

CREEK WEEK 2013
PLANNING COMMITTEE MEETING NOTES
Thursday, October 11, 2012

Attendees: Alta Tura, Barbara Eggleston, Bonnie Ross, Christy Probst, Drew Golbin, Elena Quintero, Elizabeth Crisante, Frank Wallace, Melinda Bradbury, Rebecca Guo, Stan Foey, Suman Kumar, Susan Roberts.

Committee roster review: Circulated for updates. Whoever ended up with it, please return to Alta at the next meeting.

Review Creek Week 2012 and suggestions for improvement:

- Clean-up sites: MWH needs another invasive plant to target. Frank and Drew will work with the City to identify a project (maybe blackberry) at Stock Ranch or Drew suggests there may be a need at the undeveloped Arcade Creek Park site. Frank says there may be an arundo opportunity. Arcade Creek arundo is back in full force because follow-up herbicide treatments were not continued.
- Celebration: We will ask exhibitors to bring their own tables and chairs. This will lower the labor needed for set up and tear down. Those who can't bring their own will be taken care of.

Publicizing event dates: Clean-up/Celebration Saturday, April 13 & Splash Off Friday, April 5
Elena requests that we set 2014 dates in early spring. Some school districts plan a full year in advance. Elk Grove and Folsom 2013 dates are not yet set.

Sponsors:

After some discussion it was decided that sponsor levels will remain the same as last year.

Sponsor letter - Please send edits and recommend changes to Alta asap.

Melinda will send a sponsor solicitation letter to her mailing list for National Wildlife Society.

Alta will send sponsor request letters before Thanksgiving.

Confirm committee meeting dates

2nd Thursday of every month, 7:30 to 8:30 am at AECOM, 2020 L Street, Suite 400

Morning planning meeting schedule:

- Thursday, October 11, November 8, December 13, January 10 from 7:30 until 8:30
- Thursday February 14, March 14 from 7:30 until 9:30 (8:30-9:30 for Celebration Sub Committee meeting)

Brochure mailing party, one evening in the first week of March.

Splash Off work party tentatively set for evening of Wednesday, April 3.

Clean-up site meeting may be held in December or January to develop site reporting procedures, etc.

Theme & Art

No contest this year, but we will use student art again. We have offered an art/science grant to facilitate cross-age learning and collaboration. One grant application has been approved so far, Mira Loma High School partnering with Whitney Elementary. Older students will teach a creek lesson to younger students. Art submitted by the elementary students will be considered for the Creek Week logo. The art selection (to be made end of December) will guide us on the theme.

Sub committee: Alta, Barbara, Bonnie, Christy, Jamie and Michelle.

The group agrees we could replace Creek Steward with Art/Science grant recipients. We will make a decision later. Bonnie mentions EO Erlewine as a possible Creek Steward nominee. We could also make sure they are aware of the art/science grant opportunity for the next year.

Celebration - Carmichael Park is confirmed. Elizabeth will again be in charge.

E-waste confirmed. Elizabeth has Lindsey on board to run it again, but we will need a group of adult volunteers to help her.

Tire Recycling – Most jurisdictions will take care of recycling the tires they get. A few would like us to manage the tires pulled out of the creek. Estimate under 50 tires will be brought to the Celebration for recycling by Bridgestone.

Exhibitors will be asked to bring their own tables & chairs (see above).

Susan will provide Alta with information on clothing recycling. An opportunity for us to earn a little money and draw attention to the need to reduce our waste stream.

Committee Assignments: Barbara Eggleston will not be able to take volunteer registrations for Natomas and North Sacramento or be here for the Splash Off and clean-up. She will help with the planning of these pieces, but we need a volunteer to take over the duties above and help with the site leaders workshop preparation.

Committees – See Following 2 pages

Publicity (*Jamie, Alta, Peter, Christy, LeeAnn*)

Press Releases=Jamie, Advertisements. Proclamations & Resolutions (County= Suman, Sacto =Cyndia, Citrus Heights=LeeAnn, Rancho ??, Folsom=Glenn),

Web Site - Send updates & reminders to web site volunteers. Disclaimers on-line.

Sacramento Bee ad, Sacramento Bee Outbound Page – Jamie, Christy & Alta

Radio Disney – Jamie & Alta

Home school newsletter, County schools mailing – Switch to email notifications

Neighborhood Associations, Community newsletters, overview

Branch library digital picture frames, display for one month Christy load to load.

Brochure – Alta & Christy

Press Releases done by Jamie with Christy making follow-up calls.

KXJZ ad may get coverage on “Insight” - Alta

American River Parkway Foundation, Master Calendar for Volunteer Opportunities

Sponsors

Sponsor solicitation, Follow up calls, Grant applications (*Alta*)

Clean-up sites (*Alta, Stan, Barbara Eggleston + Melinda?, Frank, LeeAnn, Hilary, Drew, Stacey Bastian, Sabra, Susan. Workshop: Elizabeth, Christy, Rebecca, Sarah*)

Site selection, Coordination with agencies, Site leader recruitment, Training workshop, SASD manhole marking, Phone contacts. New sites and activities needed to accommodate the many volunteers. Possible sites in Delta – Susan Roberts of Delta Conservancy has various volunteer sources: CSUS, Boy Scouts etc. Frank suggests Jennifer Nolan from American River College might incent students to help in the Delta. Water Quality Monitoring, invasive plant removal, planting. Develop a site leader report sheet & event-day reporting procedure.

Frank and Drew will work with the City to identify a project (maybe blackberry) at Stock Ranch. Drew suggests there may be a need at the undeveloped Arcade Creek Park site. Frank says there

may be an arundo opportunity. Arcade Creek arundo is back in full force because follow-up herbicide treatments were not continued.

Bonnie and Barbara will go out with Alta to check out potential clean-up sites. Rancho Cordova at Mather Drain near Dawes St. and Chicken Ranch slough near Arden Way.

Activities and Programs (*Stan, Bonnie, Alta*)

Arrange and schedule activities, Brochure write up, Outreach to target audiences - website links, CPACs, Area Council on Aging, "RSVP"

Identify outside publicity for each activity. Committee member attends to take sign-ups, hand out promotional items & encourage participation in the clean-up.

Scheduling deadline is January 15.

Splash Off/Creek Steward (*Barb Eggleston & Suman Kumar co-chairs in 2012*)

Location, Event planning, Speaker, Invitations, Sponsor gift packaging and presentations, RSVP's, Creek Steward award. EO Erlewine as a possible Creek Steward nominee. Mira Loma & Whitney schools as art/science grant winners. Need replacement for Barbara Eggleston.

Celebration Day

(*Elizabeth, Jamie, Maryanne, Bonnie, Cindy Smith, Cindy Paredes, Suman*)

MC =Radio Disney, Event Coordinator, Volunteer Coordinator – Suman & _____, Set up-take down, booths & table set up=Suman & Julie, Junk & Gunk=Cindy Smith, Passport=Bernie, Jamie & Debbie Jo, T-shirt distribution=Sarah Ross & Chris Creelman, photographers=Henry Probst, Order tables & chairs=Cyndia (fewer if exhibitors are asked to bring their own)

Exhibitor letters & set-up=Elizabeth. Site leaders Equipment Drop Off = Sarah?

Volunteer/VIP/, Exhibitors table = Suman, Jamie. Show up at 8:00 (7:30 too early)

People need to check and update protocol lists. Review protocols at Feb. meeting.

Food ordering=Alta & Cindy Paredes

Purchase prizes for passport activity=Alta, Debbie Jo & Bernie

Volunteer recruitment. SRCC recycling, set-up & tear-down. Kiwanis Club, Mira Loma HS

Food serving: Maharlika Lions cook and serve lunch?

Donation jar & donation form

Tire recycling & clothing recycling possibilities.

Should passports be available at exhibitor tables?

Art/Sponsor Recognition (*Peter, Michelle, Bonnie, Barbara Egg, Christy*)

Art = T-shirt, buttons, mugs, bookmarks, brochure, poster & sponsor board. Recognition = Plaques/art work

Mini Grants (*Alta, Michelle, Jamie, Bonnie, Barbara, Christy*)

Develop mini grant flier, application, review & rate applicants, notification – Done

Collect artwork, select art to be used, return artwork, follow-up on grant reports.

Thank yous (*Alta*)

Our regular meeting date is the second Thursday. Next meeting will be Thursday, November 8, 7:30 am at AECOM. 2020 L Street, Suite 400.

Splash Off is Friday April 5, 2013. Clean-up and Celebration is Saturday, April 13, 2013