

San Francisco Estuary Partnership
Implementation Committee Meeting
Wednesday, March 18, 2020
Remote

MEETING SUMMARY

1. Welcome and Introductions

Carol Mahoney, Chair, called the meeting to order and facilitated introductions.

2. Approve 11/6/19 Workshop Summary (ACTION)

Motion to approve 5/15/19 meeting summary by Tom Mumley, seconded by Matt Fabry. Motion carried.

3. Director's Report

Caitlin Sweeney highlighted several items from the Director's Report

- *Update on Estuary Blueprint Winter 2021/2022. Darcie Luce will be spearheading process*
- *Organizational Report from CBI available with next steps*
- *EPA five year evaluation submitted; materials submitted and site visit this fall*

4. Draft FFY 20-21 Work Plan and Budget

Review of budget breakdown of local, state and federal revenues. EPA NEP funds assumed to be \$662,500 (an increase from last year) which support staff salaries, training and travel, website; Sea Grant fellow, communications program and Estuary News Magazine. NEP funds are about 4% of budget but are critical – staff time, Blueprint tracking, etc. Staff costs have increased due to MTC benefits multiplier and indirect rate which has increased burden on NEP funds and limited CCMP implementation and collaboration within ABAG/MTC. Have developed a plan with MTC for additional program support which is reflected in draft budget.

Funded projects table provided in attachment.

Budget and Work Plan are required by EPA. Work Plan and Budget will be adjusted with feedback from IC, which will need to approve, and then June 1 is submittal to EPA. Feedback anytime between now and the end of April.

Conversation on possibility of moving toward recession in regard to federal and state funds potentially getting redirected. Potential of saving printing and mailing costs on the ESTUARY New Magazine, although this is not a big expense. Question on budget being from last year and when a recession might be reflected.

5. ESTUARY News Update – Ariel Okamoto, ESTUARY Editor

Presentation on the future of the magazine – who owns the magazine, is it still a worthy investment, is there another partner with a strong support budget that could take over costs, etc. Budget detail in slide - \$138k/year budget with SFEP portion being \$75k and the gap being \$31-26,000. Main cost is from writing. Circulation is 5,000, print run of 2,100. Web users over two recent months ~8,500. Website performance strong. Small social media budget. Pearls sent out between issues, recent retiree had many clicks. Takeaways – online features more successful than summary links to PDF, Twitter leads to more visibility. Future planning – magazine funded

for the rest of the year but future direction needs thought.

Question on more collaboration opportunities. MTC/ABAG's social media staff has been ramping up. Question on administrative support being taken over by another entity. Competing demands may mean less funding from SFEP. Concurrence that it's an important resource and questions on how to move forward. Good NorCal public media exposure recently. Idea on increasing readership to schools and colleges; question is how to allow content interaction that could result (currently don't have budget for interaction).

6. Selection of Chair and Vice Chair (ACTION)

Review of Operating Procedures. Carol solicited nominations. Tom Mumley (SFBRWQCB) nominated for Chair and Amanda Bohl (Delta Stewardship Council) for Vice Chair. Barbara Salzman moved and Chris Potter seconded. None opposed, Motion carried.

7. November Strategic Planning Workshop Outcomes

Summary of workshop provided as an attachment. During workshop, Blueprint progress and status given. SFEP staff produced 30 action summary sheets (owner, % complete, current status, key barriers, staff recommendation on priority). Key barriers included funding, resources, capacity, time, prioritization, influence, relevancy, disconnect between Action and Task, champion missing. Participants worked in groups to develop strategies to move forward, but any and all progress equaled success.

Workshop outcomes and suggested next steps provided in attachment. 23 Actions put into three major categories. Improve reporting of progress (studies/programs/efforts not captured or that meet the intent not highlighted – 9 Actions), strategy for completion (identification of new partners/champions/approach – 4 Actions) and revision of Task/milestone to achieve intent (amending milestone or Task or jettisoning altogether) – 4 Actions). Recommended next steps for improved reporting – staff will work with IC partners to capture additional areas of progress. Next steps for strategy for completion – staff work with partners where possible and/or bring to IC for discussion as needed. Next steps for revision of milestones/Tasks – avoid revisions to completed Blueprint, but capture revisions consistent with Action intent in tracking sheet, consider for next update and bring to IC for discussion as needed.

Discussion on vulnerability assessment / sea level rise adaptation required by EPA headquarters and incorporation by staff. Consensus from IC on framework. Request for clarity in reading table identifying Action name. Stress on partners getting back to staff requests in a timely manner and request of Caitlin to solicit volunteers to give input on Actions during the Blueprint update process. If IC members feel the need to dig in or bring Actions for more rich discussion at IC meeting, please contact Caitlin.

8. IC Member Announcements

Acknowledgement of the passing of Bruce Wolfe of the Water Board, who we shall all miss. The Chronicle and East Bay Times have run his obituary. No gathering scheduled currently.

John Coleman - June 5 summit at David Brower

Luisa Valiela - SF Bay WQIF deadline is April 20 but may be extended

John Klochak – reminder National Coastal Wetland Grant Program applications due in June

9. Meeting Road Map

May 20 is next meeting; remote or in-person undetermined. Agenda will include Final Work Plan and Budget and Blueprint update. August 26 is the correct IC meeting date (calendar invite is

correct). November meeting is in the afternoon – please adjust your calendars.

10. Adjourn

The meeting was adjourned at 11:34 pm.

Attendees:

IC Members: Pat Eklund, Brad Paul, Carol Mahoney, John Coleman, Matt Fabry, Greg Martinelli, John Andrew, Chris Potter, Campbell Ingrahm, Debra Kustic, Amanda Bohl, Arthur Feinstein, Allison Aquino, Brian Meux, Becky Smyth, Melis Okter, Sandra Scoggin, Mike Vasey, Tom Mumley, Jessica Martini, Beth Campbell, Luisa Valiela, John Klochak, Barbara Salzman, Lucas Patzek, Warner Chabot

SFEP Staff: *Caitlin Sweeney, Athena Honore, James Muller, Adrien Baudrimont, Darcie Luce, Natasha Dunn, Liz Juvera, Karen McDowell, Sarina Seaton, Josh Bradt, Heidi Nutters, Leslie Perry, Kelly Santos*

Presenter: Ariel Okamoto, ESTUARY News Magazine