



[www.sjvswqp.org](http://www.sjvswqp.org)

Wednesday, October 16, 2024

9:00 -10:00 am

City of Tracy

Virtual & In-person

MEETING MINUTES

1. Welcome / Introductions:

**In-person:** Maricela Saldivar, City of Tracy; Jonah Sonner, City of Lathrop; Caleb Smith, Compliance First, LLC; Jennifer Greenwood, City of Manteca; Joanne Beukelman, City of Ripon; Heather Fernandez, City of Tracy.

**Virtual -** Dagmara Saini, City of Stockton; Diana Trejo, City of Escalon; Kathy Grant, City of Lodi; Tosha Wiman, City of Lodi; Hamid Parsa, City of Mountain House; Karen Ashby, LWA; Manuel Lopez, City of Patterson; Michael Brinton, Stanislaus County.

2. Facilitator Information: City of Tracy - Maricela Saldivar

3. Minutes – Approval for September 2024 Meeting

Diana Trejo made 1<sup>st</sup> motion to approve, and Jonah Sonner made 2<sup>nd</sup> motion to approve.

4. NPDES Phase II Permit Update (NPDES Permit Order WQ 2013-001-DWQ)

Per Jonah, CASQA submitted their comment letter and a marked-up version of the Permit on October 4, 2024. CASQA is trying to organize meetings with board members and staff to discuss these comments and hopefully incorporate the necessary changes into the next draft. Kathy Grant noticed that the letter CASQA wrote had dropped comments regarding social marketing from the Education and Outreach Committees. Jonah confirmed that these comments have been included in the red-line only as the comment letter currently addresses nine detailed issues and still needs to be narrowed down to three.

5. Radio Ad Outreach

Manny provided an update and included the quote on the agenda. A matrix will be provided upon completion of the campaign. The group discussion confirmed that the Radio Ad will focus on Stormwater. It was suggested that the last week of the Radio Ad. be changed to coincide with Stormwater Awareness Week in September 2025. Per Manny, moving the date would not incur additional costs. The proposed dates would cover two permit terms. The script for the radio Ad's message has not yet been created. Heather will include the Partnerships' previous Ad script in the next agenda. Caleb discussed the possibility of using funds from the Regional Training to cover the advertisement costs. The details regarding cost-sharing for the Ad have not yet been confirmed.

6. Public Outreach and Education Subcommittee:

Per Jonah, the subcommittee would like to inquire if the Partnership is interested in implementing and formalizing an elaborate E&O plan. The advantages of this collaboration would include upgrading the website and all educational material, swag, and streaming messages with one cohesive message. Another benefit is concentrating on a single program instead of overseeing two distinct programs: the Individual and Partnership programs. Establishing a survey to work with all agencies in our watershed would allow all involved parties to quantify the success of the E&O methods effectively and bring behavioral change. The cost-share agreement must be finalized before any further action can be taken.



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Kathy Grant suggested adding LWA-OWOW material on our SJVSWQP website. Implementing a 10-minute 'Meet Your Watershed Neighbor' segment with a guest speaker at our monthly meetings to educate our committee on information on what is happening in our watershed. Spoke in depth about the 'Salmon in the Classroom' program and encouraged bringing it to the schools for educational awareness.

San Joaquin County Office of Education added an addendum stating that all schools in the state of California shall teach climate change from first through twelfth grade. Kathy inquired how that affects each City.

**Upcoming Municipal and Contractor Training:**  
CASQA's annual conference October 21-23, 2024  
Lodi Sandhill Crane Festival November 2-3, 2024

**New Business**

A subcommittee for regional training is needed.

Meeting adjourned at 10:56 a.m.