

**SOUTHERN CALIFORNIA WETLANDS RECOVERY PROJECT  
PUBLIC ADVISORY COMMITTEE (PAC) MEETING**

**JULY 16, 2008 Meeting Minutes**

**INTRODUCTIONS AND ANNOUNCEMENTS**

**Attendance:**

*PAC:*

Pam Slater-Price (Chair)	San Diego County –Supervisor, SBTF Co-chair
Sachiko Kohatsu	San Diego County –Sup. Slater-Price
Kevin McLaughlin	Metropolitan Water District
Doug Gibson	San Elijo Lagoon Conservancy
Eric Friedman	Santa Barbara Co (rep. Sup. Carbajal, SBTF Co-chair)
David Kay	Southern California Edison
Jean Watt	Friends of Harbors, Beaches, and Parks, OCTF Co-chair
David Lloyd	NRG
Ivonka Todt	Floodplain Managers Association
Dennis Baker	Newport Bay Naturalists and Friends, OCTF Co-chair
Mike Antos	LASGRWC (rep Nancy Steele, LATF Co-chair)
John Hendra	SMMRCD
Ariana Katovich (speaker phone)	Earth Island Institute

*Staff:*

Stephanie Moret (facilitator)	WRP –Regional Coordinator
Greg Gauthier	SCC –WRP Co-manager
Bob Thiel	SCC –VCTF Coordinator
Shirley Innecken	WRP –SDTF Coordinator
Shawn Kelly	WRP –CWRG Coordinator
Paul Westefer	WRP –LATF & OCTF Coordinator

**Announcements:**

- Floodplain Management Association meeting at [www.floodplain.org](http://www.floodplain.org) first week in September.
  - The WRP will host a session on “Wetlands and Floodplain Management” highlighting work plan projects on the Santa Ana River, San Diego River, and Santa Clara River
- Annual H2O conference, 10/28-30 in Long Beach, call for papers

**SCWRP REVIEW**

- PAC’s 10-year anniversary was great; funded by Earth Island Institute & So CA Edison (SCE)
  - Photo album is on-line at [www.scwrp.org](http://www.scwrp.org)
- Community Wetlands Restoration Grants recipients have been selected and are on-line
  - These (Small Grants Program) funds are provided by the Earth Island Institute (EII)
  - Ca Wildlife Conservation Board has tentatively agreed to fund up to \$80,000 this year
- WMG and SAP update
  - County level regional goals are in progress at the Task Force level, and WMG will soon update regional goals
  - The Wetlands Managers Group (WMG) has been exploring The Nature Conservancy’s CAP (Conservation Action Planning) process for use by the WRP stakeholders as a management tool to help them develop local and regional goals.
    - The Science Advisory Panel (SAP) is working with the WMG to explore more details as related to science.
    - CAP is of interest to the PAC because it is a useful tool for our county level Task Force stakeholders to develop community resources goals, objectives and strategic plans and helps to build community capacity within watersheds.

**ACTION ITEM: Does the PAC want to get involved in the WMG Conservation Action Planning conversation? If so, identify PAC members.**

- BOG meeting in May had no consent items. Status reports given by PAC and SAP
- Sacramento Event in April was successful in that our legislators appreciated what we do and that we are a bipartisan program. The WRP asked only to give legislators and staff wetland tours.
- Wetlands Symposium in May was successful
  - Based many sessions on fall '07 training interest survey
  - Supported by PAC: SD Co.-Sup. Slater-Price, EII, and SCE
- PAC manual has been expanded as WRP Handbook. It is almost complete with an anticipated distribution of early Fall 2008
  - handed out table of contents
  - observed need for manual explaining framework to assist with higher turnover volunteers such as elected official positions with term limits.
- Other work in progress are the 10-Year Report and preliminary discussion of the WRP brochure (funded by EII) –we would welcome PAC ideas and resources
- Brief discussion to encourage more elected officials to attend meetings (expanded in Supervisor Summit conversation below)
- Brief discussion on revitalizing the PAC through new members
  - Handed out sheets for recommendations

**ACTION ITEM: Call current PAC members to gauge interest, recruit new members through PAC referrals, update PAC Directory**

**PAC, A YEAR IN REVIEW presentation (Pam Slater-Price)**

- provided 5 page document (sent to PAC in Spring 2008; will also post on-line)
- There is an interest in the Bay area in replicating the WRP model

**FORMATION OF THE WRP NON-PROFIT presentation (Doug Gibson and Jean Watt)**

*POST PRESENTATION DISCUSSION:*

- The non-profit will work in direct coordination with the BOG and WMG, there will be potential board overlaps, and we will have joint goal setting sessions
- The Local Assistance Staff and the Community Wetlands Restoration Grant programs will fold into the new non-profit.
- Main discussion focused on the need to have 4 to 5 members on the founding formation board who will be able to take the non-profit through the formation and beyond. These board members will have fiduciary responsibility and also need to perform tasks
  - Recognizing that endowments are the key to a sustainable non-profit, there were several suggestions on how to appear attractive (secure) to the financial advisors of grantors:
    - Financial and procedural house must be in place first before proceeding
    - Get reserve requirements mapped out
    - Get accountant on board before formation
    - Identify employees and finances early in the process
    - Learn of the many private foundations available who want to give money away
    - Need to have ironclad financial rules in place as required to track funds.
      - Financial advisors of private groups assess these rules as a basis for funding
      - Land Trust Alliance has standards of policies that must be in place.
    - The Vision statement needs to reflect many funders' broad interests (e.g., 'protection against natural hazards' (wetlands have value to attenuating waves). It may be worthwhile to add or simplify to tie into key funding sources using broad terms such as 'quality of life' and 'economic health of region'.
  - Should look broadly for members
    - Represent 5 counties
      - strength in 5 county collaboration
      - we might seek guidance and participation from our county level natural history museums because they have similar missions
    - Should involve local, regional and state elected officials to give ownership in regional effort
    - Suggestion to include education and diversify
- Honorary Committee discussion
  - We need influential people with access to funding (Time, Talent, and Treasure)
  - They can set their own priorities on funding an endowment

- Members have some direction but generally go to the beat of their own drummer
- Discussion on integrating PAC into non-profit
  - Both the LAP and the CWRG program will move into the non-profit
  - Supervisor's Summit can provide venue for counties to work together
    - Need engaged aides to come who are educated on subject
    - If they have authority to speak on supervisor's behalf, they can be powerful supporters and be more effective than delivering notes to supervisor
    - Twice a year, we should get policy makers involved.
      - Pressing issues can be brought up by phone on a quarterly basis
  - Sustainability issues increase income for business communities. Given this, business representatives from each county should attend meetings.

**ACTION ITEM: Transition these notes to the Non-Profit Formation Subcommittee and the contractor working on formation to ensure new ideas are captured.**

**ACTION ITEM: Facilitate the planning and execution of a Supervisors Summit**

## **INVASIVE and TOXIC PLANT SUBCOMMITTEE DRAFT POLICY – CITY OF ENCINITAS -presentation (Doug Gibson)**

- \$137 billion/year on invasive species removal; \$85 million/year in CA
- Encinitas sees as cost savings and water savings
- Can apply to public space, habitat conservation areas, new construction and remodels
- Useful resources: Cal-IPC, American society of landscape architects, SD County invasive plant guide, LA and San Gabriel Rivers Watershed Council Regional Invasive pamphlets
- Limited to species known to be invasive and occur in SD County and/or are toxic
- Recommended action is to 1) Adopt the Invasive Plant List and 2) Prohibit plants on list within new development and remodels

### ***POST PRESENTATION DISCUSSION:***

- Under CDFA authority a plant with economic value can never be placed on the State-wide ban list
- What species become more prevalent with climate change? Spotted knapweed (*Polygonum* sp.)
- We are losing more habitat to invasive species than we are to development.
- Discussed need to have an invasive species governmental organization
- Discussion on reframing the issue to elected officials using the context of fire safety and prevention (arundo donax) and water (non-native trees needing water are threatening Torrey Pines).
- Opponents cite profit loss with loss of sale
  - Does it make more financial sense to subsidize growers than to pay annual removal costs/costs of lost habitat to environment?

**ACTION ITEM: Develop PAC Subcommittee to work on strategy to address invasive species**

**WORKING LUNCH -BREAK INTO SUBCOMMITTEE WORKING GROUPS** (Coordinating Subcommittee, Funding Subcommittee, Legislative Subcommittee, Education Subcommittee; the latter two combined)

*WORKING GROUPS:*

<b>Funding Subcommittee</b>	<b>Coordinating Subcommittee</b>	<b>Legislative Subcommittee &amp; Education Subcommittee</b>
Doug Gibson- Chair	Pam Slater-Price -Chair	Greg Gauthier- Staff
David Lloyd	Sachiko Kohatsu	David Kay
Sachiko Kohatsu	Eric Friedman	Ariana Katovich
John Hendra	Mike Antos	Iovanka Todt
Jean Watt	Paul Westefer- Staff	Dennis Baker
Kevin Mc Laughlin		Bob Theil- Staff
Stephanie Moret- Staff		Shirley Inneckin- Staff
		Shawn Kelly - Staff

*REPORTS FROM SUBCOMMITTEES:*

**FUNDING COMMITTEE REPORT:**

**Funding the non-profit**

A goal has been established to fund the initial two year start up phase of the WRP nonprofit. Funding was secured and expended for the feasibility phase in which it was determined that the formation of the WRP nonprofit should move forward. Funding for the formation phase has been raised except for a remaining need for \$5,000.

A budget summary forecast for the first five years of the nonprofit is presented in the table below.

**Initial Funding Needs Estimates for WRP Nonprofit**

	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>	<b>YEAR 4</b>	<b>YEAR 5</b>
<b>TOTAL BUDGET</b>	\$539,495	\$551,945	\$679,655	\$679,655	\$679,655
<b>Secured</b>	\$212,000	\$65,000			
<b>Need to raise</b>	\$327,495	\$486,945	\$679,655	\$679,655	\$679,655

*Table represents fiscal years of July through June beginning July 2009.*

YEAR ONE: Funding for year one (July 2009 to June 2010) for Local Assistance Program staff through January 2010 and the Community Wetlands Restoration Grants program and staff through June 2010 is secured.

YEAR TWO: Funding for the Community Wetlands Restoration Grants Program is secured for the second year (July 2010 to June 2011) of operation.

The goal is to raise \$330,000 or more for year one, and \$490,000 or more for year two to cover the first two years of operation.

**Discussion Questions:**

1. What are some of the private sources that could help fund the nonprofit?
2. Who should be recruited to help with the fund raising effort?
3. What methods of fund raising should be employed?
4. Who are some candidates for founding board members with the skills necessary to raise the necessary funds?
5. Who should help recruit for fund raising?

**Q1 Discussion: What are some of the private sources that could help fund the nonprofit?**

- Cross-county Task Force or Supervisor Summit: have supervisors / representatives talk about what types of grants are available through the counties that could help support the 360k shortfall for year one.
- 1<sup>st</sup> focus is to get \$5,000 for next phase, in addressing this immediate need, we can focus on private sources for around \$5,000- \$6,000. Sources might include:
  - Poseidon mitigation for their desalinization plant
  - Eagle Creek
  - Water Authority
  - NRDC lawsuit
  - Freeway widening Transportation sales tax; e.g. TransNet (SD) and Measure M (OC)
  - Ports
  - Peter Norby (Encinitas businessman with green acumen)
  - All County Supervisors

**Q2 DISCUSSION: Who should be recruited to help with the fund raising effort?**

- Addressing immediate funding need, see Q1
- Addressing \$330,000 need, some of Q1 resources and:

- All Co supervisors (noting that they all stand to benefit) should give either \$5,000 (\$250,000 collectively) or \$60,000 (\$300,000 collectively).
- Cities, watershed wide

**Q3 DISCUSSION: What methods of fund raising should be employed?**

- For \$5,000 increments, should make it a personal connection. Phone call or visit.
- What grants can we write to bring in \$60,000 from each county so as to fill funding gap of \$300K?

**Q4 DISCUSSION: Who are some candidates for founding board members with the skills necessary to raise the necessary funds?**

- Necessary Skills:
  - 'Time, Talent, and Treasure' on Honorary Board
  - 'Wealth, Wisdom, and Worth' on Founders Board (and need 3 attorneys)
  - Ability to bring in funding long-term
- Shirley Detlaff (OC; former OC council member and mayor; enviro-politio retired- knows private fundraising in OC)
- Joan Hartmann
- Marco Gonzales (E.D. Surfrider, former atty SD BayKeeper, No. SD Co)
- David Lloyd – Attorney NRG
- Peter Norby- Encinitas businessman into sustainability. Built Heron House
- Eric Busch- Mayor protem, El Segundo and city council
- Need someone from Ventura, LA, SB?
- Tom Wilson? (former sup in OC- republican environmental advocate)
- Supervisor representation

**ACTION ITEM: Decide on non-profit funding mechanisms, resources, and strategy and pursue these**

**COORDINATING COMMITTEE REPORT:**

**Need updated PAC directory**

**Next Cross County Task Force Meeting possible Topics**

- Local advances in wetlands restoration and protection to share for regional applications.

- Updating techniques and creating innovative ways to remove invasive species (namely Arundo) and public education of their damaging effects.
  - Invasive vegetation creates increased fire risks and can cause increased flooding and mudslides when it rains afterwards. They also cause debris dams within the floodplain.

**Ideas for coordinating the WRP PAC and Non-profit**

- The committee wanted to get a clarification on the activities and vision of the PAC and how it will interact with the other branches of the WRP once a non-profit is established. What are some of the ways the Task Forces will support PAC activities and vice-versa.
- Once a non-profit is established, will the PAC act as the board for the WRP [non-profit] or will the board blend with the Public Advisory Committee as the decision making component of the organization?
- What can the PAC do to promote future success within the non-profit?
  - Coordinating County Task Forces
  - Recruit new elected officials from each county
  - Advocate legislative change through these elected officials
  - Create a document for our stakeholders on Working with Elected Officials

**What should we include in a “Working with Elected Officials” document?**

- How and when to approach different legislators (State vs. Federal)
- Research the legislators background (Learn committees they have been on, their constituents, their interests, how they have voted on issues, etc.)
- Find out if any Task Force members have a relationship with the elected official or if they know of anyone in the field that does have one.
- Create a relationship with their scheduler/ Get schedule
- What is your goal? Diane Fienstien offered some advice – Prioritize these goals and only present the top three at one time.
- Put together an executive summary to present to the elected official and aides
- Be prepared to give aides supplementary information and an intention of a follow-up conversation.
- Follow-up within a short period with a thank you and an formal invitation to a site visit.
- Set up tours (invitations, get media involved, settle on one or two specific sites, pick areas that have restoration or acquisition issues that are relevant and timely, etc.)
- Get this document vetted by the PAC, Task Forces and a select group of legislative representatives.

**ACTION ITEM: Develop draft outline of ‘Working with Elected Officials’ document within 30 days. The document should be available by election time in 2009. Supervisor Pam Slater-Price is developing the draft [draft completed before these notes were].**

**Creative strategies to eliminate invasive species in state**

- Focus on fire and water as strategies to approach the problem.

**ACTION ITEM: Develop right compendium of strategies to eliminate invasive species in state and begin implementation.**

**LEGISLATIVE SUBCOMMITTEE REPORT:**

**SACRAMENTO EVENT**

*DISCUSSION: Should we reinvent the Sacramento Event?*

- Issue 1: Legislators don't know what WRP is; need education
- Issue 2: We have worked in partnerships that have used the WRP to get in the door, but the message to our legislators is mixed because the WRP doesn't make requests; the partners do. Without a specific request, the direction from Sacramento seems to be that they need to coordinate with field staff
- April is not a good month for the event if we want to educate about the WRP and its projects. April is the month for legislative 'asks' – if we don't ask for specific legislation on behalf of the WRP then the WRP should pick another month.
- Suggestion to have an annual legislative day and give wetland tours in each county.
  - Can do both Sacramento and local event at different times of year
  - Bigger, first-rate reception
- How do we measure the results of each Sacramento meeting – can it be quantified?
- Find method to be effective at creative communication with the legislators
  - a reception, movie, fundraiser, speaker?
- Need to rethink value per energy and to focus on purpose and related strategy.

**ACTION ITEM: Rethink and restrategize Sacramento Event**

## **EDUCATION SUBCOMMITTEE REPORT:**

**What are some of the most critical topics for wetlands education that the WRP nonprofit should address once it is established?**

1. General education about wetlands
2. Engage in guidelines development for bond grant programs

### **ACTION ITEM: Develop guidelines for bond grant programs**

3. Invasive plant species
4. Legislator's education on the ground
5. For all of the above: Promote positive approaches

### **Discussion: General education about wetlands**

- WRP educational fund raising tools – brochure, CWRGP video, Ten Year report
- Look at what we already produced to see what can be reused
- Create brochure as a template or starting point, the old one was poorly done
  - use the EII intern (Keifer) until September to help
- Utilize artful posters with species and wetlands for the region
  - “wetland heritage” promotion instead of promoting the WRP itself.
    - Such as those produced by the Washington Dept. of Ecology
      - So wonderful, thousands buy them to hang in their offices
  - Sponsor an artist or photographer; LASGRWSC produces posters
- Short film about the small grants program for PR
  - accomplishes the goals benefits to community, habitat types, heritage, educational message
  - short of the film on u-tube, then a longer piece
  - film festival circuit
  - PR and attracts new constituencies to apply for small grants and to attract new funders
- Book, such as David Brower's “The American Earth”
  - used as legislative tool
- These enterprises should built upon link between water management and habitat management
- Educational initiatives need to show a clear link to projects

- important to show legislators their district projects
- Once the WRP non-profit is established the media can be used just to educate about wetlands

Summary: Focus on educational component using positive, thoughtful messages. Mediums (brochures, videos, posters, book) should be general enough to use as tools in the non-profit fundraising process, for educating elected officials to legislative needs, and for education and outreach.

**ACTION ITEM: Develop outline of wetlands education media messages general enough to use as tools in the non-profit fundraising process, for educating elected officials to legislative needs, and for education and outreach**

**ACTION ITEM: Develop wetlands education brochure, video, posters, and/or book general enough to use as tools in the non-profit fundraising process, for educating elected officials to legislative needs, and for education and outreach**

**Discussion: Invasive plant species**

- Utilize a positive approach to invasive plant species education
  - Present alternatives as opposed to merely listing bad species
- Reach out to HOAs and neighborhood groups projects around invasive species
- State water plan, a comprehensive use of water management in CA, wants to emphasize water use and invasive species (also IRWMP)
- promote native species in terms of water quality
- show alternatives to using invasive species (on a retail and wholesale level); maintain economic potential in plant industry

**ACTION ITEM: Develop positive education message to inform citizens, growers, and retailers about invasive species**

**ACTION ITEM: Identify Home Owner Associations and neighborhoods for invasive species education and projects; implement education and restoration projects**

## **SUMMARY: 2008-2009 PUBLIC ADVISORY COMMITTEE ACTION PLAN**

### *SUMMARY OF ACTION ITEMS:*

#### **REINVIGORATE THE PAC**

- **Call current PAC members to gauge interest, recruit new members through PAC referrals, update PAC Directory**
  - Who: WRP Staff with recommendation and suggestions from current PAC
  - When: late summer 2008

#### **SUPERVISOR SUMMIT**

- **Facilitate the planning and execution of a Supervisors Summit**
  - Who: Coordinating Committee
  - When: Fall 2008

#### **CONSERVATION ACTION PLANNING**

- Does the PAC want to get involved in the WMG TNC Conservation Action Planning conversation?
  - Who: If so, identify PAC members. Coordinating subcommittee?
  - When: late summer, fall 2008

#### **INVASIVE SPECIES**

- Develop right compendium of strategies to eliminate invasive species in state and begin implementation.
- Develop positive education message to inform citizens, growers, and retailers about invasive species.
- Identify Home Owner Associations and neighborhoods for invasive species education and projects; implement education and restoration projects
- Develop PAC Subcommittee to work on strategy to address invasive species
  - Who: legislative, education and coordinating subcommittee members
  - When: Identify subcommittee summer 2008. Develop education message, strategies, messages, and citizen groups fall 2008 to winter 2009. Implement projects spring to summer 2009
  - Coordinate with and participate in WRP Invasive Species Workshop in Fall 2008

#### **FORMATION OF WRP NON-PROFIT:**

Phase I was presented as a summary of last years activities. 2008-2009 Phase II includes Board Selection, Acquiring Funding and filing formation paperwork.

- Transition PAC presentation discussion and breakout notes to the Non-Profit Formation Subcommittee and the contractor working on formation to ensure new ideas are captured.
  - Who: Stephanie Moret
  - When: When minutes go out
- Decide on non-profit funding mechanisms, resources, and strategy and pursue these
  - Who: Funding subcommittee members and Non-Profit subcommittee

- When: Fall 2009

#### **WORKING WITH ELECTED OFFICIALS**

- Develop draft outline of 'Working with Elected Officials' document within 30 days. The document should be available by election time in 2009.
  - Who: Supervisor Pam Slater-Price is developing the draft
  - When: Summer 2008 [draft is complete; will send to PAC with these minutes].

#### **SACRAMENTO EVENT**

- Rethink and restrategize Sacramento Event
  - Who: Legislative Subcommittee
  - When: Fall 2008 through Winter 2009

#### **WETLANDS EDUCATION**

- Develop guidelines for bond grant programs
- Develop outline of wetlands education media messages general enough to use as tools in the non-profit fundraising process, for educating elected officials to legislative needs, and for education and outreach.
- Develop wetlands education brochure, video, posters, and/or book general enough to use as tools in the non-profit fundraising process, for educating elected officials to legislative needs, and for education and outreach.
  - Who: Education Subcommittee
  - When: Develop Bond Guidelines Fall to Winter 2008. Develop wetlands media messages summer 2008. Develop brochure and 10-year report summer and early fall 2008. Develop video, posters, and initiate book fall 2008 through spring 2009.