



...A United Voice for the Santa Ana Watershed

**NOTICE AND AGENDA
STEERING COMMITTEE WORKSHOP/MEETING**

Thursday, November 17, 2011 – 3:00 p.m.

At SAWPA, 11615 Sterling Avenue, Riverside, CA 92503

*Steering
Committee
Members*

Ron Sullivan
SAWPA

George Aguilar
SAWPA

Bill Campbell
Orange County

Marion Ashley
Riverside County

Josie Gonzales
San Bernardino
County

Beth Krom
City of Irvine

Ron Loveridge
City of Riverside

Pat Morris
City of San Bernardino

Ali Sahabi
SE Corporation

Garry Brown
Orange County
CoastKeeper

Steve PonTell
Regional Water Quality
Control Board

AGENDA

1. Welcome and Introductions Ron Sullivan

2. Public Comments

Members of the public may address the Commission on any item that is within the jurisdiction of the Commission; however, no action may be taken on any item not appearing on the agenda unless the action is otherwise authorized by Subdivision (b) Section 54954.2 of the Government Code.

3. Master Craftsmen Update Jerry King,
Wyatt Troxel, and
Richard Meyerhoff
Recommendation: Discussion of regional project development process.

4. OWOW Conference Celeste Cantú

- Steering Committee Members' Role
- Sponsorship
- Conference Program Input

Recommendation: Discussion and possible action.

5. Updates Jeff Beehler
Jeff Beehler
Jeff Beehler
Celeste Cantú
Celeste Cantú

- OWOW 1.0 Projects Update
- OWOW 2.0 Update
- DWR Schedule
- 2012 Water Bond
- Delta Plan Update

Recommendation: Receive and file.

6. Steering Committee Appointments Celeste Cantú

Recommendation: Provide direction to staff regarding soon-to-expire seats of Steering Committee Members Steve PonTell, Ron Loveridge, and Pat Morris.



7. **Pillar Appointment – Craig Perkins** Celeste Cantú
Recommendation: Approve the appointment of Craig Perkins as Energy and Environmental Impact Response Co-Pillar.
8. **Approval of Minutes from the Meeting of 7-21-11** Celeste Cantú
Recommendation: Approve the Minutes as mailed.
9. **Announcements** Celeste Cantú
NEXT MEETING: Thursday, January 19, 2012 - 3:00 p.m. at SAWPA

2012 Quarterly Meeting Schedule

- Thursday, January 19, 2012
- Thursday, April 19, 2012
- Thursday, July 26, 2012
- Thursday, October 25, 2012

10. **Adjournment** Ron Sullivan


Any person with a disability who requires accommodation in order to participate in this meeting should telephone the Clerk of the Board, Patti Bonawitz at (951) 354-4230, at least 48 hours prior to the meeting in order to make a request for a disability-related modification or accommodation.

PLEASE NOTE

Materials related to an item on this agenda submitted to the Steering Committee after distribution of the agenda packet are available for public inspection in SAWPA's office located at 11615 Sterling Avenue, Riverside, during normal business hours. Also, such documents are available on the Authority's Website at www.sawpa.org, subject to staff's ability to post documents before the meeting.

Declaration of Posting

I, Patti Bonawitz, Clerk of the Board of the Steering Committee/Santa Ana Watershed Project Authority certify that a copy of this agenda has been posted in the Agency's office at 11615 Sterling Avenue, Riverside, California by 5:30 p.m. on Thursday, November 10, 2011.


Patti Bonawitz



Santa Ana River Watershed 2012

Implementing the Vision



April 25, 2012 • National Orange Show Events Center, San Bernardino, CA



Santa Ana River Watershed 2012

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April 25, 2012 • National Orange Show Events Center, San Bernardino, CA

PRESENTING SPONSOR – \$20,000

- Promoted as “**The Santa Ana River Watershed 2012 TOP Presenting Sponsor**”
(Exclusive to ONE Company)
- Opportunity to introduce keynote speaker or moderate a key panel discussion.
- Promoted and advertised as a co-host of the conference.
- Pre-recorded video interview which will be presented before and during the conference. Your company’s interview will be posted on The Water Education Foundation website under the Santa Ana River Watershed Conference 2012.
- Your company’s message will be presented live on the event presentation screen in front of over 500 key stakeholders.
- Copy of your interview and other important event footage.
- Tremendous media opportunities including print and electronic mediums. Press release sent out to over 10,000 recipients announcing your company’s key role in the event.
- Premier placement and logo on the Water Education Foundation website under the Santa Ana River Watershed Conference.
- Your company logo on cover of event program.
- Publicized throughout ALL email and direct mail marketing campaigns. Company logo marketed on all print, online and promotional material.
- Your choice of location for your exhibit booth – 20’x 20’ space allotment to market your products and services!
- 30 event tickets (tables of 10)



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PLATINUM SPONSOR – \$12,000

- Promoted as one of the “**Santa Ana River Watershed 2012 Platinum Sponsors**”
- Opportunity to introduce a speaker.
- Pre-recorded one-minute interview which will be presented before and during the conference. Your company’s interview will be posted on the Water Education Foundation website under the Santa Ana River Watershed Conference 2012.
- Your company’s message will be presented live on the event presentation screens in front of over 500 key stakeholders.
- Copy of your interview and other important event footage.
- Tremendous media opportunities including print and electronic mediums. Press release sent out to over 10,000 recipients announcing your company’s key role in the conference.
- Advertisement of company’s project or message on event video – 10 seconds.
- Publicized throughout ALL email and direct mail marketing campaigns. Company logo marketed on all print, online and promotional material.
- Great location for company exhibit booth – 10’ x 10’ space.
- 20 tickets (two tables)



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GOLD SPONSOR – \$8,000

- Promoted as one of the “**The Santa Ana River Watershed 2011 Gold Sponsors**”
- Pre-recorded one-minute interview which will be presented before and during the conference. Your company’s interview will be posted on the Water Education Foundation website under the Santa Ana River Watershed Conference 2012.
- Your company’s message will be presented live on the event presentation screen in front of over 500 key stakeholders.
- Copy of your interview and other important event footage.
- Tremendous media opportunities including print and electronic mediums. Press release sent out to over 10,000 recipients announcing your company’s key role in the event.
- Publicized throughout ALL email and direct mail marketing campaigns. Company logo marketed on all print, online and promotional material.
- Great location for company exhibit booth – 10’ x 10’ space.
- 20 event tickets (two tables)



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AQUAMARINE SPONSOR – \$5,000

- Promoted as one of the “**Santa Ana River Watershed 2012 Aquamarine Sponsors**”
- Pre-recorded one minute interview which will be presented before and during the conference. Your company’s interview will be posted on the Water Education Foundation website under the Santa Ana River Watershed Conference 2012.
- Publicized throughout ALL email and direct mail marketing campaigns. Company logo marketed on all print, online and promotional material.
- Good location for company exhibit booth – 10’ x 10’ space.
- 10 tickets (one table)



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SILVER SPONSOR – \$4,000

- Promoted as one of the “**Santa Ana River Watershed 2012 Silver Sponsors**”
- Pre-recorded one-minute interview which will be presented before and during the conference. Your company’s interview will be posted on the Water Education Foundation website under the Santa Ana River Watershed Conference 2012.
- Publicized throughout ALL email and direct mail marketing campaigns. Company logo marketed on all print, online and promotional material.
- Exhibit space at the event – 10’ x 10’ space for your booth.
- 10 event tickets (one table)



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BRONZE SPONSOR – \$3,000

- Promoted as one of the “**Santa Ana River Watershed 2012 Bronze Sponsors**”
- Company logo on all printed, online and promotional material.
- Exhibit space at the event – 10’ x 10’ space for your booth.
- Six (6) event tickets.



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GARNET SPONSOR – \$1,000

- Promoted as one of the “**Santa Ana River Watershed 2012 Garnet Sponsors**”
- Exhibit space at the event – 10’ x 10’ space for your booth.
- Four (4) event tickets.

ANTICIPATED SCHEDULE OF FUTURE IRWM GRANT SOLICITATIONS

SEPTEMBER 26, 2011

Activities	Target Date
Planning Grant Solicitation	
Release Draft PSP for Public Review & Comment	October 2011
Release Final PSP	December 2011
Applications Due	February 2012
Announce Draft Recommendations for Public Review & Comment	Spring 2012
Announce Final Awards	Mid-2012
Local Groundwater Assistance Grants	
Release Revised Draft Guidelines & PSP for Public Review & Comment	January 2012
Release Final Guidelines & PSP	Spring 2012
Applications Due	Spring 2012
Announce Draft Recommendations for Public Review & Comment	Summer 2012
Announce Final Awards	Fall 2012
Revise Program Guidelines & PSP (Implementation & SWFM)	
Stakeholder Workshops & Public Feedback	Late 2011
Release Revised Draft Guidelines and PSP for Public Review & Comment	Spring 2012
Release Final Round 2 Program Guidelines & PSP (Implementation & SWFM)	Summer 2012
Stormwater Flood Management Grant	
Applications Due	Summer 2012
Announce Draft Recommendations for Public Review & Comment	Early 2013
Announce Final Awards	Spring 2013
Implementation Grant (2-Step Process Anticipated)	
Step 1 - IRWM Plan Evaluation Phase	
Applications Due	Fall 2012
Release Draft Call Back List for Public Review & Comment	Early 2013
Release Final Call Back List	Spring 2013
Step 2 - Project Evaluation Phase	
Applications Due	Summer 2013
Announce Draft Recommendations for Public Review & Comment	Late Summer 2013
Announce Final Awards	Fall 2013



Craig Perkins
***ENERGY AND
ENVIRONMENTAL
IMPACT RESPONSE
CO PILLAR***

Craig Perkins has served as Executive Director of The Energy Coalition, a broad-reaching organization that is building community energy partnerships throughout California, since March 2008.

The Energy Coalition is involving businesses, cities, students, and households to reduce energy use and greenhouse gas emissions.

He was previously Director of Environmental and Public Works Management for the City of Santa Monica where he was in charge of the Sustainable City Plan, Solar Santa Monica, construction and maintenance of City buildings and infrastructure, alternative fuel vehicle policies, and management of the water, sewer, solid waste, and stormwater enterprises.





MEETING MINUTES

OWOW STEERING COMMITTEE

JULY 21, 2011

PARTICIPANTS PRESENT

Ron Sullivan, Convener	SAWPA
George Aguilar	SAWPA
Marion Ashley	County of Riverside
Josie Gonzales	County of San Bernardino
Garry Brown	Orange County Coastkeeper
Beth Krom	City of Irvine
Steve PonTell	Santa Ana Regional Water Board

OTHERS PRESENT

LeAnne Hamilton	Inland Empire Utilities Agency
Jerry King	Consultant
Richard Meyerhoff	CDM
Mark Tetterer	Irvine Ranch Water District
Celeste Cantú	SAWPA
Jeff Beehler	SAWPA
Dean Unger	SAWPA
Patti Bonawitz	SAWPA

The Steering Committee Meeting was called to order at 3:20 p.m. by Convener Ron Sullivan at SAWPA, 11615 Sterling Avenue, Riverside, CA 92503. Convener Sullivan asked the Steering Committee members as well as the members of the public to introduce themselves (see above list).

OWOW 2.0 Workshop

The Committee convened into the OWOW 2.0 Workshop at 3:24 p.m. Jeff Beehler reviewed the history of OWOW 1.0, and moving forward into OWOW 2.0. Celeste Cantú discussed the funding resources to support the next phase implementation – OWOW 2.0. Under OWOW 1.0, a “dream team” was created to think big; under OWOW 2.0, the master craftsmen are being tasked to do that as well. She introduced them: Jerry King (land use emphasis), Richard Meyerhoff (stormwater emphasis), and Wyatt Troxel (wastewater emphasis). At the end of this year, these three master craftsmen will come back with a “big picture” report to be presented to the Steering Committee at their November 2011 meeting. In OWOW 1.0, ten Pillars were appointed; however, in OWOW 2.0, co-chairs have been appointed to newly renamed ten Pillar groups to order to lighten the workloads.

Discussion ensued regarding the master craftsmen’s efforts and truly “out of the box” thinking. Some comments received of the Steering Committee were as follows: revisit lost opportunities, do projects that all are interconnected and sustainable; water agencies need to run their business as a business, education is incredibly important, reach across the watershed, keep political will out of the way, get people to think “holistically”, push education, creativity, and maximize relationships as “water” connects us all. Other thoughts included watershed trading, connecting the dots regarding acid rain going into the water table, perchlorate, and salt trading. The workshop was adjourned at 3:25 p.m., and the meeting reconvened at 3:57 p.m.

Governance Document (SC #0008)

Celeste Cantú reviewed the suggested revisions as proposed to the Governance Document incorporating two significant changes of adding two co-chairs to each Pillar group and renaming the ten Pillar categories.

Upon motion by Marion Ashley, seconded by Garry Brown, the motion unanimously carried:

SC/11-07-01
MOVED, approval of the Governance Document revised (7-21-11) and recommended that the SAWPA Commission approve the Governance Document.

Appointment of Pillars for OWOW 2.0

Celeste Cantú requested the Steering Committee’s appointment of the Pillars co-chairs.

Upon motion by Marion Ashley, seconded by Steve PonTell, the motion unanimously carried:

SC/11-07-02
MOVED, approval and confirmed the appointments of the Pillar Group Co-Chairs as follows:

PILLAR	CO-CHAIRS	
Water Resource Optimization	Robert Tincher, SBVMWD	Mark Tetteimer, IRWD
Beneficial Use Assurance	Greg Woodside, OCWD	Mark Adelson, Regional Board
Water Use Efficiency	Pam Pavela, WMWD	Gail Covey, SB County Farm Bureau
Low-Impact Development Planning	Susan Lien-Longville, CSU SB	Jerry Blum, City of Ontario
Multi-Hazard Preparation	Maryanne Skorpanich, OC	Stewart McKibben, RCFCWCD
Natural Resources Stewardship	Lee Reeder, SAWA	Nancy Gardner, OC
Operational Efficiency and Water Transfers	Behrooz Mortazavi, EMWD	Craig Miller, IEUA
Disadvantaged and Tribal Community Resources	Maria Elena Kennedy	Leslie Cleveland, BOR
Government Partnerships	Eileen Takata, ACOE	Jack Simes, BOR
Energy and Environmental Impact Response	TBD	Roy Herndon, OCWD

Approval of Minutes from the Meeting of 5-19-11

Upon motion by Steve PonTell, seconded by George Aguilar, the motion unanimously carried:

SC/11-07-02
MOVED, approval of the Minutes from the Meeting of 5-19-11.

Forest First

Jeff Beehler provided a brief presentation regarding the recent partnership between SAWPA and the U.S. Forest Service in protecting our watershed and managing our water resources in the San Bernardino/Cleveland National Forests. The MOU was executed on July 19. The report was received and filed.

Beth Krom left the meeting room at 4:10 p.m.

Discussion briefly ensued regarding other venues for future Steering Committee meetings. It was the consensus of the Committee to keep the meetings at SAWPA. The next meeting will be on September 22, at 3:00 p.m. at SAWPA.

Convener Sullivan adjourned the meeting at 4:17 p.m.

APPROVED:

November 17, 2011

 Ron Sullivan, Convener