



RUSSIAN RIVER WATERSHED ASSOCIATION  
MEETING OF THE BOARD OF DIRECTORS

December 17, 2020 at 9:00 AM

IN ACCORDANCE WITH THE GOVERNOR'S EXECUTIVE ORDERS N-25-20 AND N-29-20  
WHICH SUSPENDS CERTAIN REQUIREMENTS OF THE BROWN ACT THIS MEETING WILL  
BE HELD VIRTUALLY VIA REMOTE CONFERENCING SERVICE—  
NO PHYSICAL MEETING LOCATION

Join Zoom Meeting

***DRAFT MINUTES***

Directors and Alternates Present

Melanie Bagby, Chair	City of Cloverdale
Maureen Mulheren, Vice Chair	City of Ukiah
Ozzy Jimenez	City of Healdsburg
Neysa Hinton	City of Sebastopol
Ted Williams	County of Mendocino
Adriane Garayalde	County of Sonoma
Ann DuBay	Sonoma Water

Directors present represented seven of the eleven RRWA member agencies and constitutes a quorum.

Additional Attendees

Andy Rodgers	RRWA Executive Director
Vanessa Apodaca	RRWA Staff
Matt St. John	NCRWQCB
Oriana Hart	Sonoma County
Sean McNeil	City of Santa Rosa
Elizabeth Cargay	Town of Windsor
Nick Sudano	City of Santa Rosa
Katie Robinson	City of Santa Rosa
Elizabeth Salomone	Mendocino County Russian River Flood Control & Water Conservation Improvement District
Mark Rincon	City of Cloverdale
Marta Cruz	City of Cloverdale
Mark Rincon	City of Cloverdale
Claire Myers	City of Santa Rosa
Brenda Adelman	Russian River Watershed Protection Committee
Dr. Claudia Luke	Sonoma State University
Colleen Hunt	Stone Creek Consulting
Blythe Carrillo	TIV Branding
Alydda Mangelsdorf	NCRWQCB

**A. Call to Order and Introductions**—Meeting called to order by Melanie Bagby (Cloverdale) at 9:05. Roll call was taken.

**B. Approval of the Agenda**—Agenda was approved with no revisions.

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.

**C. Approval of Standing Items**

- a. Minutes: July 23 Board of Directors Meeting and September 24 Board of Directors Meeting—Motion to approve the July and September minutes was approved.

**D. Guest Presentation: Nick Sudano (Santa Rosa), “Streets to Creeks Update”**

- a. Streets to Creeks is designed for streamlined community outreach messaging relating to stormwater quality for permit compliance general to the entire Russian River watershed.
- b. Three phases of Streets to Creeks:
  - i. Phase 1 and all following phases focuses on awareness through advertising and social media (12,193,705 impressions, 32,486 engagements)
  - ii. Phase 2 focuses on building interest and decision making through digital advertising and social media (12,989,520 impressions, 16,247 engagement, 10,000+ promotional items)
  - iii. Phase 3 will focus on actions through digital advertising, social media, community partnerships, and experimental marketing
- c. Scope of Resources includes the robust website, best practices pdfs, and marketing campaigns (social media campaigns, general social media material, promotional items)
- d. Future resources to be implemented in Phase 3:
  - i. Partner toolkit which will include all the photos available for social media posts and campaigns. Will include logos, style guide, fonts, etc.
  - ii. “Neighbor to Neighbor” geo-targeted digital and direct mail campaigns for neighborhoods.
  - iii. The Creek Protector activity book including pledge stickers, patches, and an online presence.
  - iv. Hispanic outreach through work with multicultural agencies to adapt current and develop future Spanish outreach materials.
  - v. LID garden tour with an online map and information on LID gardens in the community
  - vi. Personal campaigns through community invitations concentrating on litter collection goals.
  - vii. Car wash water saver ticker developed to track water diverted from the watershed to encourage use of professional car washing facilities.
  - viii. Booth and experiential marketing including both in-person and passive education events.

**E. Guest Presentation: Dr. Claudia Luke, PhD, Sustainability Programs Director, Center for Environmental Inquiry, Sonoma State University, “Rising Waters Project Update—Exploring the Nexus of Water Quality and Community Members Experiencing Homelessness”**

- a. Rising Waters’ goal is to mobilize academic community resources to find new solutions to emerging and complex water issues.
- b. Founded on a partnership between Sonoma Water and the SSU Center for Environmental Inquiry aiming to train students and address regional water issues including pollution, flood, drought, etc. The collaborative has expanded to include RRWA, NCRWQCB, City of Santa Rosa and representatives of agencies working on issues associated with persons experiencing homelessness.

- c. The Rising Waters process for development includes identifying emerging challenges, exploring pan-sector solutions, recruit teams, gather information, share results, and implement solutions.
- d. Rising Waters and RRWA Board of Directors identified the emerging challenge as “Water Quality and Community Members Experiencing Homelessness” due to homeless population increase in riparian areas and its ties to increased pathogens, nutrients, biological hazards, and trash in waterways.
- e. Rising Waters has held several workshops to explore pan-sector solutions, summarize and brainstorm challenges, build relationships, and identify the questions that needed to be answered to find new solutions. Workshops came up with the following questions:
  - i. Where are people experiencing homelessness living in riparian areas, and where do resources need to be allocated to solve the water quality issues?
  - ii. What are the barriers to providing services, and what needs to happen to change/remove these barriers?
  - iii. How and where can we better align the universe of investments to expand services?
- f. Next steps include choosing faculty-student research teams, submitting research proposals, scheduling/performing presentations and reports, and sharing the results from the Project (CASQA presentation, board presentations, news releases)

**F. Guest Presentation:** Annual Dialogue with Matt St. John, Executive Officer, North Coast Regional Water Quality Control Board

- a. NCRWQCB has a mission to preserve and protect the quality of water for all beneficial uses including drinking water, recreation, and aquatic life. NCRWQCB has multiple functions including regulatory, enforcement, planning, and funding.
- b. NCRWQCB has developed a mission statement for the North Coast region including focus on healthy watersheds, effective regulation, and strong partnerships.
- c. Russian River Regional Monitoring Program (R3MP) Phase 1 is complete and includes the forming a steering committee, adopting organization charter, adopting management questions, and developing funding strategies.
- d. Phase 2 is underway and will include the formation of TAC and work groups, analyses of available data, a focus on biostimulatory conditions, and the development of monitoring strategies.
- e. NCRWQCB issues stormwater permits including the Phase 1MS4 permits (monitoring requirements, new permittees, LID requirements, trash/pesticide use provisions), fee reduction initiatives, and other state water board permits (Phase 2 MS4, CalTrans, general construction, etc.).
- f. Russian River Pathogen TMDL focuses on supporting water contact recreation and has an action plan that addresses septic systems, homeless encampments, stormwater controls, and livestock management.
- g. The Laguna de Santa Rosa TMDL addresses sediment, temperature, dissolved oxygen, and phosphorus impairments. Public review draft is expected in 2022 with an informational update scheduled for Feb 4, 2020 at the Regional Board meeting.
- h. Policies and permits in development include the Groundwater Protection Strategy, the Climate Change Adaption Strategy, and the Vineyard Waste Discharge Requirements permit.

## **G. Board of Directors Business/Program Updates**

- a. 2021/22 Work Plan development
  - i. January 2021: ED meets with individual members (optional), February 9: TWG reviews final WP, February 25: BOD considers WP approval
  - ii. Annual budget is currently ~13% lower than current year through reduced level of effort for many tasks.
  - iii. Recommended changes from current year include reduced BOD (4) and TWG (6) meetings and omitting ADA formatting of materials as well as placeholders for co-permittee meetings, project facilitation, annual LID training, Laguna agencies monitoring and reporting to serve as as-needed services.  
**Action:** Draft workplan vote postponed until after ED has time to meet individually with member agencies.
- b. Election of 2021 RRWA officers—not discussed.
- c. Resolution of Appreciation—not discussed.
- d. Draft 2019/2020 Annual Benefits Summary—not discussed.
- e. Creek Week update—not discussed.
- f. Membership—not discussed.
  - i. New Board Member packets available
- g. Effectiveness Assessment infographic—not discussed.
- h. Low Impact Development (LID) Training—December 2—not discussed.
- i. Steelhead Festival (\$1,000 sponsorship level)—Canceled for 2020/2021 Fiscal Year
  - i. Staff recommends repurposing sponsorship to compensate RRFL event speaker(s) for the Rehydrating the Russian River Watershed biennial event scheduled for February.  
**Action:** Motion to approve the reallocation of funds from the Steelhead festival to RRFL event speakers approved.
- j. Student Video Contest—May 2021 awards—not discussed.
- k. Safe Medicine Disposal program—not discussed.
  - i. Next Subcommittee - Operations Group Meeting—TBD January
- l. Our Water Our World update—not discussed.
  - i. Two 'Nuestra Tierra/Our Earth radio show interviews
  - ii. Webinars
  - iii. BASMAA dissolving
- m. Russian River-Friendly Landscaping—not discussed.
  - i. Biennial Event—Rehydrating the Russian River Watershed: Moving towards regenerative landscapes
    1. February 2 from 11:30 am to 2:00 pm
    2. February 3 from 11:30 am to 1:00 pm
  - ii. Next Subcommittee meeting—January 14
- n. Summary of Board of Directors Action Items—not discussed.

## **H. December 8 TWG Meeting Updates—not discussed.**

- a. Summary of October 13, November 10, and December 8 TWG meetings
- b. Technical Working Group Roles and Responsibilities document

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**I. Regional Advocacy—not discussed.**

- a. RRWA/RWQCB
  - i. Quarterly meeting December 9
  - ii. MS4 Permit Fee Reduction Incentive Program
- b. NBWA collaborations
- c. River Regional Monitoring Program (R3MP)
  - i. Steering Committee—Next meeting January 6
- d. NCRP update

**J. Legislative updates—not discussed.**

- a. Support for Sustainable Groundwater Management Watershed Coordinator Grant Program—October 9, 2020

**K. Items of Interest**

**L. Public Comment**

**SUBJECT TO APPROVAL**

**M. Adjourn**

**RRWA Calendar Summary:**

Unless otherwise noted, meetings are held at Windsor Town Council Chambers, 9291 Old Redwood Highway, Windsor, California 95492

<b>Upcoming TWG Meetings 10:30 am – 12:30 pm</b>	<b>Upcoming Board of Directors meetings 9:00 am – 11:00 am</b>
April 13, 2021 June 8, 2021	May 27, 2021 (Tentative)
<b>Environmental Columns</b>	
October – Thank you, Jarod Thiele, Management Analyst for the City of Ukiah Department of Public Works and Department of Water Resources—Fun Facts: Street Sweepers	
November – Thank you, Rob Scates, Water/Wastewater Operations Superintendent, City of Healdsburg Municipal Utilities Department—Get the FOG outa here!	
December – Thank you, Aaron Nunez, Environmental Specialist for Santa Rosa—Riparian Plants and Their Humble Little Job	
January – Thank you Andrew Bake, County of Mendocino, Simple Tips to Rehydrate and Diversify your Garden	
February – Thank you, Vanessa Apodaca, Senior Staff Engineer for RRWA, West Yost Associates—Too Much Fertilizer	
March – Barry Dugan, Senior Program Specialist in the Community and Government Affairs Division at Sonoma Water—Save Water Like your Life Depends on It	
April – Suzanne Bontempo, Program Manager for Our Water Our World, TBD	
May – Cloverdale, TBD	
June – Guest author/RRWA Staff, TBD	
<b>Important Dates</b>	