

... A United Voice for the Santa Ana Watershed

Steering Committee Members NOTICE AND AGENDA
STEERING COMMITTEE WORKSHOP/MEETING

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

At SAWPA, 11615 Sterling Avenue, Riverside, CA 92503

George Aguilar SAWPA

Ron Sullivan SAWPA

<u>AGENDA</u>

**Bill Campbell** Orange County

1. Welcome and Introductions

Ron Sullivan

2. <u>Public Comments</u>

Marion Ashley

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.

Josie Gonzales San Bernardino County

Riverside County

3. <u>Master Craftsmen Update</u>

Jerry King,

**Recommendation**: Discussion of regional project development process.

Wyatt Troxel, and Richard Meyerhoff

**Beth Krom** City of Irvine

4. <u>OWOW Conference</u>

Celeste Cantú

**Ron Loveridge** City of Riverside • Steering Committee Members' Role

Sponsorship

Conference Program Input

**Recommendation**: Discussion and possible action.

City of Riverside

**Pat Morris** City of San Bernardino

or sun Bomaramo

**Ali Sahabi** SE Corporation

Garry Brown Orange County CoastKeeper 5. Updates

OWOW 1.0 Projects Update
 OWOW 2.0 Update
 DWR Schedule
 2012 Water Bond
 Delta Plan Update
 Recommendation: Receive and file.

Jeff Beehler

 Celeste Cantú

Steve PonTell

Regional Water Quality Control Board 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

- o Thursday, January 19, 2012
- o Thursday, April 19, 2012
- o Thursday, July 26, 2012
- o 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 <a href="https://www.sawpa.org">www.sawpa.org</a>, 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 Ronawitz



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)



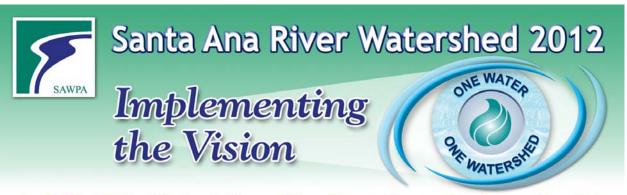
## PLATINUM SPONSOR - \$12,000

- 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)



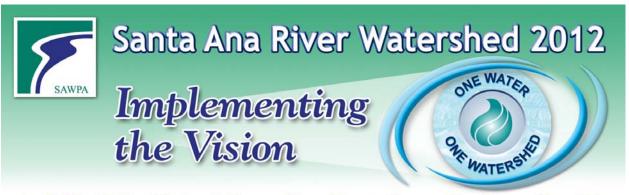
## GOLD SPONSOR – \$8,000

- 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)



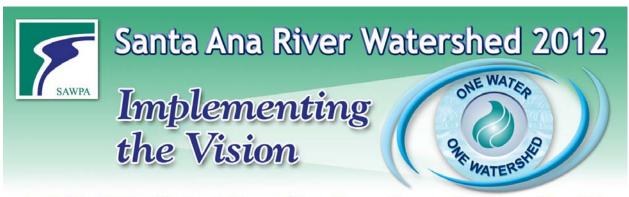
# **AQUAMARINE SPONSOR – \$5,000**

- 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)



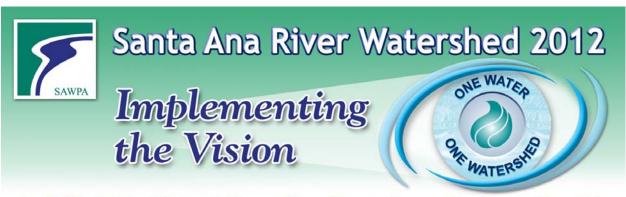
# SILVER SPONSOR – \$4,000

- 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)



# **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.



# **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 broadreaching 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 AshleyCounty of RiversideJosie GonzalesCounty of San BernardinoGarry BrownOrange 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 Tettemer Irvine Ranch Water District

Celeste CantúSAWPAJeff BeehlerSAWPADean UngerSAWPAPatti BonawitzSAWPA

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 incredibility 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 Tettemer, 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 | Jerry Blum, City of Ontario  |  |  |
|  | SB                        |                              |  |  |
| 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**

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|------|----------|------|-------|---------|------|------------|-------|----------|----------|-----|--------|-----------|-------------|
| Hnni | n motion | nu ' | STAMA | Pani    | 'ΔII | SECONDED   | nv    | LAPORGE  | Aguillar | the | motion | unanimous | iv carried: |
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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:  |                        |
|  | D C II: C              |
| November 17, 2011                                    | Ron Sullivan, Convener |