



RUSSIAN RIVER WATERSHED
ASSOCIATION MEETING OF THE
BOARD OF DIRECTORS July 22,
2021 at 9:00 AM – 11:00 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
CONFERRING SERVICE—
NO PHYSICAL MEETING LOCATION

Join Zoom Meeting

<https://us02web.zoom.us/j/89622739120?pwd=NURpc2RDeDk5MG1EbGVCSEhNUXNUdz09>

Meeting ID: 896 2273 9120

Passcode: 175572

Find your local number: <https://us02web.zoom.us/u/ker8TiiL87>

MINUTES

Directors and Alternates Present

Maureen Mulheren, Chair	County of Mendocino
Neysa Hinton, Vice Chair	City of Sebastopol
Ben Ford	City of Cotati
Mari Rodin	City of Ukiah
Marta Cruz	City of Cloverdale
Ann DuBay	Sonoma Water
Adriane Garayalde	County of Sonoma
Ted Williams	County of Mendocino

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

Additional Attendees

Andy Rodgers	RRWA Executive Director
Vanessa Apodaca	RRWA Staff
Laura Sparks	City of Cotati
Michael Harrigan	Mendocino County Department of Transportation
Elizabeth Cargay	Town of Windsor
Sean McNeil	City of Santa Rosa
Christopher Halle	Sonoma State Center for Environmental Inquiry
Andrew Bake	Mendocino County Water Agency
Elizabeth Salomone	Russian River Flood Control District
Ariel Kelley	Public

- A. Call to Order and Introductions**—Meeting called to order by Chair Mulheren at 9:00. Roll call was taken.
- B. Approval of the Agenda**—Agenda was adjusted to move the SSU Rising WATERS update to the top of the agenda. Agenda was approved with revisions
- C. Approval of Standing Items**
- Minutes: May 27 Board of Directors Meeting—Director Ford moved. Director Cruz seconded. Motion to approve the May minutes was approved. Chair Mulheren and Director DuBay abstained; they were not at the meeting.

D. Board of Directors Business/Program Updates

- a. 2021/2022 Work Plan kick-off
 - i. Virtual to in-person/hybrid transition beginning October 28, pending location logistics. The TWG meetings will also follow the same meeting style. RRWA is not required to follow Brown Act but has followed the guidelines closely. Vice Chair Hinton requested the roll call voting still be followed.
RRWA has completed program overview presentations at City Council meetings for the Cities of Healdsburg and Sebastopol. If anyone is interested in an RRWA presentation for their agency, let staff know.
 - ii. Planning for key projects
 1. 20/21 Accomplishments list—Draft handout provides a summary
 2. Stormwater activities table—Will be sent out by end of August.
 3. CASQA group membership and subcommittee—Vanessa provided an overview of CASQA and confirmed the RRWA membership has been renewed. RRWA received feedback from the TWG to continue on the Phase 2 subcommittee. Staff will also participate on the Public Information and Public Workshop as budget allows.
 4. Streets to Creeks—An overview of this public awareness campaign was provided. Phase 2 is over, and Phase 3 is starting in August/ September. Santa Rosa is taking lead on this effort.
 5. Creek Week
 - a) September 19-25, 2021 events planning
 - b) Consider Creek Week & Pollution Prevention Week Proclamation

Vanessa asked that event information be sent over to staff for website and flyer inclusion. There were no questions on the Proclamation. Director Ford moved. Director Mulhern seconded. Motion to approve the proclamation was unanimously approved. A draft will be sent to agencies for their use.

6. Sonoma Water—Water Education Program—There will be in-person and virtual versions of the program. A Board presentation is being planned later in the FY. Metrics will be provided to the TWG.

Questions:

Director Cruz: Does the program allow regional specific information to the curriculum?

Rodgers: He thinks so, but he asked Director Cruz to email him specifically her ideas and he will get her in touch with the program director. RRWA provides a supporting role only.

Director Ford: Are county offices part of the education program?

Rodgers: All member agencies are represented.
Director DuBay: She manages the education

program. The teachers are certified and develop curriculum. The County education departments are not being directly coordinated with.

7. Regional permit fee reduction incentive—No updates

8. Programs

a) OWOW—An overview of the Our Water Our World program was provided along with locations. New this year is including Harmony Farms in unincorporated Sonoma County and COVID friendly adaptations. RRWA promotes the OWOW events as they come up.

b) Safe Meds—Drop Off Locations: Cloverdale Pharmacy closed. Scouting for a new Cloverdale location. The police department is a viable option. RRWA prepared first comment letter for draft Stewardship Plans submitted pursuant to SB212. DEA take-back October 23, 2021

www.deadiversion.usdoj.gov/drug_disposal/takeback

c) RRFL/Carbon Gardening

i. Daily Acts testimonial

“Working closely with RRWA through their sponsorship has allowed Daily Acts to take a more regionally focused approach to our education programs and messaging. Highlighting our demonstration sites on the online Watershed Atlas interactive map and identifying these sites through the River Friendly signage program has also elevated our exposure with both agencies and residents alike. Whether we are collaborating on program design or messaging campaigns, our relationship with RRWA has helped us provide a larger narrative about the intersection of watershed health and its implications on climate change, showing residents how we can tend our local water cycle through their collective daily actions to save water, reduce pollution, and improve soil health. We are incredibly grateful for RRWA’s continued leadership and support in this space.”

9. Environmental Articles—An overview of distribution outlets was provided, including metrics on Sonoma West Publishers, Sonoma County Gazette, The Community Voice (Cotati), and Ukiah Daily Journal

b. BOD 2021-22 meeting schedule

i. October 28, 2021

ii. February 24, 2022

iii. May 26, 2022

E. Technical Working Group activities update

- a. Co-Permittee meeting update—Elizabeth Cargay (Windsor):
Co-Permittees are working on their permit with the Water Board. The draft will be put together in the next 6 months for municipal storm water Co-Permittees. They have been working with Larry Walker & Associates to review their monitoring & reporting program over the last five years. A report was recently submitted to the water board, and everything looked good, but some recommendations were provided.
- b. Children’s placemats—Spanish translation pending. The Board asked that the translation be combined into one bilingual version; maybe Spanish on one side and English on the other, instead of a separate Spanish version.
Location details were provided. 15,400 distributed since 2019! Copies of the placemats can be provided to the Board or agency staff for distribution if they are interested. RRWA welcomes suggestion of restaurants to follow up on.
- c. Lower watershed data analysis project—RRWA was asked to put together and disburse a Request for Qualifications. The subcommittee has selected the vendor and RRWA is assisting with the contract.
- d. Student Video Contest theme
Vanessa provided an overview of the contest and themes for 2022. Discussion consensus was in favor of a drought topic. Director DuBay confirmed students are very creative with slogans. “Drought is Here. Save Water” is the standout.
FY 2021 winner video YouTube link was provided in the chat: <https://www.youtube.com/watch?v=pJmtGYiilyQ> and the RRWA Facebook post that can be shared is <https://www.facebook.com/RRWatershed/posts/2127112904097477>

F. Regional Advocacy and Initiatives updates

- a. Drought Campaign
 - i. Drought Drop By event—Second event: Saturday August 21 8:00 AM-12:00 PM
 - ii. Water conservation yard signs—Vice Chair Hinton and Director Cruz are interested in signs. Sonoma Water is also working on signs. RRWA will let agencies know when they are ready.
 - iii. Press Release
Andy shared the radio stations and a link to the drought radio ad for members to listen to. New links to conservation mandates on www.rwatershed.org/project/2021-drought-updates-and-information
Since April 22 launch the drought webpage is the second highest RRWA trafficked page, after homepage. 2,921 new users to RRWA.org
Average time on drought page is 4:54 minutes
1,080 pageviews (each individual time a page on our website is loaded by a user). Addition metrics were provided.
- b. RRWA/RWQCB
 - i. June 9 quarterly meeting update—Phase 1 MS4 permit is delayed due to the pandemic. RWQCB staff is targeting the April 2022 RWQCB meeting for the draft. The Pathogen TMDL public review is targeted for August with the Board’s consideration in December. New staff positions have been created to address algae blooms and

- ii. Next quarterly meeting – August/September
- iii. Sonoma Water’s Petitions for Temporary Urgency Change support letter
- c. Russian River Regional Monitoring Program (R3MP)
 - i. Steering committee overview and update—No updates. October meeting will have a robust report out
 - ii. Technical advisory committee update—No updates
 - iii. Proposition 1 Groundwater Grant Program application
- d. Russian River Confluence
There was an article in the Press Democrat regarding branding efforts for the Confluence.
- e. SSU Rising WATERS update
[Chris Halle presented directly after approval of May Minutes.]
Andy provided an introduction of the SSU Rising Waters project and the speaker, Chris Halle.
The Steering Committee met at least six or seven times to narrow down real-world questions for students to help answer.

The refinement led to a flyer that was distributed in December 2020 to inform faculty and students that funding is available for addressing three separate research questions:

- 1) Mapping study. Two interesting things that came up:
 1. Student were not technical and had to learn the software.
 2. Privacy concerns of encampment sites are being looked into so the maps can be a viable tool for decision makers.
- 2) Case Study regarding legal and political barriers to providing toilets to those experiencing homelessness. The team looked into 5 different case studies and found that the cost of doing nothing can be severe, environmentally and with lawsuits, it’s more effective (morally and economically) to help people.
- 3) Agency Assessment and Knowledge Map. Some of the barriers include misinformation, even among agency staff trying to help, funding restrictions, and funding the short-term need vs the long-term needs. A graphical map was created to further direct investigations.

Reports from each team were provided at a May 8, 2021 “Deep Dive: Water & Homelessness” public event. The link to the event is <https://www.youtube.com/watch?v=x-AQvrG0Yfg>

Another SSU presentation is being planned for the NCRWQCB in August. Another public event highlighting the results of three research studies on water quality and homelessness in Sonoma County is being schedule in September. RRWA will send this invite out when available.

Questions:

Director Cruz-Conception asked if the map shows where pollution was more prevalent?

Halle: Covid prevented students from going out and taking

measurements. Cleanup metrics from the past can provide insight into this.

Rodgers: Matt St. John also has insight into this; he is a Steering Committee member also.

- f. Safe Medicine Disposal
 - i. UltiMed Stewardship Plan comment letter
- g. North Coast Resources Partnership—No updates

G. Items of Interest

- a. Summary of Board of Directors Action Items
- b. Grant opportunity: Prop 1 GWGP—Details are being provided to the TWG.

H. Public Comment

No comments made.

I. Adjourn

Meeting adjourned at 10:48

RRWA Calendar Summary:

Unless otherwise noted, RRWA Meetings will be virtual.

Upcoming TWG Meetings 10:30 am – 12:30 pm	Upcoming Board of Directors meetings 9:00 am – 11:00 am
September 14, 2021 November 9, 2021 January 11, 2022 March 8, 2022 May 10, 2022	October 28, 2021 February 24, 2022 May 26, 2022
Environmental Columnns	
June – Vanessa Apodaca, of West Yost Associates/RRWA Staff, Eight Water Conservation Tips and Tricks	
July – Thank you, Soluna Outreach Services and Zero Waste Sonoma, Recycling Your Used Motor Oil and Filters Helps Our Watershed!	
August – RRWA Safe Medicine Disposal Subcommittee - Operations Group, Safe Medicine Disposal Program Update	
September – City of Cotati, TBD	
October – City of Ukiah, TBD	
November – City of Healdsburg, TBD	
December – City of Santa Rosa, TBD	
Important Dates	
Creek Week September 19-25, 2021	