

Clean Water Program
PEOP/PIP Workgroup Meeting
Minutes



September 16, 2009
9:30 AM

Attendees:

Suzanne Lyons, Chair, City of Lakeport
Sarah Ryan, Environmental Director, Big Valley Rancheria
Rick Coel, County of Lake
Dan Buffalo, City of Lakeport
Cheri Holden, Business owner
Debbie Clarke, Business owner

1. Introductions
2. Background
 - Rick Coel gave a brief review on the Clean Water Program and the purpose behind the PEOP/PIP workgroup
3. Goals
 - Discussion of goals sheet provided by Rick and included in annual storm water report to the state
 - Several projects were discussed, including:
 - i. Conducting public workshops related to storm water, and coordinate some of those with Supervisor Rushing's town hall meetings
 - ii. Having slides available during Board meeting breaks to display on the telecast
 - iii. Organizing a general volunteer drive
 - iv. Developing a marketing slogan, around which all future activities will revolve
 - v. Review and updating of currently available informational materials
 - vi. Review of city and county websites to evaluate ease of use and effectiveness at delivering storm water information
 - vii. Setting up informational kiosk at Lakeport City Hall
 - viii. Developing a work/progress tracking form to document all efforts related to storm water
 - ix. Storm water issue poster design campaign targeting elementary students
 - x. Organizing a storm water issues/job opportunities presentation to give to local JC students
 - xi. Look into starting a green business program (possibly volunteer based) that provides incentives and recognizes businesses for implementing green business practices – Lakeport would be the pilot program for a county-wide effort
 - xii. Radio advertising and conducting a roundtable discussion on-air about storm water issues

- xiii. Development of a local storm water newsletter
 - xiv. Set up a workgroup e-mail list for updates and meeting schedules
 - xv. Development of an attitude survey to gauge public interest and awareness of local storm water issues
- Brief discussion of assessment – how to gauge effectiveness of outreach efforts
4. Volunteers
- Discussion of recruitment strategies
 - Suzanne will take the lead to develop a marketing campaign to attract volunteers
 - Some uncertainty was expressed of whether any potential volunteer recruitment would be just to serve storm water needs or general municipal and community needs
5. Organization
- Group decided to focus on one particular project with greatest likelihood of success: poster design contest for elementary school children
 - i. Workgroup will hold a project-specific meeting in one month to coordinate efforts and complete the design of the contest
 - Other projects will be delegated to individuals with regular progress updates given to workgroup
6. Ideas
- Concern was expressed over one of the goals on the goals sheet – effective delivery of storm water BMPs and issues to contractors or individuals seeking a building/grading permit
 - City of Lakeport requires contractors to submit a Storm Water Pollution Prevention Plan (SWPPP) if their project is over 1 acre in size – this requires understanding of storm water requirements, information is provided in materials given and referenced by city planning and building staff
 - Suzanne expressed concern over making information available to contractor or individuals with reading or language difficulties
 - Group decided to move on radio advertising and roundtable discussion, probably to occur in November when the chances of rain are high
 - Online storm water report form will be available on Lakeport and Lake County websites. Emphasis will be on informing the community on its use and purpose
7. Problems/Solutions
- No money, very limited resources, no volunteers
 - Group resolved on the importance of volunteerism to the overall storm water information and outreach effort
8. Action Items
- Dan will review and revise contact information on all currently available storm water brochures and informational materials, including developing labels to cover existing contact information found on high-gloss storm water brochure
 - Cheri will continue to develop workshop materials and presentations and coordinate delivery with Supervisor Rushing's town hall meetings, as well as exploring opportunities to conduct workshops for the general public and schools
 - Suzanne will begin looking at designing a volunteer drive and preparing informational materials for it

- Rick will look at getting slides prepared to display on Board of Supervisor telecasts – modeled after existing Clean Water Program informational materials
- Group to return to next meeting with ideas on a slogan or catch phrase for all continuing outreach efforts
- Dan will continue efforts to implement information kiosk at Lakeport City Hall
- Debbie will conduct an evaluation of city and county websites
- Suzanne will begin planning of poster design contest for elementary school students
- Sarah will research possible guidelines for a green business program and coordinate with Dan on planning a pilot program
- Suzanne will continue talks with local radio station KFPZ and begin planning advertisements and future roundtable discussion
- Suzanne will work with Rick and Betsy Cawn on exploring the idea of a storm water newsletter
- Dan will develop an activity/progress report form to track all group activities related to storm water – form will be available online
- Dan will develop public attitude survey and present draft at next regularly scheduled meeting
- Ad hoc meeting scheduled for October 28th

9. Adjournment