



Final CRC Education Working Group Meeting Minutes
November 14, 2018, 9am-11am
Minutes Compiled by Shane Fryer and Brenda Hunt

Contact: Brenda Hunt, Watershed Program Manager, CWSD, brenda@cwsd.org, 775.887.9005

Attendees:

Andrea Moe, NDA
Birgit Widegren, NDEP
Brenda Hunt, CWSD
Carlos Rendo, NDWR
Darcy Phillips, River Wranglers
Ed James, CWSD
Jean Stone, NDEP
Lindsay Chichester, UNCE
Lyndsey Boyer, CC Open Space

Mo Loden, AWG
Nicole Goehring, NDWR
Randy Peace, Neon
Sean Hill, SNJ
Shane Fryer, CWSD
Shauna Langan, AWG & RW
Stephine Wilson, USEPA
Steve Cook, Neon
Taylor North, AWG

Agenda Items

Actions in Bold

- 1) Welcome & introductions were made around the room.
- 2) Watershed-Literacy Program Updates (Brenda/Shane)
 - a) Watershed Signage: The Watershed signs across the Nevada portion of the CR Watershed are installed. As you cross the watershed boundary, signs indicate which watershed you are entering (including Truckee, Humboldt, Gabbs Valley, Dixie Valley, and the Walker. Tahoe is already signed). This is part of our watershed-literacy campaign, to make people aware they are always in a watershed. We hope to work with Cal Trans on a project to sign the CA portion of the watershed in the future.
 - b) On-line Interactive Map: Justin Bedocs, AmeriCorps member has the on-line interactive map 99% completed. It should be completed in the next week. Follow this link: <http://www.cwsd.org/watershed/>. Please help us spread the word to teachers and others so they can use it as a resource! Also, if you notice any errors or issues, please inform us at contact above.
 - c) Geomorphology 101: We are planning to create two power points that will be used to increase awareness of river geomorphological processes. A ten-minute PPT will be shown at County Board Meetings to help inform our decision makers. A longer more in-depth video (20-25 mins) will be used to train CR Watershed County, Conservation District, and other staff. We

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recently completed a draft scope of ideas that will need to be modified and narrowed. **Next steps: share with NDEP, revise scope and hire contractor. The group mentioned presenting the video at the NACO conference which CWSD will research for the next conference.**

- 3) Revision of I Am 65% Carson River Campaign (Video and Logo) -Main focus of today's meeting.
 - a) Current Status: A draft logo and video have been created with and by NEON Agency. The draft video was shown to NDEP 319 TAC, and two subsequent meetings with NDEP determined that the both the video and the logo will need modification and revision. The challenge before the CRC is to use our collective brain power to find solutions that will ensure everyone's concerns are meant and we can move forward with the campaign. The CRC watched the draft video and reviewed the logo, so they could understand the existing context to help with next steps.
 - b) Messaging that needs clarifying:

Birgit outlined NDEPs concerns:

 - 1) The NDEP 319 TAC's concern is the video and logo messages could give people the wrong message that their water comes directly from the Carson River. In the Carson River Watershed, the drinking water comes mainly from the groundwater. NDEP felt that the video should use the opportunity and synergy of the Watershed Boundary signs going up, to teach people about what a watershed is and how they are connected to it. Talk about the watershed, define it and use the language. i.e.: The Carson river Watershed is made up of all the waters – brief definition, etc.
 - 2) The group discussed ideas that could help in modifying the video:
 - Majority of the drinking water comes from wells.
 - Group liked the idea of defining watershed, given Nevada's the driest state in the country and water is a critical resource, it is a good connection.
 - An idea came up, should it be "I am 65% Carson Water"? The group determined that sounded to Carson City centric.
 - Neon felt that adapting the script and logo to include the word "watershed" was completely doable and that they want the campaign to be successful. The campaign should be considered a foundational branding campaign and that once we have people hooked and interested, the next steps would be short videos called "Watershed Moments", where the Community is shown ideas and actions they can duplicate to protect the watershed. These include showing people creating rain gardens, moving their down spouts into their garden beds, picking up dog poop, washing cars properly, etc. It would include a social media piece asking our residents to send in and share their "Watershed Moments".
 - Stephanie (EPA rep) pointed out that the funding from EPA is for non-point source (NPS) pollution which is surface water pollution and that the existing video is too heavily focused on the drinking water and ground water pollution.

More NPS stories are needed and likes the idea of the “Watershed” moments but feels the existing video does not link enough to nonpoint source pollution.

- EPA and NDEP recommends the video should focus on the connection to the Watershed and non-point source pollution. Drinking water is an important part of the watershed and connecting people, but NDEP would be unable to further fund the logo or video in its existing form. Clarification was asked for as to whether the video could be modified, and the logo amended, and it was determined that the existing video or logo could not be supported and that a different branding message that focuses on Watershed Connection and NPS must be developed.
- CWSD plans to pursue modifying the existing video to use under the new branding campaign as the drinking water sub message outlined in our contract.
- CWSD agreed that this overarching branding message is a very important and that getting it right is critical to both educating our watershed residents and ensuring all our partners in the CRC can help get the message out. We are focused on moving forward and believe today’s meeting was critical to ensure all our CRC partners are on board with the project and will help spread the campaign once it has been revised.
- Sean, SNJ, suggested a potential modification to the logo would be to remove the 65%, stating “I am the Carson River Watershed”.
- *Please note: Lyndsey Boyer submitted the following via email just after the meeting. “In thinking more about re-working the campaign, I do think the “I am Carson River Watershed” could work. I was thinking in the video you could open up with the question what does watershed mean to me? Or what is MY connection to the watershed? And then similar to the current video you could highlight each person talking about what the watershed means to them, i.e. “a place to recreate, water for my fields, clean water etc.” Though this is probably what was envisioned for the watershed moments portion.”*
- Mo, AWG also suggested a model that they’ve used is to look at the shape of a Shed or House (i.e. Home) and when you flip it upside down, it is the shape of a watershed. We all live in a watershed concept with a diagram. It connects us, this is our home, this is our neighborhood and you can affect your neighbors, etc. The quality of water is connected to the health of the watershed connecting us.
- Further discussion ensued with the stating the message needs to:
 - Keep it basic and define the CR watershed. Explain the waters in context of the watershed and how we are connected.
 - Focus on how we interact with the water. (rec, play, river, drinking)
 - Consider I Am; therefore, we are the Carson river watershed.

- Stephanie mentioned that campaign does not need to be limited to NPS and can have an overarching message focused on the watershed.
- Folks don't realize how big and diverse watersheds are and the campaign should consider providing them with a view of the watershed as a whole.

c) Next Steps

CWSD to complete meeting notes and send out draft to CRC EWG to ensure information proposed at meeting was captured. CWSD to set up meeting with NDEP to confirm direction, and then seek quote from NEON on completing new video and branding campaign.

4) CWSD and Member Programs Round Robin Updates (including upcoming events)

a) Please add events to Event Calendar via Team Up, Edit at:

<https://teamup.com/ks6j7hpkdzptgy7n4f> or View at:

<https://teamup.com/ks744er9zwymn8zmpf>

b) CWSD Update:

- i) Provided information on the [USB WaterSMART Cooperative Watershed Management Program Phase II Grants](#) which are due Jan. 30, 2019, max \$300,000, requires a 50% match, and only non-governmental watershed groups are eligible. Competitive nationwide.
- ii) Provided information on the [2019 Healthy Watersheds Consortium's Grant Program](#). Also a nationwide competitive grant, due February 4, 2019, max award \$250,000, minimum of 25% match, eligible to most entities except Federal and individuals.
- iii) Save the date for the next CRC Watershed Mgmt. Forum on March 13-14, 2019. Venue TBD. **Action: Let CWSD know if you have venue ideas. Free, >120 capacity, tables, etc.**
- iv) CWSD: Received USBR Water SMART Grant for water supply project. The grant proposal is to look for potential off-stream and ground water storage sites.
- v) FEMA MAS 9 projects include: Goni/Eagle Drainage in Carson City, Area Drainage Master Plan in Dayton, the restudy and remapping of Pinenut Creek floodplain, and 2019 flood awareness program.
- vi) 2018 Regional Floodplain Management Plan has been adopted by CWSD and we will be presenting for adoption to all the Counties in the watershed. A Douglas County developer (Park property on Muller Lane) is proposing a new development along river, so the presentation will include an emphasis on the importance of protecting our floodplain as it is the least costly flood control alternative. We need to find a funding source for conservation easements as many ranching families are interested in pursuing this option, but there is no source of funding.

c) NV Department of Agriculture:

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- i) Last chance CEU seminar,
- ii) Met with NDOT folks at NAISMA to communicate weed free program,
- iii) Working on establishing CWMA Washoe-Storey. No participation from Storey to date and are looking for good contacts. So far, this area is not getting the Grants they need. Carson City Weed Coalition is working with NDA to help with this group as having an active neighboring weed group is essential in help in the fight against the spread of invasive species.
- iv) NDA added seven noxious weeds to Category A including barbed goat grass (already sited in Washoe and Peavine UFS areas). The newly added weeds are attached to the meeting notes. Please contact Andrea Moe amoe@agri.nv.gov if you have questions.
- d) Nicole Goehring, Nevada Water Resources: Flood awareness week last week. Post fire flood risk document available and NWR is looking for feedback. This link takes you directly to the PDF: <http://nevadafloods.org/docs/FloodAfterFire.pdf>. **Action: Please contact Nicole Goehring, ngoehring@water.nv.gov with feedback.**
- e) Lyndsey Boyer, Carson City Open Space: Americorp Vista members are planning public events and various hikes **which they will post on event calendar and provide to CWSD for CRC eblasts.**
- f) Darcy Phillips, River Wranglers is just wrapping up their Fall 2018 Carson River Workdays (3 last week). They've done stations by the river and completed wrapping cottonwoods to protect them from beaver damage. RW's will be planning Carson River Snap Shot Day next year.
- g) Sean Hill, Sierra Nevada Journeys: SNJ is focusing on family watershed STEAM nights in the Carson River Watershed with funding from CWSD. STEAM nights will be held at Freemont Elementary and Seeliger Elementary in the near future. He also suggested we see if it is possible to have a WIFI connection for an on-line watershed map station. Grizzly Creek Ranch SNJ Camp is hiring and they also had a "Girls in STEM" night last week focused on spanning the confidence gap in young women. It was very valuable and fun.
- h) Mo Loden, Alpine Watershed Group: New AmeriCorps on board FT Taylor North and Shauna Langan, part time AWG and RW. Next AWG meeting will be joint with the Biomass Collaborative on Jan 8th, 2019 prioritizing forest health and fuel reduction. Hope Valley restoration is going well, finalized plans have been discussed and agreed on and working toward next steps in plan.
- i) Carlos Rendo, Nevada Water Resources: Reported that Flood Awareness Week was successfully completed. NWR is looking for opportunities to work with schools and events and he hopes to be involved in more classroom work. He also wants to work more with the Flood Fighter game and getting that out to kids. Only operates on pc/windows or apple so they are trying to see if USACE can develop it for androids, specifically Google Classroom.

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- j) Lyndsey Chichester, UNCE Douglas Co. - Joint needs assessment being conducted regarding the 6 NRS standards include water. Survey tool developed to assess natural resources issue priorities for UNCE in Douglas and Carson City areas. **Action: UNCE to forward survey to CWSD to send out in CRC eblast.**
- k) Birgit Widegren, NDEP - New Environmental Scientist position to replace Mary Kay Wagner will be 50% Education and 50% more NPS and WQ technical. Position will be helping local grass roots, taking on messaging program, and other needed tasks. A person has been selected and will start after Jan 14, 2019. Truckee River Snapshot Day is scheduled but looking to have assistance with coordination of that event. NDEP is also looking for a group to take on the NEMO program. Hoping to have person start in next month or so.

5) Next Meeting:

Brenda will send out a Doodle poll, specifically for dates after Jan 14th, 2019 to ensure new NDEP staff can attend.