

PIP Subcommittee Report

Meeting Date: September 9, 2008

Subcommittee Action:

New chair and new representative to BASMAA ad campaign.

Requested Technical Advisory Committee Action or Feedback/Guidance: None needed at this time.

Diorama Discussion

- The watershed model used at the County Fair, and available to all the members for public events, is now over 12 years old, leaks despite repair efforts, and needs to be replaced.
- PIP members would like to have a similar model for events, if one can be built or purchased.
- Ways to find volunteers with the necessary skills to build a new model were discussed; and Marilyn Harang (RWC) agreed to research available volunteers.
- Michael Finnegan, a local high school teacher, offered his students' labor for this or other watershed related projects.
- County EH agreed to research current models available for purchase pre-made, such as Enviroscapes, as a back-up source.
- Research results will be presented at the November meeting.
- A group decision was deferred until more information is available.

County Fair Results

- Attendance for the Fair this year was significantly lower than 2007, which had unusually good turnout
- The booth ran smoothly, due mainly to more effort in planning and training.
- As an on-going discussion of whether PIP should continue to invest in the Fair, members shared perspectives on the importance of the Fair for meeting their MRP requirements, or other internal goals. Various other events that draw crowds within the County were discussed, along with the possibility of member jurisdictions partnering with each other or EH to staff those events.
- EH will create a master list of public outreach events available within member jurisdictions, using information provided by the members. An email requesting submissions will be sent.
- When the MRP is final, the new requirements will be reviewed to see how they affect this decision.
- At the January 2009 meeting, the MRP requirements and the master list will be discussed together.

Coastal Cleanup Day Outreach

- Outreach for the event appears to be very successful, with more groups than last year RSVP-ing and 6 new sites added.
- In addition to the standard mail and email contacts, and poster displays, EH has given presentations to groups wanting to recruit volunteers from within their organizations.
- Tabling this year was conducted at Whole Foods and at farmers markets (including 3 by Lynn Adams of Pacifica). The re-usable water bottles were distributed at the tabling events, to draw passersby and educate them about the issue of plastic as marine debris and the benefits of re-using a durable container instead of disposables.
- EH created a new handout this year – a bookmark that conserves paper and can be re-used next year (it reminds readers that CCD happens the “third Saturday of September” rather than a date).
- This year's press release is likely to generate good press before the event. Please save any clippings from your local media, to share with the group.



Website Re-Design Update

- The new site (same address – www.flowstobay.org) launched on July 21.
- Content is dynamic, can be added at any time, and is always being updated. Anytime you have materials to share, send them to Sarah Pratt with information about the section they are for.
- Subcommittee information can be found via the About page (link at bottom of each page), and also in the password protected area of the Municipalities section.
- Every PIP member and other subcommittee member should have a password. To request yours, email Sarah Pratt, who will authorize your user name and the password you choose (up to 17 characters, case-sensitive).
- The Municipalities section includes more information than before. Please let Sarah know if there is material you would like there, and send it to her if you have it to share.
- The calendar displays next 3 upcoming events on the homepage, with a link to the full calendar. Members can send Sarah any appropriate event in your area (such as e-waste round-ups, clean up days, and festivals with SMCWPP outreach, and trainings or lectures).
- The Featured Topic of the Month is currently the P3 newsletter. Please submit suggestions for future topics, and think about a process to select one per month. At the November meeting, the process will be developed by PIP.
- The Community section has a great deal of information, including some new items. Suggestions for more are welcome.
- Suggestions from members included making the Search function more prominent (darker font, etc), checking pages for overlay of photos into text (cleanup), and featuring sharps disposal next month.
- Visitor statistics will be provided at the November meeting.

Community Action Grant

- The group discussed changing the deadline for applications. Avoiding the holiday crunch was balanced against providing applicants with as much time as possible. Potential conflicts between application preparation and final reporting was raised; but Vern Bessey was not available to provide clarification at the meeting.
- A proposal will be sent to PIP after the meeting, with more information included, for decision via email discussion.
- The review committee was also discussed. Jozi Plut (Belmont) is willing to be a reviewer. The follow-up email will also solicit volunteers to join her and Vern on the review team.

Promotional Items

- The status of SCVURPP's new residential brochure was discussed. If the final version is available in November, it will be shown and discussed. We still hope to modify it for SMCWPP use; but that decision will wait until the group can see and discuss the brochure.
- Door hangers were also discussed, including when they might be useful and where.
- Greening the events where SMCWPP provides outreach was raised as a potential role for the group. The concept of providing event organizers with education and contacts so that events would be designed as 'waste-free' was offered. The topic will be developed further prior to a decision by the group.

Committee Chair

- Eva's service is complete; and members were asked to consider taking the role for the next year.
- No one attending felt comfortable taking it this year; so Matt agreed to follow-up with a potential chair after the meeting. [Update: Jim Shannon (San Bruno) has accepted.]
- At the new chair's discretion, the meeting location may change.

PIP Representation on the BASMAA Regional Advertising Campaign

- After years of service in this role, Dianne Dryer (Menlo Park) is no longer able to continue.
- Lizzy Claycombe (Pacifica) has agreed to take on the role.
- Matt Fabry shared an update from the Campaign about A-Stone's proposal for a youth-targeted litter campaign, which members did not care for. Members discussed the alternative tag line offered. Matt will send out more information via email, to generate more input.

Announcements

- Fog Fest happens in Pacifica on September 27 and 28, the weekend following Coastal Cleanup.

Materials Distribution

- Coastal Cleanup Day t-shirts and water bottles were provided to members who attended.
- 500 Flowstobay bookmarks were available for pick-up. Jurisdictions who did not pick theirs up should contact EH to make arrangements.
- The Spanish P3 newsletter was also available. Limited quantities are still available, on request.

Subcommittee Work That Affects Other Subcommittees: N/A

Next Meeting Date: NOT November 11, 2008 – 10 am to noon (holiday, observed)

New date and location for November 2008:

Weds, November 12, 10 am to noon

San Mateo Environmental Health office, 2000 Alameda de las Pulgas, San Mateo
(directions will be provided with the November agenda, in late October)