



MEETING MINUTES for January 22, 2025

AGENDA ITEMS

1. Call to Order / Roll-Call

Chairperson Gomez (*City of Sand City*) called the meeting to order at 9:32 a.m. and performed roll call.

Management Committee Members:

City of Carmel-by-the-Sea - Mary Bilse
City of Del Rey Oaks - Ron Fucci
City of Monterey - Kevin Anderson
City of Pacific Grove - George Fuerst
City of Sand City - Leon Gomez
City of Seaside - Patrick Grogan
County of Monterey - Michael Trapani

Monterey One Water (M1W, Program Administrator):

Michelle Bumgardner
Erica Parker

Other Virtual:

Lindsay Brown (California Marine Sanctuary Foundation
& Monterey Bay National Marine Sanctuary)
Douglas Dowden (ECS)
Val Gaino (City of Carmel-by-the-Sea)
Nathaniel Milam (Whitson Engineers)
Alyson Tom (County of Santa Cruz)
Mollie Wooden (Pebble Beach Company)

Other In-Person:

Maris Sidenstecker (PE/PO Coordinator)

2. Public Comments

Chairperson Gomez called for public comment, none received.

3. Approve Management Committee Meeting Minutes for 12/11/2024

- **Action:** On a motion by Grogan (*City of Seaside*), seconded by Trapani (*County of Monterey*), Management Committee (MC) unanimously approved the Management Committee Meeting Minutes for 12/11/2024.

INFORMATION AND DISCUSSION ITEMS

4. Update on PE/PO Program

- a. Monthly Update by Sidenstecker

Sidenstecker briefed the Committee on school presentations delivered in December, storm drain emblem stenciling in Monterey and Pacific Grove, and placement of Our Water Our World product labels at Home Depot. The next stenciling effort will tackle storm drains within the County's jurisdiction. "Protect Pollinators" movie ad run concluded on 01/05/2025. Bilingual TV ads started on 01/06/2025, featuring Pesticides, Trash, and Doggie Doo videos. April will see several Earth Day-related events, where MRSWMP will have a presence and provide access to the watershed model.

- Follow up action: Sidenstecker will provide total “Protect Pollinators” movie ad impressions when data is available.

b. Social Media Accounts Baseline Data

Support staff reviewed social media basic terminology and the number of followers for MRSWMP accounts, as compared with similar stormwater programs. The expenditure history for various outreach campaigns was discussed, as well as results for reach and engagement.

Fuerst (*City of Pacific Grove*) spoke in favor of bringing social media outreach efforts in house, in lieu of contracting out, to ensure the return on investment (ROI) justifies expenditures. Previous campaigns managed by subcontractors have cost between \$1,700 and \$3,800, with no significant difference in public engagement compared to paid boosts on in-house generated posts.

A storm drain stenciling volunteer produced a short video on “only rain down the storm drain,” which Sidenstecker shared with the group, illustrating the type of content that drives engagement - dynamic, humorous, and a call to action. Support staff requested jurisdictions share video content on stormwater operations and facilities to add variety to social media posts. Members are encouraged to have their jurisdiction’s accounts follow MRSWMP accounts, and support staff will be expanding the accounts followed by MRSWMP.

Gaino (*public*) inquired about the use of radio advertising, and Bumgardner informed her that bilingual radio ads are a part of the PE/PO contract scope and are permit requirements.

- Follow up action: Members will contact their jurisdiction’s social media staff to direct them to “follow” MRSWMP accounts and explore stormwater content creation.
- Follow up action: Support staff will provide further information on potential additional platforms (i.e. LinkedIn, Nextdoor) as research is completed on logistics and ROIs.

5. **Stormwater Training Updates**

a. Drywell Training - noon on February 10, 2025

Gregor Patsch, Travis Pacheco from Oldcastle Infrastructure

Bumgardner (*M1W*) specified that the title of the training is “Effective Utilization of Drywells for Stormwater Capture”. Topics will include benefits of deep vs. shallow infiltration basins and best management practices; drywell design, construction, and operations and maintenance; applications focusing on low-impact, green streets, new development, and retrofits. Invitations will be sent out this week to Members and MRSWMP’s training distribution list. This session will be a virtual webinar, with the recording to be posted on the Monterey SEA website.

b. Training Ad Hoc Committee Meeting Synopsis

Bumgardner reviewed the topics covered in the recent Training Ad Hoc Committee meeting with Members Bilse (*City of Carmel-by-the-Sea*), Gomez, and Grogan. She shared the direction given by the ad hoc to distribute online training resources to the community approximately once a month, highlighting free videos available to the public - for example, to meet permit requirements of providing education on pest management best practices.

6. **Ad Hoc Committee for Memorandum of Agreement Update**

Support staff asked for Member interest in serving on an ad hoc committee to discuss updates to the MRSWMP Memorandum of Agreement (MOA); Trapani offered to serve, and other Members requested a follow-up in order to have time to consider. Direction from the MC included a request to

consider new elements in the informal draft of the MS4 Permit that could be incorporated into the MOA update.

- Follow up action: Support staff will convene an MOA Ad Hoc Committee meeting before the next MC meeting.

7. **Ad Hoc Committee for Budget Preparation**

Members expressed a preference for support staff to bring a draft budget and recommendations to the full MC, instead of convening an additional ad hoc committee to consider the FY 25-26 MRSWMP budget. Draft line items and cost estimates will be shared during the February MC meeting.

- Follow up action: Support staff will bring a draft budget recommendation to the MC in February to initiate discussions.

8. **2025 Committee Meeting Calendar**

Support staff reviewed the meeting calendar and asked Members to share important event dates held by each jurisdiction.

ACTION ITEMS

9. Election of Management Committee Chair and Vice Chair

“Selection of officers: Each year the Management Committee shall select a Chair and Vice-Chair. The selection of the members to serve in this position shall be at the regularly scheduled January meeting and shall be based on nominations by the Management Committee. No member of the Management Committee may serve as Chair or Vice-Chair for more than two consecutive and complete one-year terms.”

Based on interest expressed by Anderson (*City of Monterey*) serve as Chair and by Grogan as Vice Chair in the December MC meeting, a motion was made by Trapani, seconded by Gomez, to elect them to these respective roles. Motion passed unanimously; Anderson and Grogan will begin their tenure in February to prepare for the MC meeting.

- Follow up action: Support staff will meet with Anderson and Grogan to provide information on Chair and Vice Chair responsibilities before the February MC meeting.

ADMINISTRATIVE REPORTS

10. **Program Administrator Update**

a. Quarterly Report - 10/01/2024 - 12/31/2024 (Q2)

Support staff presented the Q2 summary of MRSWMP activities, all budget expenditures, outreach activities, trainings offered, and a look-ahead to priorities for the next quarter. Also included are reminders on permit requirements for municipal employee certifications and trainings.

Parker shared a biennial opportunity to provide data to the Water Environment Federation in their National MS4 Needs Assessment Survey. The deadline to submit responses is January 31st, 2025. Full link is here: https://www.research.net/r/2024_WEF_MS4_Needs_Assessment_Survey.

- Follow up action: Support staff will share the link to the survey via email to MC members after the meeting.

b. Water Resources Control Board Proposed Cost Reporting Policy

Support staff provided a memo summarizing the proposed Policy for the Standardization of Cost Reporting in Municipal Stormwater Permits currently under consideration by the State Water

Resources Control Board (SWRCB) The full text of the draft policy is available here: https://www.waterboards.ca.gov/water_issues/programs/stormwater/storms/docs/projects/final-draft-municipal-stormwater-cost-policy-dec-2024.pdf. Information included policy intent, implementation timeline, impact on permittees, role of support staff, and cost categories.

11. Management Committee Member Updates

- a. City of Carmel-by-the-Sea: No report.
- b. City of Del Rey Oaks: Fucci described additional progress on the FORTAG project - footing and abutments have been poured on the undercrossing, trail work underway behind Safeway. Rosita and Angelus projects are under construction to raise the shoulder and add geo-netting, with early February as the target completion date. City Hall roof replacement is happening now, which will be completed in approximately three weeks.
- c. City of Monterey: Anderson currently is working on annual reporting for Monterey's Storm Drain Maintenance Plan and for their California Integrated Water Quality System Project (CIWQS). They went through an audit a couple of months ago on the Sewer System Management Plan, and it needs to be recertified by August - staff is working on revamping it now. Monterey is recruiting two analysts, with the goal of onboarding by next month.
- d. City of Pacific Grove: Fuerst shared statistics on the overwintering monarch butterfly numbers this year - only 300 counted in Pacific Grove. He expressed gratitude for the movie ads focused on protecting pollinators. US Fish and Wildlife has proposed listing monarchs as a threatened species under the Endangered Species Act, with public comments being accepted now.
- e. City of Sand City: Gomez reported that new City Councilmembers have been sworn in and have requested presentations on stormwater matters during future Council meetings. He is working with Anderson to ensure interceptor maintenance for shopping centers is completed in the next couple of months.
- f. City of Seaside: Grogan shared that Seaside's Junior Engineer is departing for the City of Monterey, and they are working on the approval to recruit for an Engineering Technician or Inspector. The new position will take on field inspections.
- g. County of Monterey: Trapani stated spill reports from the County are back on track to share with MC members, after a lapse in notifications. Recently, he obtained an organizational chart for the Central Coast Regional Water Quality Control Board that he will send to support staff for dissemination to the MC.

SCHEDULE NEXT MEETING / ADJOURNMENT

12. Schedule Next Meeting

The next MRSWMP Meeting date is scheduled for Wednesday, February 26, 2025, at 9:30 a.m.

13. Meeting Adjournment

The meeting was adjourned at 11:02 a.m.