Development
 - d. Optional Task 4: Data visualization support tools
 3. The award announcement is anticipated in May.
 - ii. RWQCB grant application submitted!
 1. The RWQCB submitted a separate grant to fund Task 3. Upon successful procurement, the RRWA Prop 1 project funding could be adjusted to increase funding for Task 2 or add Optional Task 4.
- Safe Medicine Disposal Program
 - i. Safe Medicine Disposal Ordinance Development
 1. Sonoma County
 - a. The Sonoma County Waste Management Agency is facilitating a public opinion poll for medicine and sharps disposal. Board members are encouraged to participate in the poll and help promote it on their respective agency websites. The survey is available at:
<https://www.surveymonkey.com/r/SonomaMedsSharps>
 2. Mendocino County
 - a. There have been no changes since the Board meeting on February 26, 2016.
 3. Opposition groups have increased their lobbying efforts against county Extended Producer Responsibility (EPR) ordinances throughout the state.
 - a. The Board directed RRWA staff to develop a fact sheet of talking points for elected officials. This will aid discussion with stakeholders and opposition groups.
 - b. The Board directed RRWA staff to develop a one-page fact sheet about EPR and Safe Medicine disposal for the general public.

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- ii. Bus ad outreach campaign
 1. Outside bus ads, which direct the public to the Safe Medicine Disposal website (<http://www.safemedicinedisposal.org/>), will be run on buses in Sonoma and Mendocino Counties this summer, as directed by the Safe Medicine Disposal Operations Subcommittee.
 - iii. Walgreens announced the launch of their own national Safe Medicine Disposal Program. A bin is expected to be available at the Santa Rosa Walgreens (Hwy 12 & Mission Blvd) by April 30, 2016.
 - iv. The DEA National Drug Take Back Day will take place on April 30, 2016.
 - v. Comment letter submitted: California Board of Pharmacy draft regulations
 - vi. Comment letter submitted: AB 45 AB Household Hazardous Waste
 - vii. Since 2003, the Safe Medicine Disposal Program has collected nearly 100,000 pounds of medications.
 1. The Board directed RRWA staff to develop a press release for the 100,000 pound milestone.
 2. The Board directed RRWA Staff to develop a “close to home” editorial template about the local Safe Medicine Disposal Program which could be adapted by each city and published by local newspapers.
- Outreach
 - i. Environmental Column (see schedule on next page)
 1. The Board requested a Safe Medicine Disposal topic in June or July.
 - ii. Website and Social Media Campaign
 1. Daria Isupov (RRWA Staff) reviewed the current website metrics.
 2. Paige Dulberg (RRWA Staff) reviewed the draft social media channels Facebook, Instagram, and YouTube , Mail Chimp email service, and redesigned website.
 3. The Board directed RRWA Staff to bring the Policy for Use of Social Media Sites to the July Board meeting for discussion and approval.
 4. The Board directed Staff to bring RRWA’s mission statement as a topic of discussion for the July meeting. The goals and objectives have evolved since RRWA’s inception and it would be beneficial to revisit the mission statement.
 - iii. Review potential 2016-17 Video Contest topics
 1. “Ditch the plastic, your water is fantastic! (tap water v. bottled)” was a favored topic among the Board. There was also interest in “Keep It Clean, Because We’re All Downstream (various storm drain pollution solutions)”. Staff was directed to bring this discussion topic at the July meeting.
 - Stormwater Program Updates
 - i. Subcommittee efforts and projects
 1. The CoPermittees have requested additional support on several projects including: Laguna Mark West Monitoring Plan, MOU, Ethnic Outreach, and Trash Assessment Work Plan.

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- ii. Work plan budget adjustments
 1. RRWA Staff adjusted the levels of effort for certain Work Plan tasks in order to accommodate the current needs to the stormwater CoPermittees.
- iii. Andy Rodgers (RRWA Executive Director) completed Radio KRCB interview regarding California trash policy on April 15, 2016.
- North Coast Resources Partnership (NCRP) update
 - i. Attendees of the NCRP 10-year reunion provided an overview of the NCRP 10-year celebration that took place April 21 – 22, 2016.
- Potential BOD guest speakers
 - i. The Board requested speakers on the following topics:
 1. Recycled water;
 2. California efforts to create a stormwater utility;
 3. Sustainable Groundwater Management Act; and
 4. Local water project updates from agency staff.

F. Other RRWA advocacy items

- Next lunch meeting with NCRWQCB staff TBD

G. Items of Interest

- There were no items of interest

H. Public Comment

- There were no public comments

I. Adjourn – 10:30 AM

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