



AGENDA

SPECIAL BOARD MEETING

Thursday, September 25, 2014, 4:00 p.m.

NCTPA/NVTA Conference Room
625 Burnell Street, Napa CA 94559

- NOTE SPECIAL LOCATION -

Board of Directors

Susan Boswell
Tosha Comendant
Diane Dillon
Marita Dorenbecher
Michael Haley
Gary Kraus
Jason Lauritsen
Kenneth Leary
Mark Luce
Gretchen Stranzl
McCann
Marc Pandone
Matt Pope
Jeff Reichel
Scott Sedgley
Pamela Smithers
Rita Steiner
Peter White

Alternate

Keith Caldwell

Staff

Patrick Lowe,
Secretary
Natural Resources
Conservation Mngr.,
Public Works

Jeff Sharp,
Principal Planner,
Public Works

Robert C. Martin,
Legal Counsel
Deputy Counsel,
County Counsel's
Office

804 First Street,
Napa, CA
94559-2623

Tel: 707-259-8600

info@napawatersheds.org

1. **CALL TO ORDER & ROLL CALL** (Chair)

2. **APPROVAL OF ACTION MINUTES**

Meeting of May 22, 2014 and August 5, 2014 (Chair) (2 min)

3. **PUBLIC COMMENT**

In this time period, anyone may comment to the Board regarding any subject over which the Board has jurisdiction, or request consideration to place an item on a future Agenda. No comments will be allowed involving any subject matter that is scheduled for discussion as part of this Agenda. Individuals will be limited to a three-minute presentation. No action will be taken by the Board as a result of any item presented at this time. (Chair)

4. **UPDATES, REPORTS AND DISCUSSION**

- a) Update and discussion – **Napa 2014 Earthquake** (WICC Staff; Board) (5 min)
- b) Report on **Board of Supervisors appointments to the WICC Board** scheduled for September 23, 2014 (WICC Staff) (5 min)
- c) Report on **AB-1739/SB-1168, Groundwater Management** legislation authorizing and requiring groundwater sustainability planning and management (WICC Staff) (5 min)
- d) Report on **proposed updates to Napa County's Water Availability Analysis**, conducted as part of discretionary groundwater permit application review process (Steve Lederer, Director, Napa County Public Works) (5 min)
- e) Report on **30th Annual Coastal Cleanup Day** (Napa Co. RCD Staff) (2 min)
- f) Other reports and updates (WICC Staff; Board)

(cont.)

5. **PRESENTATION AND DISCUSSION**

Presentation on the Napa County Resource Conservation District's (RCD) LandSmart™ Program with an emphasis on the conservation planning element of the program (Leigh Sharp, Executive Director, Napa Co. RCD) (20 min)

6. **FACILITATED STRATEGIC PLANNING**

Board discussion and participation in a **facilitated strategic planning, and possible direction** to staff and strategic planning consultant (Board/Staff/Consultant) (1.5 hrs)

7. **INFORMATIONAL ANNOUNCEMENTS**

Exchange of **informational announcements and events** (WICC Staff, Board, and Public) (5 min)

8. **FUTURE AGENDA ITEMS**

Discussion of possible **items for future agendas** (Board, WICC Staff)

9. **NEXT MEETING** (Chair)

Regularly Scheduled Board Meeting: **November 20, 2014 – 4:00 p.m.**

NOTE: Third Thursday of the month because of Thanksgiving Holiday

10. **ADJOURNMENT** (Chair)

Note: If requested, the agenda and documents in the agenda packet shall be made available in appropriate alternative formats to persons with a disability. Please contact Jeff Sharp at 707-259-5936, 804 First St., Napa CA 94559-2623.





ACTION MINUTES

SPECIAL BOARD MEETING

Thursday, May 22, 2014, 4:00 p.m.

Markham Vineyards

2812 St. Helena Hwy North, St. Helena, CA

- NOTE SPECIAL LOCATION -

Board of Directors

- Susan Boswell
Tosha Comendant
Diane Dillon
Marita Dorenbecher
Michael Haley
Gary Kraus
Jason Lauritsen
Kenneth Leary
Mark Luce
Gretchen Stranzl
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- 1. CALL TO ORDER & ROLL CALL (Chair) Peter White, as Vice Chair, conducted the meeting.

Members Present: Susan Boswell, Tosha Comendant, Diane Dillon, Marita Dorenbecher, Michael Haley, Jason Lauritsen, Jeff Reichel, Pamela Smithers, Rita Steiner, Peter White

Members excused: Kenneth Leary, Mark Luce, Gretchen Stranzl, McCann, Marc Pandone, Scott Sedgley

Members absent: Gary Kraus, Matt Pope

Staff present: Patrick Lowe, Jeff Sharp

Welcome to Tosha Comendant, newly appointed Public at Large member, followed by roundtable of introductions by the Board.

Introductions were given after Item 5 below.

- 2. APPROVAL OF ACTION MINUTES

Meeting of March 27, 2014 (Chair) (2 min)

Approved as presented

Table with 16 columns: SB, TC, DD, MD, MH, GK, JL, KL, ML, GSMC, MP1, MP2, JR, SS, PS, RS, PW, KC. Row 1: A, X, X, X, X, A, X

- 3. PUBLIC COMMENT

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Individuals will be limited to a three-minute presentation. No action will be taken by the Board as a result of any item presented at this time. (Chair)

None presented.

- 4. UPDATES, REPORTS AND DISCUSSION

- a) Report on May 2014 Watershed Awareness Month events and activities (WICC Staff; Frances Knapczyk, Napa Co. Resource Conservation Dist.) (10 min)

(cont.)

Jeff Sharp introduced Ms. Knapczyk and provided background on watershed awareness month. The Board of Supervisors issued a proclamation recognizing May 2014 as Watershed Awareness Month on April 22, 2014. Ms. Knapczyk noted that this year highlighted many events throughout the month and included a self-guided tour of watershed projects. 95 folks participated in the watershed tour.

- b) Report on Napa County **Groundwater Resources Advisory Committee's** (GRAC) presentation and final report to Napa Co. Board of Supervisors (WICC Staff) (5 min)

Patrick Lowe provided the report. The GRAC concluded their work on February 27, 2014. The GRAC's final report and recommendations were provided to the Napa County Board of Supervisors on April 8, 2014. The GRAC report included a recommendation that the WICC provide the community with information and updates on the County's groundwater monitoring program and groundwater level conditions.

- c) Update on **Napa County water supplies**, status of drought conditions and drought preparedness planning (Phil Miller, Napa Co. Flood Control and Water Conservation Dist.) (10 min)

Phil Miller updated the Board on drought conditions at the County level. Mr. Miller reported on expected supplies from the State Water Project (SWP) via the North Bay Aqueduct. Mr. Miller presented various state-level drought maps, precipitation charts, and reservoir diagrams illustrating the impacts of the drought across the state. He also pointed out a number of online resources that are available. At this time local and SWP supplies are adequate for expected demand, however conservation is needed to ensure lasting supply through the summer months.

- d) Update on **Integrated Regional Water Management Planning** (IRWMP), 2014 expedited drought solicitation, regional and sub-regional project submittals, and other grant and funding updates (WICC Staff) (5 min)

Jeff Sharp provided an update on the availability of drought preparedness funds through the State Dept of Water Resources (DWR) (\$400M statewide). Final guidelines for the funding program are due out in June and applications will be due in July. Final awards are expected in September 2014. Regionally, projects will be developed from adopted IRWM Plans in both the SF Bay Area and Westside Sac River planning areas. Mr. Sharp noted that the SF Bay IRWM coordinating committee will meet on May 28th to consider a number of projects (\$32M) for the expedited drought funding solicitation. The Westside Sac River drought projects (\$10M) are located in Lake and Yolo counties. DWR estimates that Round 3 IRWM funds may be available sometime in 2015, providing Prop 84 funds remains accessible.

- e) Report on **MCE Clean Energy program** and analysis to potentially expand into the unincorporated areas of Napa County to offer residences and businesses cleaner energy options (WICC Staff) (10 min)

Steve Lederer reported on the Marin Clean Energy (MCE) program and the possible expansion of that program into Napa County. A recent program study determined that joining the program would result in a 3% decrease in energy rates for those eligible. On June 3rd the County Board of Supervisors will consider whether or not to join the program. There may be opportunities in the future for the Cities and Town to also join the program. The idea is to grow the program slowly overtime to ensure there is adequate administrative capacity to run the program effectively.

- f) Report on pending **AB 2193 Habitat Restoration and Enhancement Act** intended to streamline the permitting of small-scale environmental restoration projects (WICC Staff) (5 min)

Jeff Sharp provided some background on the origination of the bill (by Sustainable Conservation), its intent and current status. An upcoming appropriations hearing is scheduled for April 30th. Local support for the legislation is encouraged to support restoration efforts throughout Napa County.

- g) Other reports and updates (WICC Staff, Board)

None presented.

5. UPDATE AND DISCUSSION

Discussion on **WICC Strategic Plan Update** and input on planning topics, schedule and meeting dates (WICC Staff, Board) (10 min)

Jeff Sharp reported that a strategic planning consultant has been contracted. Potential dates and locations for a half-day facilitated workshop with the Board are being discussed. The workshop will likely be take place in the morning and will run until lunchtime. Possible dates will be sent to the Board in the next few weeks to check schedules. As part of the planning process, an online survey will be emailed to the Board in advance of the workshop to gain input early in the process.

6. PRESENTATIONS AND DISCUSSION

- a) Presentation on **Evaluating Groundwater and Surface Water Resources: Benefits of an Integrated Approach for Napa County**, an overview of Napa County's MikeSHE integrated water resources model, potential refinements and application to better understand water resources throughout the County (Bob Prucha and Jesper Kjelds, DHI-US Water & Environment) (20 min)

Patrick Lowe provided background of the County's prior modeling efforts and use of hydrologic models. Jesper Kjelds introduced the presentation and use of MikeSHE models locally and elsewhere across the globe. Bob Prucha reviewed what information and data is needed to run hydrology models and how model results can help communities make better water management decisions. Patrick Lowe noted that the prior DHI model was used during the 2008 General Plan Update. Future scoping to update the 2008 model is possible, but would depend on County interest/need/data and funding.

- b) Presentation on the potential of **truffle cultivation as a salmon-friendly crop**, a carbon sink to mitigate climate impacts and a financial incentive for the restoration of riparian vegetation that provides wildlife migration corridors, stream bank stabilization, and other ecosystem benefits. The presentation will provide an overview of existing case studies where truffles are generating financial returns beneath trees either planted or set aside for the benefit of the natural environment and explores a range of possibilities for further research. (Charles Lefevre, President, New World Truffieres) (20 min)

Patrick Lowe introduced the topic of truffle cultivation and possible incorporation of the practice into oak woodland restoration areas in Napa County. Charles Lefevre provided a presentation on his work and use of truffles in restoration projects in Oregon and elsewhere. If implemented carefully the cultivation practice could provide landowners a means of collecting some level of income from lands that would otherwise be left as unmanaged natural areas.

7. INFORMATIONAL ANNOUNCEMENTS

Exchange of **informational announcements and events** (WICC Staff, Board, and Public) (10 min)

Jeff Sharp announced that the 2015 Watershed Education Calendar will be designed using photo submissions provided by the public. A public "request for photos" will be sent out in the next few weeks.

8. FUTURE AGENDA ITEMS

Discussion of possible **items for future agendas** (Board, WICC Staff) (5 min)

- Report on WICC supported watershed education programs and events
- Presentation on North Bay climate change research and modeling

No others presented.

9. NEXT MEETING (Chair)

Regularly Scheduled Board Meeting: **July 24, 2014 – 4:00 p.m.**

(cont.)

10. ADJOURNMENT (Chair)

Motion and approval to adjourn

SB	TC	DD	MD	MH	GK	JL	KL	ML	GSMC	MP1	MP2	JR	SS	PS	RS	PW	KC
					A		X	X	X	X	A		X				

Note: If requested, the agenda and documents in the agenda packet shall be made available in appropriate alternative formats to persons with a disability. Please contact Jeff Sharp at 707-259-5936, 804 First St., Napa CA 94559-2623.



Voting Key

If not unanimous, votes will be tallied (N = No; A = Abstained, X = Excused) using the following Board Member abbreviations: SB = Susan Boswell; Tosha Comendant = TC, DD = Diane Dillon; MD = Marita Dorenbecher, MH = Michael Haley; GK = Gary Kraus; JL = Jason Lauritsen; KL = Kenneth Leary; ML = Mark Luce; GSMC = Gretchen Stranzl McCann; MP1 = Marc Pandone; MP2 = Matt Pope; JR = Jeff Reichel; SS = Scott Sedgley; PS = Pamela Smithers; RS = Rita Steiner; PW = Peter White; KC = Keith Caldwell (alternate)

Example Key:

SB	TC	DD	MD	MH	GK	JL	KL	ML	GSMC	MP1	MP2	JR	SS	PS	RS	PW	KC
X			A				N				A						



ACTION MINUTES

SPECIAL BOARD MEETING

-- *Strategic Planning Workshop* --

Tuesday, August 5, 2014, 9:00 a.m.

Regusci Winery, 5584 Silverado Trail, Napa CA 94558

Board of Directors

Susan Boswell
Tosha Comendant
Diane Dillon
Marita Dorenbecher
Michael Haley
Gary Kraus
Jason Lauritsen
Kenneth Leary
Mark Luce
Gretchen Stranzl
McCann
Marc Pandone
Matt Pope
Jeff Reichel
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1. CALL TO ORDER & ROLL CALL (Chair)

Members Present: Susan Boswell, Tosha Comendant, Diane Dillon, Marita Dorenbecher, Michael Haley, Gary Kraus, Jason Lauritsen, Mark Luce, Gretchen Stranzl McCann, Marc Pandone, Jeff Reichel, Scott Sedgley, Pamela Smithers, Rita Steiner, Keith Caldwell

Members excused: Matt Pope, Peter White

Members absent: Kenneth Leary

Staff present: Patrick Lowe, Jeff Sharp

2. PUBLIC COMMENT

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None presented.

3. INFORMATIONAL ANNOUNCEMENTS

Exchange of **informational announcements and events** (WICC Staff, Board, and Public) (5 min)

Marc Pandone announced the Visions of the Wild Festival occurring September 3, 2014 in Vallejo. Details can be found at <http://www.visionsofthewild.org>

4. FACILITATED STRATEGIC PLANNING WORKSHOP

Board discussion and participation in a facilitated strategic planning workshop, and possible direction to staff and strategic planning consultant (workshop agenda and materials attached) (Board/Staff/Consultant) (3.5 hrs)

Strategic planning consultant Tina Stott facilitated the workshop taking input from the Board, staff and public. Notes from the workshop are attached. Draft plan elements will be provided to the Board for further discussion at their September 25th meeting.

(cont.)

5. FUTURE AGENDA ITEMS

Discussion of possible items for future agendas (Board, WICC Staff)
None presented.

6. NEXT MEETING (Chair)

Regularly Scheduled Board Meeting: **September 25, 2014 – 4:00 p.m.**

7. ADJOURNMENT (Chair)

Motion and approval to adjourn

SB	TC	DD	MD	MH	GK	JL	KL	ML	GSMC	MP1	MP2	JR	SS	PS	RS	PW	KC
							A				E					E	

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X			A				N				A						

WICC ROLES and ACTIVITIES

MOST IMPORTANT ROLES?

- getting info. out to community /
- role in advising supes? define staff input commented on
- gathering of co-wide stakeholders
- things are not calm - more engage and involvement in whats happening
- WICC resp to be completely informed to make re bmrn
- every other month - out of touch - Mo. mtgs. was funding issue. if funds avail +

- every mo. shorter mtg. +
- role - fact finders / coll data + info to inform
- important to be advisory board - go back to 'orig mission.'
- clb working board - subcomm. - maybe broaden roles
- good presentations but don't do anything w/ info.
- few action items
- is this needed? source of policy input? in past WICC helped w/ comments in regulatory actions.
- revisit chart to understand what goes on outside co.
- tend to engage 4 industry groups - could have broader input. Napa Public comments

- BoS is very engaged. less need
- projects to consider? what are other watershed orgs doing? connect w/public
- chart = table that tracks progress of state regional actions. ← very useful
- 1 mo mtgs - we would be more informed
- consider entire county - not just valley.
- proj. dev repts from plng comm. - do this again
- new plng dir come to mtg.
- subcomm - help staff
- be a presence @ each city - schedule when WICC comes in to plng comm + town supervisors - in depth presentation

NAME

- drop conservancy
 - Watershed inform conserv. center
 - put napa river back in - but its broader
 - napa co watershed conserv center
 - "conservation" clb a turn-off
 - what does it mean in this context health, resc conservation - thinks of something more acute
 - WICC existence allows \$ to come to projects
 - providing an entity to accept \$ and mtgs of watershed groups
 - Firewise - fire protection = watershed protection
 - WICC known @ state level - Reurmm as a struct. throughout state
- napa WICC 8.5.14

Name

- we do more than information
 - W-shed conservancy board - puts together all info + groups in comm + disseminate info.
 - just information is not enough
 - useful in easing concerns about conservation
 - connection to mitigation opps. link to resc on the ground.
 - info center - not active
 - restoration, education protection
 - say what needs
 - conservation
- ### DRUGHT and G-WATER
- information on water use, stats.
 - educate w/ facts + stats and how this ties to \$ + energy
 - don't want to duplicate efforts

- connect people to information about conservation
- advisory - how do new projects use water? do they meet goals of WICC. sign off by WICC?
- water from outside co + well water
 - conserv here has an impact on strip water use
 - irrigation
- further disc on climate Δ
 - how will affect water issues + drought
 - advisory
 - discuss in public forum
 - only as relates to water
- clarity on groundwater + bigger picture
 - understand limits
 - how much can a resident absorb
- teach people another way to live
- climate Δ - encourage co + plng to revisit
- feedback by WICC in Young Clim. Action Plan.
- WICC best positioned to follow up on GRAC work. A lot we don't know - mtg. monitoring program

- technical issues re g-water to follow up on lots we don't know.
- also unresolved is dist. from stream to drill well. what are chvr. rules?
- more research - understand underground geology
- track g-water legislation.

AUDIENCE

- school groups
 - social media
 - RCD
 - what we do now
 - Watershed submission
 - Watershed funds - build this job of families
 - goes to events
 - W RCD
 - fisheries monitoring
 - presentations
 - leveraging for grants
- fish monitoring brought everyone out!

- business / construction - tools
 - annual seminar
 - technical sessions
 - more people know - less probs w/ compliance
- monthly newsletter
 - targeted to audiences - follow up
 - email based marketing
- takes more than web - talk / call
- who are 8 or 10 key people
- relevance
- facebook pg
- attend council meetings
 - remind folks + contacts
- st helena lib speaker prog
 - libraries in general
- W.S. kids - info to teach them
- training

napa WICC 8.5.14

*** prioritize and identify costs**

*** develop ~~the~~ workplan based on strategic plan: what can board do.**

WORKING WITH THE CITIES

*** working w/ city planning depts**

- watershed + water resources
- WICC present to city council/planning comm
- who does this?
- need to bring board to what WICC does
- would work well to have board memb. present
- provide a template - presentation w/ highlights of what's new.

*** more visibility**

- present to each city

*** benefits to cities: doing how**

- culvert / ped walkway / fish barrier - call sign
- barrier identified as part of WICC study
- ties and help to promote work - logo
- put up creek signs - add WICC sign

*** IRWMP meeting**

- leverage that program + grants

*** city produces recycle water - pipeline grants?**

*** publicize success stories**

- how wineries recycle water

*** bring funding before cities in next budget process**

- help educate town council. cities will do what they can. be a champion
- benefit to each city
- city JPA w/ Flood Control Dist to manage stormwater program. stormwater is piece that could get more press - keep it clean, capture it
- bring back SOL(c)3 discussion
- archin?

FUNDING - what would we use \$ for?

- * ~~train~~ need for env. edu. in schools
- * target teachers - curricula demands
- * impact fees on vineyard development assess for WICC.
- * work going on in Co. re impact fees.
- * clearing house
- do we have a list of what's going on?
- don't want to reinvent wheel.
- are they doing it well?
- do an inventory of need
- napa co. env. edu. coalition
- partnership piece
- need list of what's + then see what's done, not done.

*** assisting staff v project**

- 0-50k - do this - 50k-100k this
- any data coll takes big \$

*** if we want to do X - figure out how to fund.**

*** funding strategy / sales pitch**

- need to be concise
- need to know our mission + what asking \$ for
- give to a specific project

*** fish chipping?**

Napa WICC 8.5.14 (3)

MISSION

- private and public = community
- * doesn't say anything about info. contr. clearinghouse

GOAL

WCM

- * could stop at processes
- * ~~entirely~~
- * add meas. objectives below goals

Objectives

- * promote ~~stream~~ ^{stream} ~~river~~ ^{river} health - add tributaries
- * native species + habitats
- * g. water
- * trees/forests
- * uplands (ranches)
- * climate - how will it impact these priorities
- * promote health of water that reaches bay water quality, reduce pollutants.
- * lessen impervious surfaces
- * stormwater? w/ monitoring? ← what is being done
- * WQ Monitoring.

← tie to funding
Same list under education.

* could have a cmte under each goal - reporting on each one.

* leverage efforts of others.

*** what behaviors we are trying to impact?**

- * support org X by doing Z.

WICC SITE

- * NOT promoted enough
- * website expensive - not sure how much maps are used.
- * content dev. by CO staff, RCD
- * dev. g. water page ← being responsive to current issues
- * allow orgs to update their own info? RCD handling this
- * website is self-driven. people can go there + find what interested in
- * capacity building - allows projects to host reports on the WICC site
- * hear about projects - engaging project page
- * what would comm find useful on project page
- * eval website - not huge \$'s
- could we cut in half. if took \$ what else could we do.

scope of website tasks

- * get # of users up. measurable goal.
- * link from cities + wineries to WICC site - link to schools on their website
- * will check w/ towns + cities to see if linked
- * links to other information outside.

COMMUNIC

- * wordy
- * city reps, industry, etc. been successful
- * who is at the table
- * W shed corp - monitors projects going on + links w/ eg. a school to do the work - board does this too
- * leveraging partnerships
- * list of partners + those we are trying to attract - contact add to website each board member add to list

Napa WICC 8.5.14 (4)

- emphasize RCD partnership
- parks + OS district
- on list categorize by goals matrix
- speakers from outside of comm for info.
- clearly defined partnerships - what are we doing together offer each other

EDU and OUTREACH

- this is our gap
- great product - no idea how to market
- what is our product + our audience
- new ways of outreach - Youth parents and kids - go thru kids and teachers want it - env. edu needs.

- objective - WICC staff contact every school and find out what we can do nonprofit used to do this, went out of business - give more \$ to RCD?
- promoting napa valley - clay gregory need to have environ. represented become a partner - educ, env. protection.
- apps to edu. people.
- wine trail
- how to get to people - schools/edu
- 18-30 demographic
- 1st prior is local awareness
- access, trails, camera
- he back to watershed
- Wshed plaques
- environ. everywhere

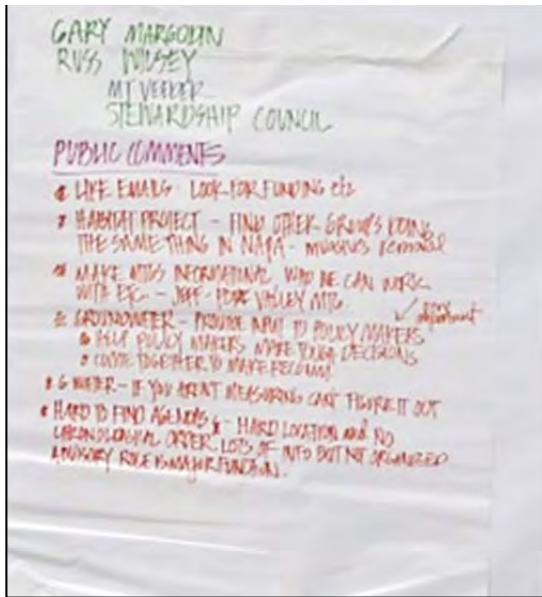
ORG STRUCT + FUNCTION

- can you ask someone to fund something?
- get info on what co. can do in terms of accepting funds.
- account at comm fund or RCD
 - list of wants - sign, fish chips
 - how can we get things done fiscally
- easier to get funding for projects than WICC
- comm foundation is logical - wished WICC MMK
- define what comm. fund is.

MEETINGS

- MONTHLY - exclude DEC, FEB, 11 mtgs
- keep date + time
- time - 4PM - plan for end time but don't set
- alternates - cities have an alternate ^{should}
- move around for mtgs
- next mtgs agenda
- feedback on agenda + timing ^{all the work for preparing to attend etc.}
- subcommittees - ad hoc - not permanent no 130000 Act ^{not permanent no agenda minutes}
 - for topics + specific timeframe
 - report to board + final mtgs
- cities are hard to staff

Napa WICC 8.5.14 (5)



Public Comment 8.5.14

Board Member Follow-up email

From: csbloun@napanet.net [mailto:csbloun@napanet.net]
Sent: Tuesday, August 05, 2014 7:07 PM
To: Sharp, Jeff; Marc Pandone
Subject: WICC Strategic Planning Workshop

Marc and Jeff,

Thanks for putting this session on. I appreciated the opportunity to learn more about WICC.

Of course I have opinions, or at least thoughts. These are some comments from reading the agenda packet and listening to the discussion today.

WICC Roles
 Recognize the context that most local conservation activities are not generated (solely?) from altruism or enlightened self-interest, but instead are often responses to outside regulatory pressures. WICC can be an important intermediary, helping the community learn about and proactively respond to the regulatory requirements. Successful education and outreach result in a community that better understands the regulatory issues and therefore supports responsible land management decisions.

What behaviors in the community does WICC want to see/promote (Totha's comment)? While this is partially covered by Vision 2025, it does not seem to have been discussed or documented thoroughly enough.

Board Roles
 As explained by staff, WICC-related outreach, assistance, and input to community projects are occurring, but they are predominantly done by County staff (mostly by Jeff?). In contrast to this staff function, what is the role of the WICC board? In addition to asking "What is the value of WICC to the community?", ask "What is the value of the WICC board to the community?" or "What is the value of the board to the WICC?"

Are there any stated duties/requirements for WICC board members?

WICC Meetings
 To increase public awareness and valuing of WICC and its roles, plan at least one meeting in each of the cities each year, schedule them in evenings or weekends when the public can attend, and highlight/prioritize inclusion of a well-prepared public interest presentation before or after each of these meetings. An annual WICC presentation to each of the 5 city councils should be routine. If public awareness is important, remember that most of the population (voters) live in our incorporated cities.

Scheduling meetings during the workday for staff/budgeting/board member convenience guarantees a continued lack of public awareness of participation with and input to WICC. Workday meetings are in direct conflict with the goal of community involvement.

WICC Name
 "Watershed" in the name may be slightly limiting to public understanding that WICC's focus is more generally environmental/habitat/natural economy resources and values, not just water and watershed.

Suggested new name: Watershed Education and Conservation Center.



A Tradition of Stewardship
A Commitment to Service

Agenda Date: 9/23/2014

Agenda Placement:

NAPA COUNTY BOARD OF SUPERVISORS Board Agenda Letter

TO: Board of Supervisors

FROM: Leanne Link for Nancy Watt - County Executive Officer
County Executive Office

REPORT BY: Nadine Willoughby, Administrative Support Technician - 253-4595

SUBJECT: Appointments to the Board of Directors of the Watershed Information Center and Conservancy of Napa County (WICC)

RECOMMENDATION

County Executive Officer requests one (1) appointment representing the Public At Large from the applicants listed below and re-appointment of Gretchen Stranzl-McCann, nominated by the Napa County Resource Conservation District Board of Directors to represent the District on the Watershed Information Center and Conservancy on August 14, 2014, with the terms of office to commence immediately and expire August 2018.

Applicants (Choose One (1) to represent the Public At Large)

Lisa Godfrey
C. Evangeline James
Jason Lauritsen*
Gary Margadant
*Incumbent

EXECUTIVE SUMMARY

There is currently one (1) vacancy for a Public At Large member and one (1) vacancy for the Napa County Resource Conservation District member on the Watershed Information Center and Conservancy (WICC) Board of Directors due to term expirations. The County Executive Office recruited for the vacancy and received four (4) applications for consideration for the Public At Large member seat. The Napa County Resource Conservation District Board of Directors, at their August 14, 2014 meeting, nominated Gretchen Stranzl-McCann for re-appointment to another four (4) year term.

PROCEDURAL REQUIREMENTS

1. Staff reports
2. Public comments
3. Motion, second, discussion and vote on the item

FISCAL IMPACT

Is there a Fiscal Impact? No

ENVIRONMENTAL IMPACT

ENVIRONMENTAL DETERMINATION: The proposed action is not a project as defined by 14 California Code of Regulations 15378 (State CEQA Guidelines) and therefore CEQA is not applicable.

BACKGROUND AND DISCUSSION

There is currently one (1) vacancy for a Public At Large member and one (1) vacancy for the Napa County Resource Conservation District member on the Watershed Information Center and Conservancy (WICC) Board of Directors due to term expirations. The County Executive Office recruited for the vacancies and received four (4) applications from Lisa Godfrey, C. Evangeline James, Jason Lauritsen and Gary Margadant for consideration for the Public At Large member seat. The Napa County Resource Conservation District (RCD) Board of Directors at their August 14, 2014 meeting nominated Gretchen Stranzl-McCann for re-appointment to another four (4) year term to represent the RCD on the WICC.

The WICC is charged with guiding and supporting community efforts to maintain and improve the health of Napa County's watershed lands by: coordinating and facilitating partnerships among the individuals, agencies, and organizations involved in improving watershed health and restoration; supporting watershed research activities; and, providing watershed information and education through an interactive website. The WICC considers itself a part of the solution to watershed issues and concerns guided by a set of adopted principles that embrace political neutrality, information collection and dissemination, collaboration, cooperation, and funding development.

The Board of Directors of the Watershed Information Center and Conservancy of Napa County (WICC) consists of seventeen (17) regular members and one (1) alternate member representing the following areas:

1. One (1) member nominated by the Napa County Land Trust from among the Land Trust's board of directors;
2. One (1) director or associate director nominated by the Napa County Resource Conservation District;
3. One (1) representative from the Natural Resource Conservation Service;
4. Two (2) members and one (1) alternate member of the Napa County Board of Supervisors;
5. One (1) member of the Napa County Conservation, Development and Planning Commission;
6. Five (5) members consisting of one representative from each city or town in Napa County nominated by their respective city or town council (American Canyon, Calistoga, Napa, St. Helena, and Yountville); and,
7. Six (6) Napa County residents from the public at large representing environmental, agricultural, development and community interests.

Appointments made today by the Board of Supervisors will make a full and complete Watershed Information Center and Conservancy Board of Directors.

SUPPORTING DOCUMENTS

- A . Lisa Godfrey Application
- B . C. Evangeline James Application
- C . Jason Lauritsen Application
- D . Gary Margadant Application
- E . Resource Conservation District WICC Nomination

CEO Recommendation: Approve

Reviewed By: Helene Franchi

WATERSHED INFORMATION CENTER AND CONSERVANCY OF NAPA COUNTY (WICC)

4 year term

<u>Name (District)</u>	<u>Representing</u>	<u>Date of Appointment</u>	<u>Term Expires</u>
Gretchen Stranzl-McCann (5)	Napa Co. Resource Conservation Dist.	2-4-14	8-2014
Jason Lauritsen (4)	Public At Large	9-14-10	8-2014
Gary Kraus (3)	City Council - Calistoga	3-1-11	11-2014
Peter White (3)	City Council – St. Helena	3-1-11	11-2014
Kenneth Leary (5)	City Council – American Canyon	4-16-13	11-2014
Matt Pope (5)	Conservation, Development & Planning	12-4-13	12-2014
John Reichel (1)	Napa County Land Trust	9-18-12	8-2016
Rita Steiner	Natural Resource Conservation Service	9-18-12	8-2016
Tosha Comendant (2)	Public At Large	4-15-14	8-2016
Scott Sedgley (4)	City Council – Napa	1-15-13	12-2016
Marita Dorenbecher	Town Council – Yountville	3-20-12	11-2014
Mark Luce (2)	Board of Supervisors	1-8-13	12-2016
Diane Dillon (3)	Board of Supervisors	1-11-11	12-2015
Keith Caldwell (5)	Board of Supervisors, Alternate	1-8-13	12-2016
Marc V. Pandone (3)	Public At Large	10-22-13	8-2017
Michael Haley (3)	Public At Large	12-10-13	8-2017
Susan Boswell (3)	Public At Large	10-22-13	8-2017
Pamela Smithers (3)	Public At Large	12-10-13	8-2017

Meets fourth Thursday of every month at 4:00 p.m. in the Hall of Justice.

Liaison/Dept. Contact – Jeff Sharp (Water Resources Div., Dept. of Public Works) (707) 259-5936

The WICC Board serves as an advisory committee to Napa County Board of Supervisors. The role of the WICC is to assist the Board of Supervisors in their decision-making process and serve as a conduit for citizen input by gathering, analyzing and recommending options related to the management of watershed resources. In that capacity, the WICC has a responsibility to publicly evaluate and discuss matters they have been requested to review and comment upon by the Board of Supervisors. The Board of Supervisors has charged the WICC (under Resolution 02-103 and through verbal direction) with making recommendations to the Board of Supervisors on matters relating to watershed restoration projects and resource protection activities, coordination of land acquisition, and development of a long-term watershed resource management program providing public outreach and education, monitoring coordination, inventory and assessment, and data management.

Commission Contact and Liaison:

Jeff Sharp

Napa County Dept. of Public Works

804 First St., Napa CA, 94559-2623 (707) 259-5936

Jeff.Sharp@countyofnapa.org

What to Know About California's New Groundwater Law

By Associated Press

Governor Jerry Brown signed legislation Tuesday that will require the first-ever rules for pumping groundwater in California. Why lawmakers and the governor acted, and what the new laws mean:

What Is Groundwater?

It's the water that accumulates below the earth's surface, filling empty spaces and cracks in the rock. Farmers and agencies can tap it by drilling wells. It's an especially valuable source of water during times of drought, providing 60 percent of the state's supply as reservoirs, rivers and other sources dry up. Some farmers even turn to dowzers, or water witches, to guide them to the underwater reserves. About 30 million Californians rely on groundwater for some portion of their drinking water supply, according to state figures.

What's the Problem?

Some areas are being pumped faster than they can be replenished with rain, snowmelt and irrigation runoff. And as California faces the third year of a serious drought, farmers have been in an expensive race to drill the deepest wells. Over-pumping can compress soil and rocks, making them more compact and permanently reducing the underground water storage capacity. That also leads to sinking land, or subsidence, which can damage roads, canals and other structures.

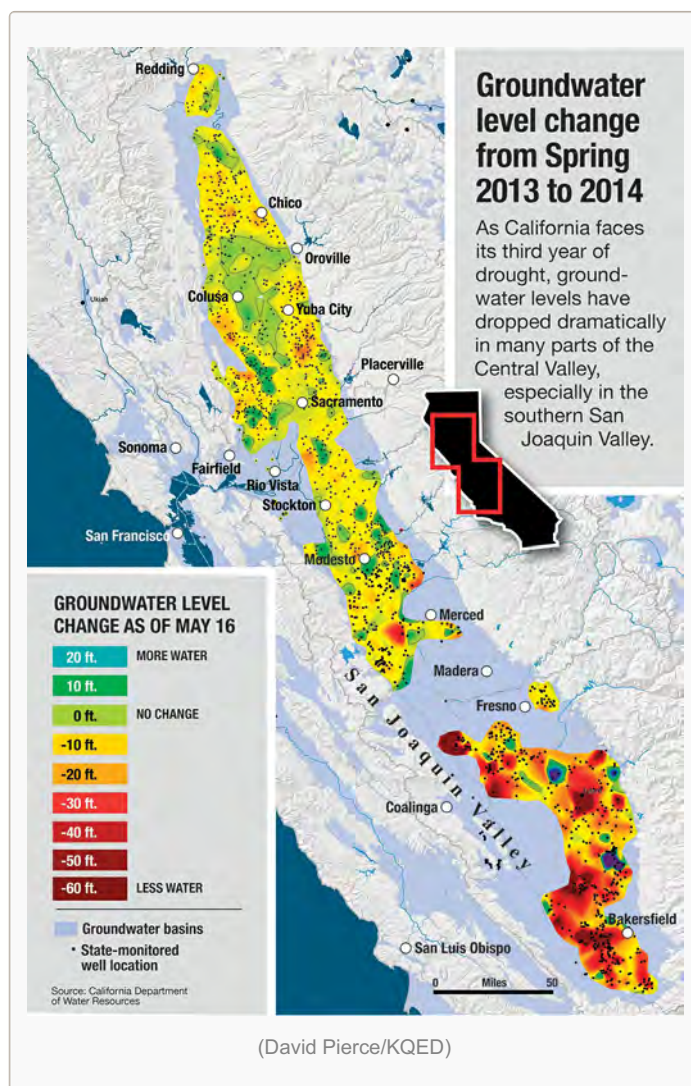
How Is Groundwater Managed Now?

Not very closely. Under California's Gold Rush-era water rights system, many landowners are entitled to pump as much as they please on their property. Other states treat groundwater as a shared resource regulated and monitored by state agencies. Some local agencies in California have sustainable plans for managing groundwater, but no statewide standards currently exist.

What's the Proposed Solution?

The legislation signed Tuesday maintains a local approach with state oversight. It requires agencies in fast-depleting basins to draw up sustainability plans and allows for water meters and fines for monitoring and enforcement. It does not go as far as other Western states by granting state agencies the power to authorize or prohibit groundwater withdrawals, but the California Water Resources Control Board can now intervene if locals fail to act or come up with inadequate solutions.

Who Is Affected by the Legislation?



The state water department identifies 127 groundwater basins and sub-basins that are high or medium priority for monitoring, mostly concentrated along the agriculture-heavy Central Valley and some areas surrounding Los Angeles. That's only a quarter of all California groundwater basins, but they account for almost 96 percent of California's groundwater pumping.

How Will the New Laws Roll Out?

First, local land planners have until 2017 to choose or establish a groundwater sustainability agency. Those agencies then have until 2020 or 2022, depending on how dire their situation is, to draw up sustainability plans. Those plans should put groundwater basins on a path to sustainability by 2040.

Who Supports and Who Opposes the Laws?

Democratic lawmakers pushed the legislation, ultimately winning support from key groups that include the Association of California Water Agencies and Metropolitan Water District of Southern California. But Republicans and some Central Valley Democrats opposed the bills, saying they would infringe on property rights and hurt well-managed agencies. The legislation drew the ire of some agricultural interests that are increasingly dependent on groundwater, such as the California Farm Bureau.

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Our waterways could use a pick-me-up.

30th Annual California Coastal Cleanup Day

Saturday, September 20, 2014 ~ 9am to noon

Volunteers are needed to help clean Napa County's waterways!

Clean trash and debris from beaches, bays, creeks, rivers, and lakes.

In Napa County last year, 337 volunteers collected 8,500 pounds of trash and recyclables!

Cleanup Locations:

NAPA RIVER

- Riverside Dr., at end of Elm St., Napa
- South Wetlands, south end of Jefferson St., Napa
- Kennedy Park, near the boat launch, Napa
- Butler Bridge, end of Soscol Ferry Rd., Napa

SALVADOR CREEK

- Vintage High School cafeteria, off Trower Rd., Napa

AMERICAN CANYON

- Visit cityofamericancanyon.org or call Am Canyon Public Works at (707) 647-4550 for details

LAKE BERRYESSA

- Ground crew near Markley Cove
Contact: Marianne.Butler@SolanoRCD.org or 707-301-5778
- Dive, canoe & kayak crew @ Pope Creek Bridge
Contact: gjordan@usbr.gov or 707-966-2111 x143

CALISTOGA

- Washington St Bike Path from the Corporation Yard to Dunaweal Ln
- Napa River adjacent to Pioneer Park
- Old Pacific Railroad Right-of-Way (Lincoln to Little League Field)
Contact: Calistoga Public Works, 707-942-2780 or lharrison@ci.calistoga.ca.us

BYOB: Bring Your Own Bin!

Bring your own reusable trash container -a bucket, bin, bag, garden gloves, etc. Plastic bags will be supplied.

For additional information, please visit

www.naparcd.org

or call (707) 252-4188 x100.

Cleanup generously sponsored by:





LandSmart

Productive lands. Thriving streams.

A program of your local Resource Conservation District

*Napa County RCD, Sonoma RCD, Gold Ridge RCD, and Mendocino
County RCD*



Purpose

- Assist land managers in accomplishing their natural resource goals and meeting or exceeding environmental regulations
- Provide technical assistance and financial support to plan and implement resource conservation practices
- Deliver opportunities for youth to be actively engaged in stewarding local resources

LandSmart™ Services

- LandSmart™ Planning
 - Farm conservation plans and management practices
- LandSmart™ On-the-ground
 - Project implementation, cost-share opportunities, practical “on-the-ground” trainings
- LandSmart™ for Kids
 - Engaging youth in natural resource management and conservation projects



www.landsmart.org



Information, resources, updates, and program materials available publicly

ITEM #6 - FACILITATED STRATEGIC PLANNING

WICC Board discussion and participation in a facilitated strategic planning, and possible direction to staff and strategic planning consultant (WICC Board/Staff/Consultant) (1.5 hrs)



WICC BOARD STRATEGIC PLANNING MEETING #2

STRATEGIC PLANNING AGENDA

Review of Meeting #1 Outcomes (5 min.)

WICC Roles and Mission (20 min.)

Goals, Subgoals and Actions (40 min.)

Subgoal Priorities (15 min.)

Next Steps (10 min.)

- September/October: Prepare Draft Strategic Plan
- Monday October 20: Email to WICC Board for Review
- Wednesday October 29: Comments Due to Jeff Sharp
- November 12, 2014: Final Draft to WICC Board
- November 20, 2014: Final Strategic Planning Meeting

INTRODUCTION

This document is intended to guide the WICC Board’s strategic planning discussion on Thursday September 25, 2014. This meeting will be the second of three Strategic Planning sessions to be held by the WICC Board. The Strategic Planning process to date has included the following:

- an online survey of WICC Board members, staff and the WICC email list;
- a review of the prior strategic plan and status of actions;
- a review of the use of the WICC website;
- identification of WICC accomplishments;
- a review of the WICC budget over the past ten years;
- a memo summarizing the findings of the above; and
- a half-day strategic planning retreat with the WICC Board.

This memo includes a statement of the WICC’s roles, options for a revised mission statement and a set of draft goals, subgoals and actions to guide the WICC’s activities over the next three to five years. The information contained in this memo is based upon the outcomes of the Strategic Planning Retreat on August 5, 2014, as well as the information gathered through the surveys, website statistics and evaluation of prior WICC activities and funding.

The results of the Strategic Planning Meeting #2 (September 25, 2014) will be compiled into the Napa WICC Strategic Plan which will be considered for adoption by the WICC Board on November 20, 2014. A draft Strategic Plan will be circulated prior to the November meeting for WICC Board review and comment.

The Draft Strategic Plan will contain a short background on the history and accomplishments of the WICC and overview of its roles and guiding principles. The Strategic Plan will include a WICC mission statement; goals, subgoals and actions and priorities; and an implementation strategy including potential partners and funders, order of magnitude costs, and measures of success. An annual workplan will be developed before each fiscal year cycle based upon elements in the final Strategic Plan.

The contents of this memo are as follows:

Agenda	p.1
Introduction	p.2
Strategic Planning Meeting #1 Outcomes	p.3
WICC Roles: <i>Inform, Engage, Partner</i>	p.6
WICC Mission	p.6
Goals, Subgoals and Actions	p.8
Subgoal Prioritization	p.14

STRATEGIC PLANNING MEETING #1 OUTCOMES

Strategic Planning Meeting #1 focused on the following topics:

- WICC Roles and Activities
- WICC Audiences
- WICC's Relationship with the Cities
- Review of WICC Mission and Goals
- WICC Funding
- WICC Board Meetings
- Review of Prior Goals

Key discussion topics at the Strategic Planning Retreat included:

WICC ROLES

- The most important roles of the WICC are gathering data and providing information to the community.
- The most important roles of board members are to be completely informed in order to make recommendations.
- It is important for the WICC to maintain its advisory role to the Board of Supervisors. Could this role be expanded? It was explained that the WICC Board serves this role but their advice hasn't been requested recently as the Board of Supervisors is very engaged in this work themselves.
- Some felt that the WICC Board receives good presentations but doesn't do anything with the information.
- It is important for the WICC to have a presence in each city. Presentations to the cities and other county agencies would help increase awareness.

WICC BOARD MEETINGS

- The group felt that having shorter meetings every month would help keep them more informed.
- Current day of the month and time is good.
- Each city should have an alternate.
- Move meetings around the County.
- Board would like to give feedback on the upcoming agendas.

WICC NAME

- The name needs to reflect what we do.
- If we used the name, Watershed Information and Conservation Center, we could keep the WICC acronym.
- Some felt the word "conservation" could be a turn-off.
- WICC is well known at the state level and the organization and structure is recommended as a model.
- We do more than information. A physical Information Center is not active.

- The Conservancy work originally proposed for the WICC is being done by other organizations.
- Other name ideas – Watershed Conservancy Board.

ROLE WITH DROUGHT, GROUNDWATER, CLIMATE CHANGE

- Connect people to information about conservation.
- We don't want to duplicate the efforts of others.
- Advisory role – do we look at how new development projects use water or how these projects meet the goals of the WICC? Should WICC sign off on development projects? It was confirmed that the WICC does not provide recommendations on specific built development projects – this is the role of the County (and City/Town) Planning Commissions.
- The WICC can further the discussion on climate change and how it affects water and drought.

AUDIENCES

- Groups to engage include school groups, and the business and construction industries.
- The current education and outreach work with the RCD includes watershed symposium, watershed events, community presentations, website updating, fish monitoring, etc.
- Engagement takes more than a website – we could distribute a monthly newsletter to targeted audiences, use social media more, have a Facebook page, attend council meetings, speak at St. Helena Library Speakers Program, and outreach to libraries in general.
- More broadly publicize local watershed success stories.

WORKING WITH THE CITIES

- WICC needs more visibility.
- WICC should present to the city/town councils and planning commissions. Provide a template presentation. Describe benefits of WICC to the cities/town.
- Could work with the cities/town on informing the community about stormwater pollution prevention programs.

FUNDING

- There was some discussion of the WICC (or subsidiary thereof) being a 501(c)3 non-profit.
- Hold a fundraising auction.
- What would we use the money for?
- Leverage the IRWMP funding.
- Environmental education in the schools. Target teachers. Develop curriculum.
- Could the WICC receive a portion of vineyard development impact fees?
- If we want to do anything beyond what we are doing now, we need to figure out how to fund it.
- WICC Board needs to hone its message – know the mission.
- Seek donations for specific projects.

MISSION

- Current mission doesn't say anything about information center.

GOALS

- Add measurable objectives below each goal.
- Could have a committee for each goal responsible for its implementation.
- What behaviors are we trying to impact?

WICC WEBSITE

- Not promoted enough
- Expensive – not sure how much maps are used.
- If we cut website funds in half, what would we do with the money saved?
- Increase the number of users.
- Provide links from city, agency, winery and school websites to the WICC Website.

COMMUNICATION AND OUTREACH

- Develop a list of partners and those we are trying to attract. Contact and add to email list.
- Emphasize RCD partnership.
- Partnership with Parks and Open Space District?
- Clearly define our partnerships.
- Education and outreach is our gap. We have a great product and no idea how to market it.
- Clearly define our product and our audiences.
- Need new ways to outreach – families, kids, 18 to 30 year olds.
- First priority should be local awareness.
- Teachers need this information.

ORGANIZATIONAL STRUCTURE

- Find out ways that the WICC could accept funds through the RCD or dedicated Community Foundation account.
- Could have an account at the Community Foundation and a list of wants/projects – fish traps, signs, etc. and people could donate specifically to those items.

WICC ROLES: INFORM, ENGAGE, PARTNER

The following roles were developed from the Vision Statement and the Guiding Principles in the prior strategic plan and augmented with information from the discussion at Workshop #1. We will discuss and confirm the WICC's roles as part of Workshop #2.

- The WICC **improves the health of Napa County's watersheds** by supporting projects, partnerships and community education that maintain and improve water quality, native plant and wildlife habitat, and ecological and natural processes.
- The WICC **collects and disseminates the best possible information, tools and education**, allowing the community to discover and understand their watersheds, and make well-informed decisions.
- The WICC **supports collaboration and partnership** among all organizations and individuals working to improve the health of Napa County's watersheds.
- The WICC **seeks and accepts funding** from foundations, individuals, organizations, and public agencies to further its mission.
- The WICC is **politically neutral, unbiased** and non-regulatory.
- WICC **Board members are responsible** for:
 - being well-informed about issues pertaining to local water and watersheds
 - sharing information with their respective jurisdictions, organizations and communities to further watershed awareness and informed decision-making.

WICC MISSION

Please review the potential mission statements below and note which one best reflects the WICC's roles and responsibilities and any changes to be considered.

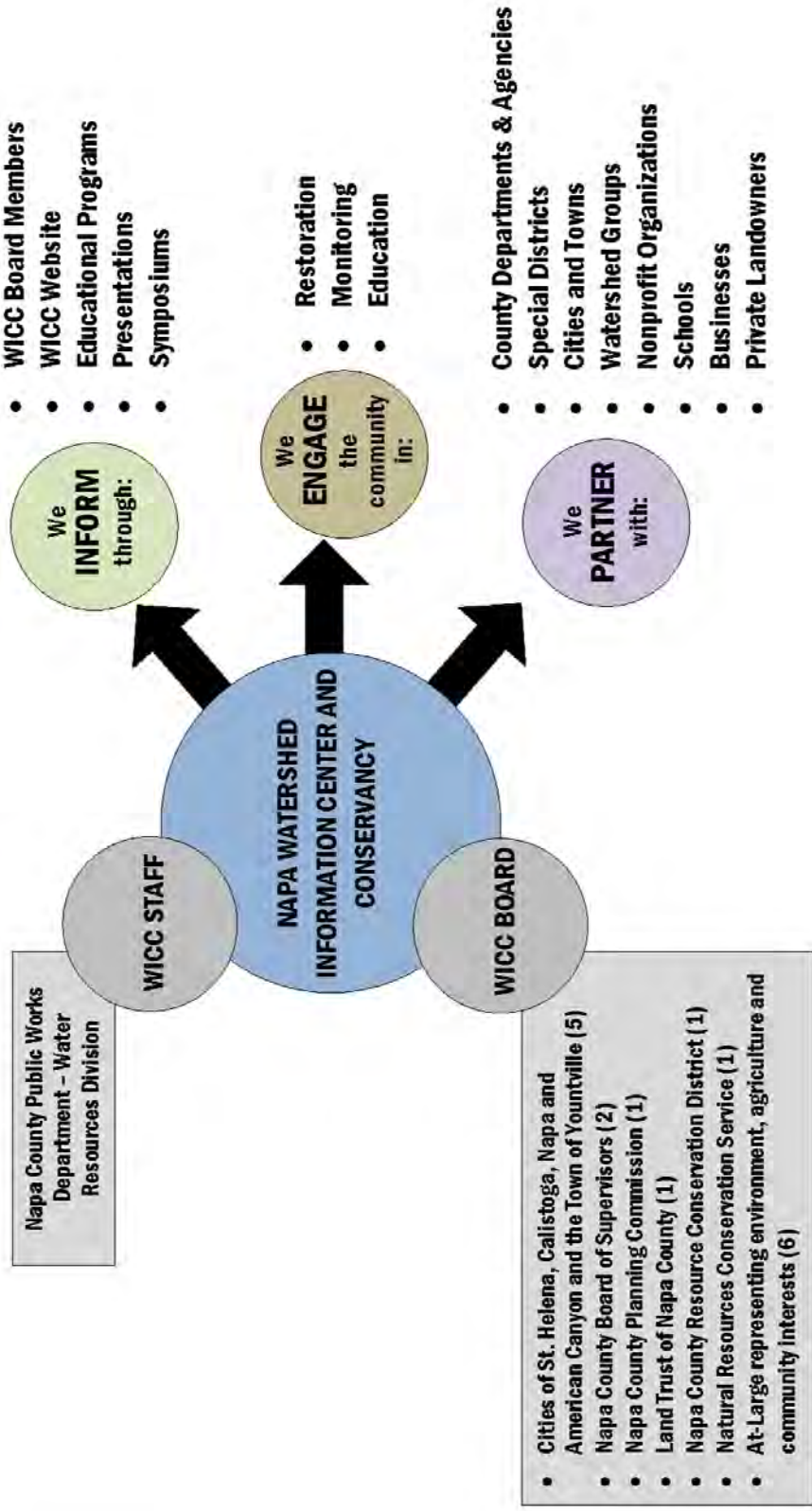
Current:

- The Watershed Information Center and Conservancy (WICC) of Napa County guides and supports the community in its efforts to maintain and improve the health of Napa County's watershed lands.

Potential Options:

- Improving the health of Napa County's watersheds by informing and engaging the community and fostering partnerships.
- Improving the health of Napa County's watersheds through community education, engagement, and partnership.
- Supporting the Napa County community in improving the health of its watersheds by informing, engaging, and partnering.
- Supporting community education, engagement and partnerships to improve the health of Napa County's watersheds.

Improving the health of Napa County's watersheds by informing and engaging the community and fostering partnerships



DRAFT GOALS, SUBGOALS AND ACTIONS

The draft goals, subgoals and actions were derived from a number of sources – the prior strategic plan, recent WICC accomplishments, online survey information and discussion at Workshop #1. Please review the following and be prepared to provide comments at Workshop #2. We will prioritize the subgoals as a group at Workshop #2.

GOAL 1: COORDINATE AND FACILITATE WATERSHED PLANNING, RESEARCH, AND MONITORING EFFORTS AMONG NAPA COUNTY ORGANIZATIONS, AGENCIES, LANDOWNERS AND CITIZENS.

Subgoal 1A: Develop a countywide watershed monitoring program.

(Napa County General Plan Action Item CON WR-4)

- Review and refine management goals and monitoring objectives
- Develop assessment questions derived from watershed goals and objectives.
- Design monitoring program elements.
- Identify and monitor watershed health indicators.
- Develop data quality objectives and assurances.
- Establish an information and data management system that can be used to accept and share watershed data with the community.
- Analyze, assess and report data findings.
- Evaluate the effectiveness and adaptively manage the monitoring program.
- Secure the resources necessary to implement and maintain the monitoring program over the long-term.

Subgoal 1B: Serve as the County clearinghouse for groundwater resource data, mapping and monitoring.

(Napa County General Plan Action Item CON WR-4)

- Establish a portion of the WICC Website dedicated to groundwater information to include:
 - Updates on groundwater resource issues locally and in California
 - Articles explaining key technical issues related to groundwater
 - Updates on groundwater mapping and monitoring in Napa County.
- Provide educational materials and resources on groundwater recharge areas and ways to improve these areas.
- Report on the Napa County Voluntary Groundwater Level Monitoring Program.

Subgoal 1C: Support ongoing fisheries monitoring of the Napa River and its tributaries.

(Napa County General Plan Action Item CON NR-2)

- Support partnerships that further fisheries monitoring in Napa County.
- Provide monitoring and reporting results on the WICC Website.
- Identify potential funding sources for ongoing fisheries monitoring.
- Promote fisheries education in the community through presentations, events, tours, and curriculum.

Subgoal 1D: Support the development of watershed management plans for Napa County's three major watersheds – Napa River, Putah Creek and Suisun Creek.

(Napa County General Plan Action Item CON WR-1)

- Develop plans utilizing adopted Integrated Regional Water Management Plans (IRWMP) that address portions of Napa County (the Bay Area IRWMP for Napa River and Suisun Creek and the Westside Sacramento IRWMP for Putah Creek). Information and data from these documents pertaining to Napa County would be organized by watershed, and enhanced so that locally specific management recommendations could be better developed. Depending on available funding and the role/support of various County departments and agencies, the WICC could provide some or all of the following:
 - Lead the planning effort if funds are available.
 - Provide a forum for public input and review of the plans.
 - Provide WICC Board input on plan development and content.
 - Provide accessibility to the planning documents via the WICC Website.

Subgoal 1E: Share opportunities for collaboration on and funding for watershed projects and programs that benefit multiple agencies and organizations.

- Share project and funding opportunities among the watershed community as WICC Board Members, staff and key partners become aware of them.
- Add a component to the website that lists project and funding opportunities.

Subgoal 1F: Define the WICC's role in informing the community about climate change and its effects on Napa County's watershed resources.

- Expand the climate change section of the WICC Website
- Inform the community about climate change challenges and climate action planning activities.
- Provide Napa County climate data and other resources, as available.
- Provide information for individuals and businesses on ways to reduce their carbon footprint.

GOAL 2: STRENGTHEN AND EXPAND COMMUNITY UNDERSTANDING, CONNECTIONS AND INVOLVEMENT TO IMPROVE THE HEALTH OF NAPA COUNTY'S WATERSHEDS.

Subgoal 2A: Maintain and enhance the WICC's comprehensive and engaging website to educate community members with varying levels of interest and knowledge about Napa County's watersheds.

- Provide regular updates on key issues and topics:
 - the drought and water conservation strategies.
 - watershed monitoring updates
 - fisheries monitoring
 - climate change and its impact on water and watershed-related issues
 - watershed data maps
- Provide and regularly update links to organizations and agencies with watershed interests and responsibilities. Links should include:

- links to each city and relevant agencies
- links to other websites related to specific topics on the website (e.g. monitoring, fisheries, water conservation, etc.)
- links to funding and mitigation opportunities
- links to watershed organizations in the region
- Provide a regularly-updated events calendar of upcoming watershed events and activities hosted by the WICC, the County, the cities and other organizations in which the community can be involved – workshops, symposia, conferences and clean-up days.
- Provide news articles and links to articles related to watersheds and watershed health
- Provide a weekly email digest of key watershed news articles, information and events.

Subgoal 2B: Expand the number of users and depth of use of the WICC website.

- Adjust website content and design annually to address needs.
- Establish website usage goals that reflect or inform WICC strategic goals, (number users, age, content use, and time spent on the site) and track website traffic and behavior using Google Analytics. Adapt the website as needed.
- Evaluate the websites of partner organizations and determine if there are links to the WICC from these websites. If not, contact each organization and request that a link be added.

Subgoal 2C: Expand the watershed signage program to identify and interpret the county's watersheds.

- Maintain and expand creek identification and watershed boundary signs
- Work in cooperation with other agencies to develop and install additional watershed interpretive signs.

Subgoal 2D: Expand the promotion of the WICC to targeted groups to increase watershed understanding.

- Identify and prioritize key audiences that would benefit from the information provided by the WICC. Potential audiences include:
 - Business/Construction - annual seminar, technical sessions,
 - County water providers - include information in monthly bills
 - Wineries and Grape Growers
 - Neighborhood Groups
 - Others (Discuss at workshop)
- Identify key messages about the WICC and what it offers to the community. These could include the educational information available, the mapping tools, opportunities to volunteer and get involved, technical information on watershed management, seminars, events, etc.
- Pair key messages with potential audiences.
- Prioritize the audiences and meet with representatives to determine how the WICC could better serve them.
- Identify who should deliver the WICC message (staff, WICC Board Members, partners, paid liaison/circuit-rider)
- Evaluate the use of social media as a tool for expanding watershed understanding and awareness of the WICC.

Subgoal 2E: Annually identify the WICC's education and outreach priorities for the coming year.

- Evaluate the activities of the prior year including website content and use; environmental education activities; special events such as Earth Day, and watershed awareness month; the watershed calendar; and community events.
- Determine which should be continued, expanded or discontinued based upon the prior year's evaluation.
- Determine the key topics, speakers, date, location and key sponsors for the bi-annual Watershed Symposium.

Subgoal 2F: Expand the role of the WICC and the WICC website in local community education and instruction.

- Identify and prioritize elementary, middle and high school science departments in the County.
- Contact each to determine their interest in augmenting their curriculum with WICC Website.
- Identify pilot project(s) and work with the pilot school(s) to determine how the WICC and the WICC Website could better serve their environmental education needs. Possible opportunities include adding projects to the website that could be done as school assignments or conducting watershed education programs tied to the information on the website.
- Based upon feedback received, develop, test and implement education materials and curriculum to be used through the WICC Website.
- Evaluate the success of the pilot project(s), adjust curriculum as needed.
- Expand the program to other schools in the County.

GOAL 3: SUPPORT INFORMED DECISION-MAKING ON TOPICS THAT AFFECT THE HEALTH OF NAPA COUNTY'S WATERSHEDS.

Subgoal 3A: Assure that WICC Board Members are knowledgeable and well-informed spokespersons, able to effectively convey information about the WICC, its mission and watershed health to the community.

- Prepare presentations and materials for the WICC Members use, distribution, and posting on the WICC Website.
- When possible, for presentations made to the WICC Board, provide a short summary handout of the key points of the presentation that each Board member can take back to their jurisdiction/organization and that can also be posted on the WICC Website.
- When possible, provide PowerPoint presentations with key talking points that can be shared and used by others in the community to convey key information about the WICC and Napa County's watersheds.

Subgoal 3B: Provide regular updates to agencies on the WICC's current activities.

- Develop a PowerPoint that can be used and adapted by WICC Board members and WICC staff in presentations. The PowerPoint should include information about the roles and activities of the WICC, the information contained on the website and how it can inform decision-making. It

should also include up-to-date information pertaining to water-related issues such as the drought, fisheries, groundwater, etc.

- WICC staff and the WICC Board representative from each city should provide an annual presentation to each City/Town Council.
- WICC staff and the WICC Board representatives from the County Board of Supervisors should provide an annual presentation to the County Board of Supervisors.
- WICC staff and the WICC Board representative from the County Board of Supervisors should provide an annual presentation to the County Planning Commission.
- WICC staff and the WICC Board representatives from the County Board of Supervisors should provide an annual presentation to the Napa County Flood Control and Water Conservation District Board.

Subgoal 3C: Provide comments and recommendations to the County Board of Supervisors, as directed, on watershed related studies, reports, and legislation.

- If timing is critical, identify whether input can be developed and provided by WICC staff with approval by the WICC Board, or if an Ad-Hoc subcommittee should convene to compile information and develop recommendations.

GOAL 4: IMPROVE WICC BOARD EFFICIENCY AND EFFECTIVENESS.

Subgoal 4A: Assure that WICC Board meetings allow Board Members to remain engaged and up-to-date on watershed issues affecting Napa County.

- Return to monthly WICC Board meetings when feasible to assure that information discussed is timely and relevant.
- When possible, hold meetings in various locations to allow WICC Board members to view projects and activities being implemented in different portions of the county.
- At each meeting, identify topics to discuss at the next meeting.
- At each meeting, provide an opportunity for discussion among WICC Board members.
- At each meeting, encourage City and County representatives to provide an update on watershed issues being addressed by their community/agency.

Subgoal 4B: Assure that new WICC Board members understand their roles and responsibilities.

- Provide an orientation to new WICC Board members so that they understand the WICC's mission and goals, roles and responsibilities, and key partners.

Subgoal 4C: Assure that the WICC name reflects the outcomes of the Strategic Plan and the WICC's mission and goals.

- Identify the key roles and mission of the WICC
- Evaluate the WICC name and determine whether it clearly conveys the WICC's roles and mission.
- Evaluate the pros and cons of changing the name of the WICC

- Consider potential alternatives such as:
 - The Watershed Information and Conservation Center (WICC) of Napa County
 - The Watershed Center of Napa County

Subgoal 4D: Amend the WICC Bylaws and other guiding documents to incorporate the findings of the Strategic Plan.

Amendments should include:

- Revise the WICC Statement of Roles and Responsibilities to reflect the decisions and priorities reflected in the Strategic Plan.
- Each City and County representative should have an alternate to attend meetings in the absence of the primary representative.
- The new name of the WICC if it is changed in Subgoal 4C above.

Subgoal 4E: Review the WICC's accomplishments annually and determine priority activities for the coming year.

- Identify and publish on the WICC Website, a summary of the WICC's collective accomplishments during the prior year.
- Develop an annual workplan based upon Strategic Plan priorities and available funding.
- Should funding become available outside of the annual budget cycle, allocate funds to priority workplan items.
- Develop subcommittees of the WICC Board, as needed, to assist with implementation of priority actions.

GOAL 5: EXPLORE ADDITIONAL FUNDING OPPORTUNITIES TO SUPPORT THE GOALS OF THE WICC.

Subgoal 5A: Strengthen relationships with existing and potential funding partners.

- Provide updates to existing funding partners on accomplishments and benefits of the WICC and upcoming priorities.
- Identify and inform potential funding partners in the accomplishments and benefit of the WICC and the upcoming priorities.
- Define potential municipal agencies that benefit from the WICC's services including cities, towns, County special districts – transportation, sanitation, parks and open space, and others.
 - Identify and quantify the value the WICC adds to each agency.
 - Identify additional services the WICC could provide to each agency.
 - Seek an annual contribution from each agency to support the ongoing activities of the WICC.

Subgoal 5B: Seek sponsorship for the proposed projects identified in the WICC Strategic Plan.

Potential projects could include:

- Develop watershed monitoring program
- Serve as County clearinghouse for groundwater

- Develop watershed management plans
- Inform the community about climate change
- Expand watershed signage program
- Promote the WICC to targeted groups
- Expand education and instruction
- Provide regular updates to agencies
- Board member training
- Revisit the WICC name
- Develop annual workplan
- Seek sponsorship of proposed projects
- Evaluate accepting private and non-profit donations
- Miscellaneous services including website sponsors, events, printing, signage, and media (video, print, audio)

Subgoal 5C: Evaluate possible ways that the WICC could accept private and non-profit donations for projects and programs.

- Identify key projects and programs that could be funded by donations from the community (e.g. purchase of monitoring equipment, watershed signage, etc.)
- Investigate the potential for a local nonprofit to accept funds on behalf of the WICC. Possible organizations include the Napa County Community Foundation and the Resource Conservation District.
- If accepting funds is feasible, develop a fundraising strategy, to seek donations from the community.

SUBGOAL PRIORITIES

Please complete the tables on the following two pages and bring them with you to the workshop. We will compile the priorities of each individual board member into a single set of WICC priorities. There are two tables, one for Existing WICC activities and the other for proposed activities.

For the Existing Activities, please indicate (by marking an X) for each item, whether it should be maintained, expanded or reduced.

For the Proposed Activities, please indicate (by marking an X) three (3) Priority 1 activities, three (3) Priority 2 activities and three (3) Priority 3 activities. You are limited to only three (3) Xs in each column.

NAPA WICC: EXISTING ACTIVITIES		Maintain	Expand as funds are available	Reduce
<p>Goal 1: Coordinate and facilitate watershed planning, research, and monitoring efforts among Napa County organizations, agencies, landowners and citizens.</p>	Subgoal 1C: Support ongoing fisheries monitoring of the Napa River and its tributaries.			
	Subgoal 1E: Share opportunities for collaboration on and funding for watershed projects and programs that benefit multiple agencies and organizations.			
	Subgoal 2A: Maintain and enhance the WICC's comprehensive and engaging website to educate community members with varying levels of interest and knowledge about Napa County's watersheds.			
	Subgoal 2B: Expand the number of users and depth of use of the WICC website.			
	Subgoal 2E: Annually identify the WICC's education and outreach priorities for the coming year.			
<p>Goal 3: Support informed decision-making on topics that affect the health of Napa County's watersheds.</p>	Subgoal 3A: Assure that WICC Board Members are knowledgeable and well-informed spokespersons, able to effectively convey information about the WICC, its mission and watershed health to the community.			
	Subgoal 3C: Provide comments and recommendations to the County Board of Supervisors, as directed, on watershed related studies, reports, and legislation.			
	Subgoal 4A: Assure that WICC Board meetings allow Board Members to remain engaged and up-to-date on watershed issues affecting Napa County.			
<p>Goal 4: Improve WICC Board efficiency and effectiveness.</p>	Subgoal 4D: Amend the WICC Bylaws and other guiding documents to incorporate the findings of the Strategic Plan.			
	Subgoal 5A: Strengthen relationships with existing and potential funding partners.			
<p>Goal 5: Explore additional funding opportunities to support the goals of the WICC.</p>				

NAPA WICC: PROPOSED ACTIVITIES		Priority 1 (select 3)	Priority 2 (select 3)	Priority 3 (select 3)
<p>Goal 1: Coordinate and facilitate watershed planning, research, and monitoring efforts among Napa County organizations, agencies, landowners and citizens.</p>	Subgoal 1A: Develop a countywide watershed monitoring program.			
	Subgoal 1B: Serve as the County clearinghouse for groundwater resources, mapping and monitoring.			
	Subgoal 1D: Support the development of watershed management plans for Napa County's three major watersheds – Napa River, Putah Creek and Suisun Creek.			
	Subgoal 1F: Define the WICC's role in informing the community about climate change and its effects on Napa County's watershed resources.			
	Subgoal 2C: Expand the watershed signage program to identify and interpret the county's watersheds.			
	Subgoal 2D: Expand the promotion of the WICC to targeted groups to increase watershed understanding.			
<p>Goal 2: Strengthen and expand community understanding, connections and involvement to improve the health of Napa County's watersheds.</p>	Subgoal 2F: Expand the role of the WICC and the WICC website in local community education and instruction.			
	Subgoal 3B: Provide regular updates to agencies on the WICC's current activities.			
<p>Goal 3: Support informed decision-making on topics that affect the health of Napa County's watersheds.</p>	Subgoal 4B: Assure that new WICC Board members understand their roles and responsibilities.			
	Subgoal 4C: Assure that the WICC name reflects the outcomes of the Strategic Plan and the WICC's mission and goals.			
<p>Goal 4: Improve WICC Board efficiency and effectiveness.</p>	Subgoal 4E: Review the WICC's accomplishments annually and determine priority activities for the coming year.			
	Subgoal 5B: Seek sponsorship for the proposed projects identified in the WICC Strategic Plan.			
<p>Goal 5: Explore additional funding opportunities to support the goals of the WICC.</p>	Subgoal 5C: Evaluate possible ways that the WICC could accept private and non-profit donations for projects and programs.			