



Education Working Group
Meeting Notes
Wednesday, March 5, 2014
8:30 AM – 10:30 AM
CWSD Conference Room

Present:

Linda Conlin, River Wranglers
Tess Braun, Alpine Watershed Group
Margie Evans, UNCE/Carson City Weed Management Coalition
Brenda Hunt, Carson Water Subconservancy District (CWSD)
Toni Leffler, CWSD
Mary Kay Wagner, NDEP
Courtney Walker, CWSD

1. Welcome and Introductions - Introductions were made around the room.

2. Brief Announcements (everyone)

- a. World Water Monitoring Challenge (WWMC) 2013 Data Submission** – Brenda reported that WWMC needs data and asked if Snapshot Day info has been entered, as well as the March 22-Dec. 31 stream monitoring data. She will check out last year's data. Mary Kay asked what benefit we will receive for contributing data. The response was that it is really just a nice global citizen thing to do.

Actions: Mary Kay will turn over Snapshot Day results to Linda for input by high school student volunteers. Linda will also ask them to enter Truckee River data. There was a conversation about using honor society students looking for volunteer projects for various projects.

- b. Upcoming Project WET Conference in MT (Mary Kay)** – Mary Kay reported that the Project WET conference is June 23-27 in Big Sky, MT. Mary Kay and Lou Loftin are going to present at this conference. They will take the Carson River Summit in Logic model evaluation to implementing it with this program and other education programs and workshops we are delivering. TURF has been granted a week long education grant. The Regional Development Education Program application will be submitted next January to continue workshops and do a week long program in Lamoille Canyon in 2015 and 2016. It is important to show EPA the progression of programs with outcomes and measures.

Actions: Brenda offered to be a guinea pig for reviewing Mary Kay's presentation at the May Education Working Group (EWG) meeting.

- c. Update on Sierra NV Journey's Environmental Education Summit (Linda/Margie)** – Courtney, Margie, and Linda attended the Summit. Courtney explained that for her it was a networking exercise to learn about different groups. They want to do a spring event. Linda stated it was

well attended with 15 to 17 agencies or programs represented. Margie found it useful for networking and to coordinate similar efforts. The GREEN Nevada (Growing Resources for Environmental Education Nevada) Alliance is interested in being a resource for more than the Reno-Sparks area. Both CWSD and River Wranglers are proposing to join the alliance. This could increase environmental education opportunities for the Carson River watershed. It is similar to CHOLLA (Connecting Hands Offering Life-long Learning Adventures)

- d. Update on Eagles and Ag (Duane)** – In Duane's absence, Brenda reported that the event was well attended, and they saw a lot of eagles, as reported by Sue Moxly, the raffle and display table coordinator for Eagles and Ag. CWSD provided two "Get on the Bus" Tour tickets toward the raffle.
- e. Other - 1)** Margie announced Weed Warriors training which Sue Donaldson is doing on a contract basis, possibly for the last time, on May 21-22. Margie and Ann Bollinger are going to proctor the video conference in Carson City. Margie will be taking the group on a tour of the weeds in the Carson City area after lunch on May 22. The cost is \$50 because there was no funding to put this program on. **2)** Carson Weed Coalition weed treatment report for 2013 is available. **3)** Brenda congratulated Courtney, Margie, Juan Guzman, and Jorge Guerra for getting the Motorized Trail grant to put signs up at nine places in Carson City and Churchill County. We received \$28,000 and were ranked the highest on the list of people who received funding from the Nevada State Parks Recreational Trail grant. The grant funds rumble pits to collect weed seeds off the tires of vehicles. Margie will monitor the sites on either side of the pits to determine effectiveness. Next year we want to go for the non-motorized grant funding. Courtney mentioned that there is more money in this second round than in the first. The motorized trail funding requires only a 5% match and includes prior planning time.

2. Discuss upcoming events/activities/calendar for 2014 –

- March 15 – Water Monitoring Training in Woodfords with Eric Burris – Brenda and Courtney will be attending the full class.
- April 3 - CRC Forum 9:00 a.m. to 3:30 p.m. at Ruvo Hall, Governor's Mansion – Brenda went over a draft schedule of speakers. Linda suggested voting on the most impactful poster with a "Get on the Bus" Tour ticket as the prize. Margie asked whether there is wireless internet access in Ruvo Hall for connection for the EDDMapS demonstration. Brenda asked for suggestions for the keynote speaker. Craig Witt, C.K. Baily regarding fly fishing; and Judy Wickwire regarding volunteerism and watershed stewardship were all suggested.
- April 16, 23, 30, and May 7, 4:30-9p, Project WET Workshop with Next Generation Science Standards, 1 CEU at River Fork Ranch, free
- April 19 – Fallon Earth Day (Fallon Paiute Shoshone Tribe)
- May 3 tentative Washoe Tribe Earth Day in Carson City
- June 7-8 – Friends of Hope Valley willow planting in Hope Valley

- June 11-12 – “Get on the Bus” Watershed Tour – Brenda explained the schedule.
- June 12-13 – Sierra Water Work Group Summit in Kings Beach
- June 21-22 – Carson River Festival at Oodles of Noodles in Dayton
- July 12 – Death Ride
- Aug. 23 – Markleeville Creek Work Day
- Sept. 20 – Great Sierra River Clean Up Day, as well as Echo Day, a Kirkwood/Vail sponsored clean up day.
- Sept. 25-30 – Alpine Aspen Festival – Dan Kaffer is looking for sponsors/partners/volunteers. Margie suggested including a motorcycle ride for Sept. 25-28 to coincide with Street Vibrations

- 4. Discuss and work on creating consistent measures required in 319 grants (Duane/Brenda/Linda)** – postponed to future meeting
- 5. Invasive Species Awareness Week/Month (Margie/Courtney)** – Margie reported that in Carson City the Weed Coalition will be getting the word out about invasive species during the month of June. This year she will go to service clubs, county commissions, and organizations. She is putting together a grant proposal for brochures about Carson City weeds of concern. Margie is working on finding a location for the banner which is usually across Carson Street and noted that it could be re-used anywhere in the watershed. CWSD has a meeting tomorrow with CWMA’s throughout the watershed to be involved in invasive species month. Brenda explained that CWSD had decided to give each CMWA extra funds for outreach. Margie wants to get into the library to talk about invasive weeds and invite Karen Vargas to talk about aquatic invasive species.
- 6. Conservation Tours Update (Brenda)** – Brenda reported that Pat Fried has decided to close Great Basin Sports. She would like to sell her equipment but could be willing to donate it under the right circumstances. She might be available to do some volunteer work. CWSD has talked with Mary Kay about utilizing the rest of the NDEP grant funds to do river clean ups with River Wranglers, approximately \$5,000 for the contract and \$1,200 for travel until 12/31/14. The suggestions included doing a bike tour along the trail from Governor’s Field to the Fulstone Wetlands to include adult education and/or service groups. Margie suggested getting Pat to a meeting to honor her efforts, maybe a “launch” party, launching her into the next phase of her life activities.

Action: Linda will contact Pat to see if this is feasible.

- 7. Watershed Literacy Grant Next Steps (Brenda/Courtney)** – Brenda explained that the contract is signed for the grant. The first thing on the agenda is the Outreach and Education Plan which she and Courtney will be working on, to be brought to the EWG for review and feedback a couple of times by the end of June. The plan will incorporate all the work with Steve, workshops on vision,

audiences, and messages to be a part of the Stewardship Plan which is sent in to EPA. This is important because EPA grants will be skewed toward areas which have Stewardship Plans. The grant is for \$10,000 to hire a consultant to do a baseline watershed survey and use a marketing firm to put survey questions together. CWSD staff has done quite a bit of research. The EPA In Step Guide has involved information about questions to ask for a watershed survey, administering it as an intercept survey vs. focus groups. In EPA Region V, the Social Indicator Planning and Evaluation System (SIPES) for Nonpoint Source Management Program has already been created so we hope to integrate this information as well. Survey repeatability is critical. We may use an existing event to survey a focus group. Margie suggested that there are a lot of fall events in September and October during which to conduct a survey, like Dayton Valley Days, Carson Valley Heritage Day, the Cantaloupe Festival in Fallon, the rodeo in Yerington, the Nevada Bicentennial Fair in July, and Nevada Day Parade (ask for zip code to determine if prospective participants are within the watershed). We need to know what the best method is to get a statistically relevant survey out. Mary Kay suggested John Cannon, Ph.D., Dept of Education at UNR as a go-to person for assessment and analysis surveys. Margie suggested working through UNCE for contact at UNR. Extension educators do surveys to determine if they are reaching communities in the ways they need to so talk with John, Steve, and Joanne to reach out to Dr. Cannon or Dr. Singleton. It was suggested that Resource Concepts Inc. (RCI) might be able to do the statistical analysis. A marketing or public relations firm could give a different view than the scientific side. This may be beneficial.

Additionally, Brenda, Courtney and Debbie Neddenriep are working on updating the CWSD website. It needs a facelift/re-design looking to the future. The site will be dynamic and give CWSD full control to input content/information. We have put out a Request for Qualifications (RFQ) to five website designers. CWSD staff dissected the current website and navigation is confusing. CWSD is estimating a cost of \$5,000-6,000 from the Outside Professional Service budget. We want to create a cutting edge platform and design that we can maintain ourselves and have better navigation and analytics, along with a blog, a Facebook page, and providing the framework to adapt a Stewardship Pledge. CWSD will create an area where a future Stewardship Pledge could be placed. CWSD wants the website to be more interactive and the plan is to update the Explore Your Watershed section as well. Margie suggested Kurt Hogue of Reno Type with whom Linda has worked.

8. **Schedule next meeting** – Thurs., April 10, 8:30-11:00 a.m. – invite Pat to pot luck breakfast. (Revision: **Meeting is rescheduled for April 24, 8:30-10:30 AM.** - Pat is unable to attend the pot luck at this time.)