



RUSSIAN RIVER WATERSHED ASSOCIATION  
MEETING OF THE BOARD OF DIRECTORS  
May 26, 2022 at 9:00 AM – 11:00 AM

PENDING PASSAGE OF RESOLUTION ITEM B ON THE AGENDA, THIS MEETING WILL BE  
HELD VIRTUALLY VIA REMOTE CONFERENCING SERVICE —  
NO PHYSICAL MEETING LOCATION

Join Zoom Meeting

<https://zoom.us/j/94899744839?pwd=c045bCtSR1JWdm1rMVc4bXNxdk54Zz09>

**Meeting ID:** 948 9974 4839

**Passcode:** 994548

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

## MINUTES

### A. Call to Order and Introductions

#### Directors and Alternates Present

Mo Mulheren, Chair	County of Mendocino
Neysa Hinton, Vice Chair	City of Sebastopol
Ben Ford	City of Cotati
Marta Cruz-Concepción	City of Cloverdale
Adriane Garayalde	County of Sonoma
Ann DuBay	Sonoma Water
Elise Weiland	County of Sonoma

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

#### Additional Attendees

Andy Rodgers	RRWA Executive Director
Vanessa Apodaca	RRWA Staff
Elizabeth Cargay	Town of Windsor
Courtney Scott	Zero Waste
Veronica Siwy	Town of Windsor
Sarah Wickersham	Sonoma Water
Sean McNeil	City of Santa Rosa

Meeting called to order by Chair Mulheren at 9:03. Roll call was taken.

### B. Consider Emergency Resolution for meeting virtually

Director Hinton motioned to approve. Director Garayalde seconded. None opposed. Motion passed.

### C. Approval of the Agenda—

Director Ford motioned to approve a revised agenda adding a guest speaker to Item F.a, Student Video Contest Awards Ceremony, and moving the topic to right after approval of the agenda. No objections. Agenda was approved with revision.

### D. Approval of Standing Items

- a. Minutes: February 24 Board of Directors Meeting  
—Motion to approve the October minutes made by Director Mulheren. All approved.  
None opposed

### E. Board of Directors Business

- a. Field trip at next meeting?
  - Don Clausen Fish Hatchery, Lake Sonoma

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.

- Sonoma Water Education Center/ Ranney Collector/ Fish Ladder
  - Coyote Valley Fish Facility, Lake Mendocino
  - Hopland Research and Extension Center
  - Santa Rosa Regional Water Reuse System
  - Pepperwood Preserve – Ecology institute
  - Others:
    1. Director Garayalde suggests Potter Valley Project
    2. Chair Mulheren is in support of this as a full day of travel, meeting, and touring.
    3. Director Cruz-Concepción Solar Panels and reuse water project in Healdsburg (Treatment Ponds)
    4. Director Hinton is in favor of all the options provided.
    5. Director DuBay- Dry Creek habitat restoration sites.
- b. Fiesta de Independencia
- Luther Burbank Center for the Arts ‘Thank you letter’—Handout was provided
  - Board member(s) sign up to staff the booth—Sunday, September 18, 2022, at 1:00-7:00 pm

Chair Mulheren (Ukiah) and Director Cruz-Concepción (Cloverdale) expressed interest in tabling at the event. RRWA staff will coordinate directly with them. Any other that are interested, contact RRWA staff.

#### **F. Board of Directors Business - Program Updates**

- a. Student Video Contest Awards Ceremony—Tonight at 6:00
- Advanced Energy Center tour

Sarah presented the following video contest metrics:

- 66 high schools across the Russian River Watershed and Sonoma Water’s service area, received information on the contest in January
- 30 videos were received, with 36 students participating.
- 8-member judging panel representing the Town of Windsor, Russian River Flood Control & Water Conservation Improvement District, Northern California Public Media, Russian River Watershed Association, Sonoma Water, Stone Creek Environmental Consulting,
- City of Santa Rosa, and the North Coast Regional Water Quality Control Board.
- Winning videos are used as public service announcements and as educational outreach materials. They will be aired in local movie theaters, on local community media channels, linked to the agency website, and uploaded to YouTube.

Director Cruz-Concepción (Cloverdale) asked if Alexander Valley Film Festival could be a resource to promote these videos and movie making. Sarah will look into it.

RRWA staff will send the link to the winning video compilation video to the Board.

- b. 2021/2022 Work Plan wrap up
- Our Water Our World
    - Public outreach recap
      - Neonicotinoid article for digital distribution
      - QR code posters, plus sets of individual cards

- Educational Webinars for the public:
  - Pest & Disease Management
  - Drought Proof Gardening
- Bilingual social media posts:
  - Exclusion
  - Fall is for Planting
  - Hiring a Pest Company, Rain Garden
  - Tips for Dormant Sprays
  - Weeds & Yellow Jackets
- Safe Medicine disposal
  1. DEA Take-Back April 30
    - Results of the 22nd National Take Back
      - Totals for California
      - Law Enforcement Participation: 149
      - Collection Sites: 213
      - Weight Collected: 38,626 lbs.
      - Weight collected all time: 1,266,125 lbs.
    - Local law enforcement offices that participated:
      - Cloverdale Police Department
      - Cotati Police Department
      - Petaluma Police Department
      - Santa Rosa Police Department
      - Windsor Police Department
      - Rohnert Park Department Of Public Safety
- Social Media
  - Facebook Followers: 1,105 (↑ 12.3% 1 year)
    - Average Monthly Reach: 2,071
    - Average Monthly Engagement: 102
    - Facebook Top Post of the year:  
Drought Proof Gardening webinar
  - Instagram Followers: 1,403 (↑ 21% 1 year)
    - Average Monthly Reach: 1,152
    - Average Monthly Impressions: 992
    - Instagram Top Post of the year: Storm Water
- LID Campaign
  - 'LID Design Ideas' – Posts designed to highlight LID implementation ideas leading up to the December 1st LID webinar.
  - 'Webinar Promotion Flyers' – Flyers containing LID webinar registration information and relevant LID topics to be covered.
  - 7-post campaign ran from November 17 - 30, 2021
  - \$120 spent on Facebook post boosts
- Conservation Mandates
  - Post Engagements 227
  - Reach 2140
  - Cost per Engagement \$0.13
- Creek Week
  - Post Engagement 31
  - Reach 361
  - Cost per engagement \$0.48

- Website performance - Work Plan year to-date
  - 
  - Sessions: 1010.8
  - Users: 866.44
  - Page Views: 1569
  - Pages per Session: 1.5456
  - #1 Source of Traffic: Facebook
  - Top pages (not counting homepage):
    - Drought update (<https://www.rwatershed.org/project/2021-drought-updates-and-information>)
    - Watershed Interactive Map  
<https://westyost.maps.arcgis.com/apps/webappviewer/index.html?id=892add5f02c4ecab1ecfe98d4cc13b8>
- RRFL/Carbon Gardening
  - Landscape signage
    - In development: Promotional sign design for regional Cash for Grass Rebate Program
    - Woodside West School RRFL sign conditionally approved
    - LID sign developed for Windsor
  - Activities
    - Compost Giveaways: Healdsburg, Windsor, Santa Rosa, Zero Waste Sonoma.
    - Flyer/Postcard developed
    - April Environmental Article, “Carbon Gardening: A Dirt Simple Solution to Climate Change”
    - Storyboards developed
  - Video Topics
    - Intro to Carbon Cycle
    - What is Carbon Gardening and why should we do it?
    - How to Carbon Garden
    - Nurture your Soil
    - What to plant in your Carbon Garden
    - Retaining soil moisture
    - Close the Loops
    - Ditching Synthetics, Go Natural

Director Cruz-Concepción (Cloverdale) asked if Zero Waste had similar composting programs in Cloverdale or if there were any. Courtney (Zero Waste) isn't sure but will follow up. Courtney requested posts that provide information on how to dispose of toxic items through the HHW programs that Zero Waste Sonoma offers, such as toxic items they are swapping out for non-toxic. Director Cruz-Concepción (Cloverdale) suggests sharing with all Board Members' social media pages. Director Cruz-Concepción (Cloverdale) will connect with Courtney for storm drain decals. If any members need some, contact Courtney.

- Children's placemats
  - English: 20,000 distributed to-date
  - Bilingual: 1,000 distributed to-date
  - New Restaurants
    - El Azteca Mexican Restaurant (Ukiah)
    - Ukiah Brewing Company (Ukiah)
    - Noble Folk Ice Cream & Pie Bar (Santa Rosa & Healdsburg)

This is no cost to restaurants. Contact RRWA staff for orders.

- Comment/Support Letters
  - 12 Comment/Support letters drafted
  - AB 1690 (Rivas) Single-Use Tobacco and cannabis products
  - March 23 support letter
  - March 29 sign-on letter
  - March 30 Support for Lower Colgan Creek Project
- Streets to Creeks

Santa Rosa is the coordinator of this project. RRWA Members who would like creek signs related to this program can reach out to Sean McNeil for the sign template.
- Rollback Calculations

Vanessa indicated the roll back is completed after the FY ends and follows the formulas as appropriate. There's about \$20k for ED and General benefit programs and about \$40k for Special Benefit—These are only estimates.

SSU Rising WATERS update was also included; there will be a presentation at the next meeting.

- c. BOD 2022-23 proposed meeting schedule – Four 2-hour meetings
  - August 25, 2022 – Andy asked the Board to hold this date as a field trip.
  - October 27, 2022
  - February 23, 2023
  - May 25, 2023 (tentative)

Director Ford asked if the timing will be the same, aside from any field trips. Andy asked the Board if 9:00 -11:00 a.m. should continue. None opposed keeping the timing the same.

- d. 2022/2023 Work Plan kick off
  - Key Regional Projects
    1. Activities summary table
    2. Streets to Creeks
    3. Water Education Program
    4. Student Video Contest theme

The next meeting will include a deeper dive into the new projects. A big project will be the biennial RRFL event.
  - Subcommittees
    1. Russian River-Friendly Landscaping
    2. Safe Medicine and Sharps Disposal
    3. Social Media
    4. Drought
    5. Executive/Administrative
      - a) Committee recommendations

The Board directed for this committee at the last meeting to help make decisions that are needed between meetings that may not be of TWG interest, such as new member outreach. Andy confirmed many of the identified new members have been busy with the drought. The Board express interest in reaching out to tribes. Adrienne may have contacts and Andy will connect with her.

6. Work Plan (TBD)

**B. Regional Advocacy and Initiatives updates**

a. RRWA/RWQCB

- December 16 quarterly meeting
- Next quarterly meeting – July TBD
  - March 17 quarterly meeting
    - On-Farm composting  
<https://www.cdfa.ca.gov/healthysoils/ofcwq.html>
    - Regional Permit Fee reduction incentive – Indication is that this may not go forward. Its currently with the State.
    - Caltrans sediment control may fund watershed projects- This is coming up in June. Regional Board Staff has drafted compliance plans in the hope the Cal Trans will fund projects outside the right-away (such as watershed enhancement or sediment related)
    - Russian River drought and curtailments- Expected to be released soon. The State is looking at groundwater and surface water interactions with the next round.

Director DuBay mentioned that Sonoma Water sent a Temporary Urgency Change Petition to the State last night to request the critical condition still remain on the Russian River. A press release will go out today. The state may have a respond by July 1<sup>st</sup>.

b. Russian River Regional Monitoring Program (R3MP)

- <https://sites.google.com/sfei.org/r3mp/>
- Developing 5-year monitoring plan
- Outreach collaboration

c. Russian River Confluence

Elise Weiland: They are growing the organization in three main areas: Governance and Steering; Environmental Policy; Outreach and marketing. They are putting together an MOU for the partners/committees working on the Confluence. They are working on a branding campaign to engage stakeholders that can help with the health of the river; will be launched in the next month or two. They are also partnering with the R3MP.

d. North Coast Resources Partnership – No updates

**C. Items of Interest**

a. Legislative Updates

Virtual meetings: AB1944 and AB2449

b. Summary of Board of Directors Action Items

- Board contact Information on SharePoint-Vanessa will send out the SharePoint access instructions to the Board.
  - Presentations to Sebastopol and Healdsburg City Councils

The Board is in support of continuing virtual meetings.

**D. Public Comment—None**

**E. Adjourn**

**RRWA Calendar Summary:**

Unless otherwise noted, RRWA Meetings will be virtual.

<b>Upcoming TWG Meetings 10:30 am – 12:30 pm</b>	<b>Upcoming Board of Directors meetings 9:00 am – 11:00 am</b>
July 12, 2022 October 11, 2022	TBD
<b>Environmental Columns</b>	
April – Thank you, Connor DeVane, of Daily Acts– Carbon Gardening: A Dirt Simple Solution to Climate Change May – Thank you, Michele Miller, West Yost Associates, for the City of Cloverdale – Living With and Preparing For Wildfires June – Thank you, Lauren Lum, Sonoma Water, for the RRFL subcommittee – Water Smart, Water Trees	
<b>Important Dates</b>	