



RUSSIAN RIVER WATERSHED ASSOCIATION
MEETING OF THE BOARD OF DIRECTORS

May 27, 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 CONFERENCING SERVICE—
NO PHYSICAL MEETING LOCATION

Join Zoom Meeting

<https://us02web.zoom.us/j/81636372566?pwd=MUpYMDVkJZnpEM2tOYXNrN3U3cVkyUT09>

Meeting ID: 816 3637 2566

Password: 444277

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

MINUTES

Directors and Alternates Present

Neysa Hinton, Vice Chair	City of Sebastopol
Ben Ford	City of Cotati
Ted Williams	County of Mendocino
Elise Weiland	County of Sonoma
Sam Salmon	Town of Windsor
Adriane Garayalde	County of Sonoma
Marta Cruz	City of Cloverdale
Eddie Alvarez	City of Santa Rosa

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
Brad Sherwood	Sonoma Water
Sean McNeil	City of Santa Rosa
Claire Myers	City of Santa Rosa
Elizabeth Cargay	Town of Windsor
Amber Fisette	County of Mendocino
Elizabeth Salomone	Mendocino County Russian River Flood Control & Water Conservation Improvement District
Charlie Schneider	Public

- A. Call to Order and Introductions**—Meeting called to order by Neysa Hinton (Sebastopol) at 9:02. Roll call was taken.
- B. Approval of the Agenda**—Agenda was approved with no revisions.
- C. Approval of Standing Items**
- a. Minutes: February 25 Board of Directors Meeting—Director Hinton moved. Director Ford seconded. Motion to approve the February minutes was approved.
- D. Guest Presentation: Upper and Lower Russian River Watershed Water Supply Conditions Updates**, Elizabeth Salomone, General Manager, Russian River Flood Control & Water Conservation Improvement District, and Brad Sherwood, Division Manager, Community & Government Affairs, Sonoma Water

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.

Elizabeth provided an overview of the storage levels of Lake Mendocino and upcoming actions. There is a weekly meeting hosted by the State Water Resource Control Board called Russian River Drought Response Group (RRDRG). At the last RRDRG meeting, Water Board staff went into an in-depth explanation of into Statements of Water Unavailability that are being issued.

https://www.waterboards.ca.gov/waterrights/water_issues/programs/drought/

Mostly post-1914 water rights that will be noticed -there is no longer any water for them to be diverting into the system, effective June 1. Notices are also going out to riparian and pre-1914 right holders—Emergency regulations are being developed and will go before the State Water Board to cease any diversions under those rights. Water will be used to maintain minimum in-stream flow requirements.

Unauthorized diversions need to be called into the sheriff departments.

Russian River Flood Control & Water Conservation Improvement District is developing a very strict diversion schedule with their customers. This schedule will provide a data set that operators can use to better understand usage and relationship between releases, gauges, and diversions. State Water Board is interested in this pilot project and is writing them into the emergency regulations.

Conservation and how to do it is of paramount importance for county residents. Mendocino is looking into creating something similar to the Sonoma-Marín Saving Water Partnership.

Sonoma and Mendocino have asked for voluntary 20% reduction for all water users no matter the source.

They are also looking into funding and funding ready projects.

Brad provided an overview of Lake Sonoma and the outreach being done. In-stream flows are a challenge to maintain. They are asking for letters of support for Sonoma Water's Petitions for Temporary Urgency Change (TUCP)—Due to the state by tomorrow, May 28, 2021. A template is available; reach out to him.

Anyone interested in their technical advisory group can contact Erik Ekdahl, Deputy Director, Division of Water Rights State Water Resources Control Board, Division of Water Rights. There will be a drought town hall meeting on June 3.

Neysa shared the City of Sebastopol has a water saving program- Water Upgrades \$ave program. Residents select water-efficient upgrades (toilets, showerheads, and faucet aerators) that automatically lower their water use. This translates into savings on their water bills, covering the cost of the upgrades—and then some. To learn more, visit www.waterupgradessave.org

A new program from Sebastopol Public Works is in development where they provide water buckets to capture and reuse shower water. Other agencies are looking into something similar. There is also a June 12 Drought Drop by even that Sonoma-Marín Partnership is organizing. RRWA is sharing details on their social media.

Sonoma Water has resources on their site regarding grey water systems and permitting. Brad also recommends Sonoma County Energy Independence Program (SCEIP), which offers PACE financing for permanent energy, water, wildfire safety, and seismic

strengthening improvements through the property tax system. Financing is available for residential, commercial, industrial, agricultural, multifamily, and certain non-profit projects. <https://sonomacountyenergy.force.com/financing/s>

Sam suggests that the use of grey water be highlighted more in outreach. Adriane indicated that Occidental Arts and Ecology has resources that can be shared. <https://oaec.org/publications/legal-graywater-design-for-small-scale-applications-in-california/>

Ben said laundry to landscape systems don't require permitting in Sonoma and Mendocino counties. Resources and guidelines can be found at their websites or through Daily Acts.

ACTION:

Brad suggested his 'Significant Droughts Led to Significant Responses' slide be added to the RRWA drought webpage.

RRWA was directed to draft and send a support letter for Sonoma Water's Petitions for Temporary Urgency Change (TUCP) and to send the template to the group for their member agencies to edit and send.

E. Board of Directors Business/Program Updates

a. 2020/2021 Work Plan wrap up

i. Milestones/deliverables updates

1. Student Video Contest – May 2021 awards
Videos coming soon to RRWA's YouTube and Facebook!
Winning videos play on KRCB channel 22—videos will NOT run in the theater this year (unless the COVID-19 situation changes)
2. Watershed-wide drought messaging campaign
RRWA identified approximately \$15,000 from uncommitted funds from Task B.06 of the 2020/21 Fiscal Year Work Plan to support this work.
Website/Radio ad/ Social media campaign and Regional collaboration are being implemented. Details of the drought website, social media campaign, and radio ads were shared.
3. Social Media
Facebook Followers:
976 (↑ 34.25% 1 year)
Average Monthly Reach: 7,045
Average Monthly Engagement: 505

Instagram Followers:
1,376 (↑ 18.1% 1 year)
Average Monthly Reach: 886
Average Monthly Impressions: 974

Total costs on all ads: \$330
Details of social media posts and their individual metrics were shared.

4. Streets to Creeks
Phase II complete
PHASE III Streets to Creeks campaign is currently being developed. Which includes: General & Zip Code Specific Campaign, Digital Advertising, Social Media, Promotional Items, Community Partnerships, Experiential Marketing
5. Earth Day metrics
Details of events from Santa Rosa, Sonoma County Regional Parks, the City of Ukiah, and the Town of Windsor were shared.
6. Children's Placemats
15,400 ordered and distributed since June 2019!
Locations:
 - Windsor Russian River Brewing Company
 - Santa Rosa Russian River Brewing Company
 - Rohnert Park Bear Republic Brewing Company
 - Healdsburg Bar and Grill
 - Cloverdale MoE's Eagles Nest Deli
 - Cotati Wing Man
 - Ukiah Forks Café
 - Mendocino Book Company
 - Cotati Twins RestaurantMore have been requested and are ordered.
7. Safe Medicine and Sharps Disposal
Subcommittee meeting June 1
475 lbs. collected to date
 - Cloverdale Pharmacy
 - Healdsburg Police Department
 - Healdsburg District Hospital
 - Windsor Health First! Pharmacy
 - Windsor Police DepartmentApril 2021 - 20th National Take Back
 - Cloverdale Police Department – 52.9 lbs.
 - Cotati Police Department – 410 lbs.CPSC completed installation of 7 grant-funded med bins in the watershed as part of DHCS project
8. Our Water Our World
A recap of OWOW radio interviews for Nuestra Tierra, KBBF, Webinars, and April 2021 environmental article was shared.
 - ii. Roll back calculations
 - Funds credited to 2020/21 work plan
 - Calculations completed by July 30
- b. Pathogen Study – Consider approval for budget modification
An overview of this project was provided by Sean McNeil. Sam Salmon motioned to approve and modify the budget. Ben Ford seconded. None opposed. Motion to approve the project and adjust the 2020/2021 budget was approved.
- c. BOD 2020-21 meeting schedule
 - i. July 22, 2021
 - ii. October 28, 2021
 - iii. February 24, 2022
 - iv. May 26, 2022

F. Technical Working Group activities update

- Coordination on AB 377 opposition
- Co-Permittees meeting monthly
- Lower watershed data analysis project

G. Regional Advocacy and Initiatives updates

- a. RRWA/RWQCB
 - i. Next quarterly meeting – June 9
 - Regulatory Updates
 - Lower Watershed planning grant
 - Pathogen TMDL
 - Drought mandates
 - Stormwater Permit updates
 - Advocacy Updates
 - Russian River MS4 Permit Renewal AB377
 - San Diego and Bay Area litigation relevance to MS4 permits
 - State Mandated permit requirements subject to reimbursement
- b. Russian River Regional Monitoring Program (R3MP)
 - Support Team
 - SFEI, RWQCB, RRWA
 - Steering Committee
 - Meeting #14, May 19
 - Added Russian Riverkeeper as member
 - Technical Advisory Committee
 - First meeting - April 27
 - Second meeting – June 9 (every 2nd Wednesday)
- c. Upper Russian River Water Managers meeting
 - URRWM meeting weekly for drought coordination
- d. Russian River Confluence
- e. North Coast Resources Partnership
 - July 16 - NCRP Review Panel Meeting in Eureka or via conference call.
 - Meeting details, an agenda and any background materials will be posted to the NCRP website in advance of the meeting.
 - 2021 Meeting Dates
 - July 16 - Eureka (or remote)
 - October 15 - Yreka
- f. SSU Rising WATERS
 - Presentation planned for RRWA Board meeting - July 22

H. 2021/2022 Work Plan Kick Off

- a. Key Regional Projects
- b. Activities summary table
- c. Streets to Creeks
- d. Water Education Program
- e. Student Video Contest theme
- f. Subcommittees
 - i. Russian River-Friendly Landscaping
 - ii. Safe Medicine and Sharps Disposal
 - iii. Social Media

Andy provided a brief overview of these core projects and mentioned much will be done with the limited budget approved for 2021/22.

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I. Legislative Updates

- a. AB 229, AB361: Open and Public Meetings

The board expressed interest in having a hybrid option for future meetings, if available.

J. Items of Interest

- a. Summary of Board of Directors Action Items

K. Public Comment

No comments made.

L. 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
June 8, 2021 July 13, 2021 September 14, 2021 November 9, 2021 January 11, 2022 March 8, 2022 May 10, 2022	July 22, 2021 October 28, 2021 February 24, 2022 May 26, 2022
Environmental Columns	
April – Thank you, Suzanne Bontempo of Plant Harmony and OWOW, D.I.Y. pesticides.... Are They Safe? May – Thank you, Eric Janzen, City of Cloverdale, Keep Our Cars and Our River Clean June – Vanessa Apodaca, of West Yost Associates/RRWA Staff, Eight Water Conservation Tips and Tricks July – Sonoma Water, TBD August – City of Sebastopol, TBD September – City of Cotati, TBD October – City of Ukiah, TBD November – City of Healdsburg, TBD December – City of Santa Rosa, TBD	
Important Dates	

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