



# North Bay Watershed Association Board Meeting

June 7, 2024

# **1. Welcome and Call to Order – Roll Call and Introductions**

## **2. General Public Comments**

This time is reserved for the public to address the Committee about matters NOT on the agenda and within the jurisdiction of the Committee.

## **3. Agenda and Past Meeting Minutes Review**

Proposed Action: Approve

## AGENDA

Time	Agenda Item	Proposed Action
9:30	<p><b>Welcome and Call to Order – Roll Call and Introductions</b> <i>Jean Mariani, Chair</i></p>	<i>N/A</i>
9:35	<p><b>General Public Comments</b> This time is reserved for the public to address the Committee about matters NOT on the agenda and within the jurisdiction of the Committee.</p>	<i>N/A</i>
9:40	<p><b>Agenda and Past Meeting Minutes Review</b> <i>Jean Mariani, Chair</i></p> <p><b>Treasurer’s Report</b> <i>Jean Mariani, Chair</i></p>	<i>Approve/ Accept</i>
9:45	<p><b>Guest Presentation – Climate Bond Update</b> <i>Tasha Newman, Principal, Co-Founder, Pacific Policy Group</i></p> <p>Tasha will inform the board about the status of the Climate Resilience Bond and provide insights regarding support or recommend advocacy that is needed for resiliency funding.</p>	<i>Presentation slides</i>
10:15	<p><b>Executive Director Report</b> <i>Andy Rodgers, Executive Director</i></p> <p>Andy will provide an update on active projects including recent meetings, communications, committees, activities, and developing initiatives since the May 3 Board meeting.</p> <p>Andy will also review progress for development of the small grants and scholarship program development, and potential transition of NBWA’s administering agency for FY24/25.</p> <p>Andy will outline ideas for next and future Board meeting topics and solicit feedback.</p>	<i>ED updates, Board questions, and input</i>

10:45	<p><b>Board Information Exchange and Updates</b> <i>Members</i></p> <p>Members will highlight issues and share items of interest.</p>	<i>N/A</i>
11:30	<p><b>Announcements/Adjourn</b> <b>Next Board Meeting: July 12</b></p> <p><b>FY 2024-25 Board Meeting Schedule</b> Unless otherwise noted, meetings are held in a hybrid format. In-person location details are sent out closer to the meeting date.</p> <ul style="list-style-type: none"> <li>• August 2 (skip?)</li> <li>• September 6</li> <li>• October 4</li> <li>• November 1</li> <li>• December 6</li> </ul> <p><u>2025</u></p> <ul style="list-style-type: none"> <li>• January 3 (skip?)</li> <li>• February 7</li> <li>• March 7</li> <li>• April 4</li> <li>• May 2</li> <li>• June 6</li> </ul>	<i>N/A</i>

## **3. Treasurer's Report**

Proposed Action: Accept

# Treasurer's Report May

- Proposed Action:  
Accept

Northbay Watershed Association  
Treasurer's Report  
May 1 - May 31, 2024

**Revenues:**

Membership -Stewardship - General Benefits - FY2024	221,783.88
NBWA 2024 Conference Sponsorships	34,000.00
NBWA 2024 Conference Registrations	6,929.39
<b>Total Revenues</b>	<b><u>262,713.27</u></b>

**Expenses:**

Executive Director Professional Services: West Yost	145,685.93
<u>Admin Professional Fees &amp; Expenses:</u>	
Operating Expense - General Benefit - website, etc..	-
Data Instructs - NBWA Outreach & Support	15,750.00
SFEI - Website Maintenance	9,500.00
Combustion Creative	-
Vitac - Audio/Visual for Conference	3,300.00
Sonoma State - Conference Space Rental	16,229.47
<b>Total Expenses</b>	<b><u>190,465.40</u></b>

Change this period	72,247.87
Fund Balance as of July 1, 2023	<u>\$ 513,756.01</u>
Fund Balance as of May 31, 2024	<u><u>\$ 586,003.88</u></u>

## 4. Guest Presentation

### Climate Bond Update

*Tasha Newman, Principal, Co-Founder, Pacific Policy Group*

Tasha will inform the board about the status of the Climate Resilience Bond and provide insights regarding support or recommend advocacy that is needed for resiliency funding.



# 5. Executive Director Report

*Andy Rodgers, Executive Director*

Andy will provide an update on active projects including recent meetings, communications, committees, activities, and developing initiatives since the May 3 Board meeting.

Andy will also review progress for development of the small grants and scholarship program development, and potential transition of NBWA's administering agency for FY24/25.

Andy will outline ideas for next and future Board meeting topics and solicit feedback.

# Executive Director Report



## Updates since last meeting

- ***Thank you, City of Petaluma for hosting NBWA's May 3 Board meeting!***
- Attended CASQA subcommittee meetings on May 9 and May 22
- Attended IRWM Coordinating Committee meeting on May 20
- Attended Copeland Creek planning meeting at Sonoma State University on May 29



## Administrative Activities

- ***Finalized NBWA FY2024-25 workplan***
- Coordinated with Board Chair, Finance Manager
- ***Communicated with MMWD and other potential administrative agencies for NBWA***
- AR – Membership dues
- AP – Subconsultants
- Updated website and meeting packet information



## Communications

- ***Distributed Quarterly newsletter Summer 2024***
- ***Invited NBWA treatment plant members to attend free RRWA 'Operators Forum' on May 15***
- Communicated with BAYWORK regarding upcoming events
- ***Coordinated content for NBWA social media posts***



## Committees

- ***Attended Conference Subcommittee debrief meeting on May 20***
- Developed high level framework for small grants and scholarship program

# Executive Director Report

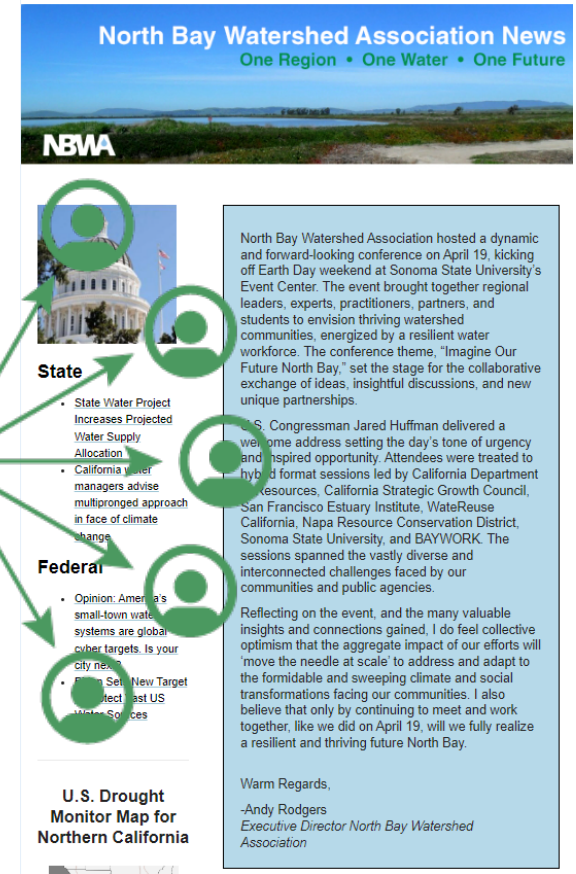
## Quarterly Newsletter – Summer 2024

### Help us expand distribution

- ✓ Partner agency contacts
- ✓ Funding agency staff
- ✓ Other department staff
- ✓ Information officers/communications
- ✓ Social media posting


### Forward us newsworthy items for next issue!

**View our archive (or join the distribution list) at**  
**[www.nbwatershed.org/email-newsletter](http://www.nbwatershed.org/email-newsletter)**



**North Bay Watershed Association News**  
One Region • One Water • One Future

**NBWA**



**State**

- State Water Project Increases Projected Water Supply Allocation
- California water managers advise multipronged approach in face of climate change

**Federal**

- Opinion: America's small-town water systems are global cyber targets. Is your city next?
- EPA Set New Target to Protect Last US Water Sources

**U. S. Drought Monitor Map for Northern California**

North Bay Watershed Association hosted a dynamic and forward-looking conference on April 19, kicking off Earth Day weekend at Sonoma State University's Event Center. The event brought together regional leaders, experts, practitioners, partners, and students to envision thriving watershed communities, energized by a resilient water workforce. The conference theme, "Imagine Our Future North Bay," set the stage for the collaborative exchange of ideas, insightful discussions, and new unique partnerships.

U.S. Congressman Jared Huffman delivered a welcome address setting the day's tone of urgency and inspired opportunity. Attendees were treated to hybrid format sessions led by California Department of Resources, California Strategic Growth Council, San Francisco Estuary Institute, WaterReuse California, Napa Resource Conservation District, Sonoma State University, and BAYWORK. The sessions spanned the vastly diverse and interconnected challenges faced by our communities and public agencies.

Reflecting on the event, and the many valuable insights and connections gained, I do feel collective optimism that the aggregate impact of our efforts will 'move the needle at scale' to address and adapt to the formidable and sweeping climate and social transformations facing our communities. I also believe that only by continuing to meet and work together, like we did on April 19, will we fully realize a resilient and thriving future North Bay.

Warm Regards,  
-Andy Rodgers  
Executive Director North Bay Watershed Association

Receive our quarterly newsletter:

Subscribe

# Join NBWA's online community!

*Help grow these accounts!*

**Member engagement and assistance with inviting people to follow:**

**Instagram:**

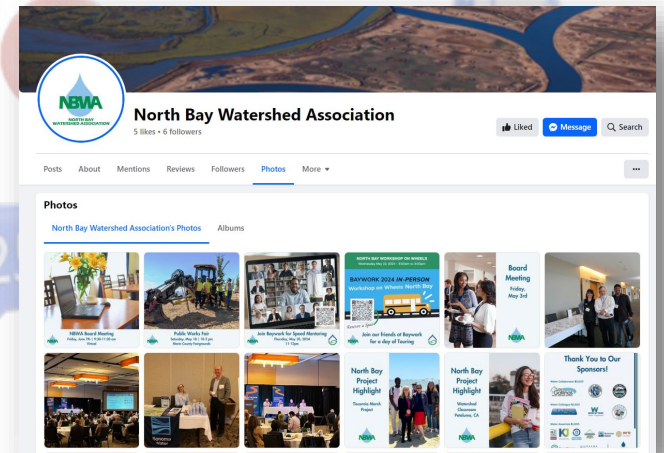
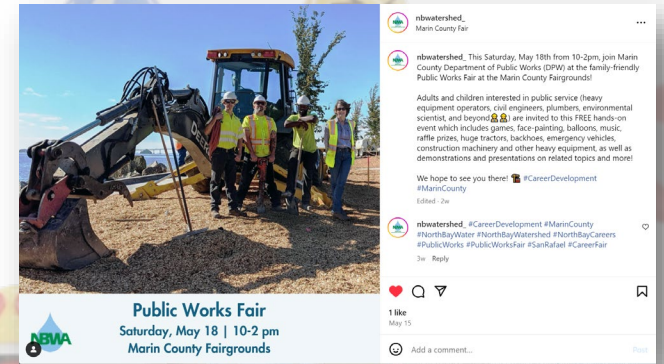
[www.instagram.com/nbwatershed](https://www.instagram.com/nbwatershed)

**Facebook:**

[www.facebook.com/nbwatershed](https://www.facebook.com/nbwatershed)

**Linkedin:**

[www.linkedin.com/company/nbwatershed](https://www.linkedin.com/company/nbwatershed)



# Social Media Analytics

- In April NBWA kicked off a social media program highlighting the conference.
  - Development and launch capacity was provided by a combination of budget available in
  - Data Instinct's contract and West Yost's outreach communications associated with the conference
- Successes:
  - ✓ By posting frequently, we saw a positive impact on follower acquisition during the first month of posting.
  - ✓ Greatest increase in page visits on Facebook.
  - ✓ Highest followers on Instagram, with LinkedIn as a close second.
  - ✓ Success with posting early in the morning. We will continue to monitor best time of day to post.
  - ✓ Added links to social media on the website and in the upcoming newsletter.
- Next goals:
  - ✓ **Goal is 1-2 posts a week highlighting careers in water, events/regional projects, water conservation tips, and spotlight members**
  - ✓ Continue to tag relevant agencies and partners to foster collaboration.
  - ✓ If budget available, consider boosting ad on Facebook and Instagram to increase traffic.

# Wastewater Treatment Operators' Forum - Windsor Treatment Facility, May 15

Coordinated by the Russian River Watershed Association

24 participants      10 facilities represented



Thank you,  
Town of Windsor!



# Resiliency Workforce Development

- **Establish subcommittee** to evaluate needs/opportunities and recommend direction of regional resources
  - Example: Develop a campaign for ***Careers in Water / Lives in the North Bay!***
  - Evaluate grant collaboration opportunities
- Build on collaborations with BAYWORK, BACWWE, CASA, ACWA, BACWA, CASQA, Workforce Alliance(s), SSU, JCs, CCs, Trade Schools, others...

# Small Grants and Scholarship Programs

- Re-launch next fiscal year!
- Convene focused subcommittee to develop program for Board consideration – *call for volunteers*
  - Determine NBWA goals and priorities for funding
    - i.e. projects that align with NBWA mission and provide regional benefit
  - Establish a program foundation and framework
    - Develop solicitation and selection processes
    - Determine target calendar milestones and grantee eligibility
    - Annually evaluate earmarking portion of uncommitted fund balance
- NBWA staff to administer with program subcommittee guidance



# Small Grants & Scholarship Programs – Relaunch Timeline

*July – Sep: Develop | Oct/Nov: Launch | Feb: Selection | March/Apr: Award | May/June: Implementation*

- Today's BOD meeting
  - **Establish Grant/Scholarship Program Subcommittee**
- July-August: Develop Grant and Scholarship Program Framework
  - Mission | Objectives | Budget | Eligibility
- September: Develop Outreach Plan
  - Students | Member Agencies | NGO's | Website | FAQ's
  - Deliverables: Application | Website | FAQ's | Outreach Plan

*July – Sep: Develop | **Oct/Nov: Launch** | Feb: Selection | March/Apr: Award | May/June: Implementation*

- Oct/Nov Board Meeting
  - Review Program Framework, Outreach Plan
  - Approve Launch

# Small Grants & Scholarship Program – Relaunch Timeline

*July – Sep: Develop | Oct/Nov: Launch | **Feb: Selection** | March/Apr: Award | May/June: Implementation*

- January: Applications due
- February: Subcommittee Evaluation, Selection Recommendations

*July – Sep: Develop | Oct/Nov: Launch | Feb: Selection | **March/Apr: Award** | May/June: Implementation*

- March/April: Awards at NBWA Board Meeting
  - Applicant notifications

*July – Sep: Develop | Oct/Nov: Launch | Feb: Selection | March/Apr: Award | **May/June: Implementation***

- May/June: Implementation, Follow Up Data and Report Findings

# NBWA Administering Agency Transition

- Marin Municipal Water District (MMWD) has served as NBWA fiscal agent since association inception
- MMWD proposes to transition the NBWA fiscal agency role to another member agency starting July 1, 2024
- NBWA has been in discussions with a number of member agencies to explore providing fiscal agency services
- NBWA announced the opportunity at the March 1 and May 3 Board meetings
- Central Marin Sanitation Agency (CMSA) is currently considering this role agendaizing an item at next week's CMSA Board of Commissioners meeting
- If CMSA approves transitioning NBWA's fiscal agency from MMWD, an item will be presented at the July Board of Commissioners meeting seeking approval to engage in an agreement outlining roles and responsibilities and fees.

# NBWA Administering Agency Transition

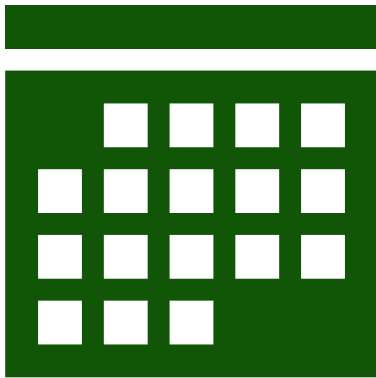
- NBWA's MOU provides that:
  - *The governing body of the same Member agency as the Treasurer and controller may determine charges to be made against the Association for the services of the Treasurer and controller. Payment of these charges shall be subject to the approval of the Board of Directors*
- *CMSA staff estimates the annual treasurer services subject to potential reimbursement will cost*
  - *A one-time services account setup = \$3,000*
  - *Annual invoice for treasurer services = \$8,900 to \$10,600*

# NBWA Administering Agency Transition

- If CMSA approves this proposal on June 11, 2024, staff request that the NBWA Board authorize the Executive Director, in coordination with the NBWA Board Chair, to work with CMSA staff to develop a draft contract for treasurer services.
- The contract would then be considered by the CMSA Board on July 9, 2024 and subsequently brought to the July 12 NBWA Board meeting for ratification.

# Executive Director Report *(continued)*

Confirming 2024 calendar dates – First Friday of every month - Except of course for holidays!



## FY 2024-25 Board Meetings

- July 12
- August 2 (skip?)
- September 6
- October 4
- November 1
- December 6
- January 3 (skip?)
- February 7
- March 7
- April 4
- May 2
- June 6

## 6. Board Information Exchange and Drought Updates

*Members*

Members will highlight issues and share items of interest.

# Announcements/Adjourn

*Next Board Meeting: July 12*



## 2024

- July 12
- August 2 (skip?)
- September 6
- October 4
- November 1
- December 6

## 2025

- January 3 (skip?)
- February 7
- March 7
- April 4
- May 2
- June 6