



# North Bay Watershed Association Board Meeting

March 1, 2024

## **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**

## **Treasurer's Reports**

Proposed Action: Approve / Accept

# Treasure's Report February 2024

- Proposed Action:  
Accept

Northbay Watershed Association  
Treasurer's Report  
February 1 - February 28, 2024

**Revenues:**

Membership -Stewardship - General Benefits - FY2024	221,783.88
<b>Total Revenues</b>	<b><u>221,783.88</u></b>

**Expenses:**

Executive Director Professional Services: West Yost	80,497.13
<u>Admin Professional Fees &amp; Expenses:</u>	
Operating Expense - General Benefit - website, etc..	-
Data Instructs - NBWA Outreach & Support	9,250.00
SFEI - Website Maintenance	1,653.71
Combustion Creative	-
<b>Total Expenses</b>	<b><u>91,400.84</u></b>

Change this period	130,383.04
Fund Balance as of July 1, 2023	<u>\$ 513,756.01</u>
Fund Balance as of February 28, 2024	<u><u>\$ 644,139.05</u></u>

## 4. Guest Presentation:

# 2024 Outlook and Dialogue with the San Francisco Bay Water Board Executive Officer

*Eileen White, Executive Officer, San Francisco Bay Area Regional Water Quality Control Board*

Eileen will provide a forward-looking overview of water board priorities in 2024/2025 that may be of interest to north bay utilities and municipalities, describe State budget impacts to water board programs, and prompt a dialogue with attendees.

# 5. Executive Director Report

*Andy Rodgers, Executive Director*

Andy will provide updates and solicit board input on activities since the February 2nd Board meeting, including association administration updates, and other activities, programs and communications.

# Executive Director Report



## Updates since last meeting

- ***Thank you, Central Marin Sanitation Agency for hosting NBWA's February 2nd Board meeting!***
- *Attended Friends of Petaluma River's hosted workshop for SFEI's Sediment Solutions Project on February 28*
- **Chaired CASQA's Legislation Subcommittee meeting on February 28**



## Administrative Activities

- Coordinated future Board events and speakers
- ***Developed draft FY24-25 work plan***
- Updated NBWA website
- Coordinated with MMWD Finance Manager and NBWA staff on reporting
- AR – Membership dues
- AP – Subconsultants



## Communications

- ***NBWA conference sponsorship solicitations sent out week of February 19, 2024***
- Coordinated with members to host meetings and highlight programs
- Regional partners
- Subject matter experts and speakers
- Chair, Deputy Director, and staff to progress NBWA initiatives



## Committees

- ***Conference Committee meetings on Feb 6 & 20, 2024***
- ***BAYWORK meetings on February 12 & 28, 2024***
- ***Speaker and partner communications all month!***

## **6. NBWA FY 2024/25 Draft Workplan**



# FY 2024/2025 NBWA Workplan Draft

NBWA FY 2024-2025 DRAFT Budget

Overhead and General Benefit Projects		NBWA Contract Staff				CASH ALLOCATION (MEMBERSHIP DUES)																						
	In-Kind Services	NBWA staff	Other consultants	OOCs	2023 - 2024 Total Cash Budget	CMSA	Marin Co	LOVSD	Bel Marin Keys, SAGM, City of Mill Valley	McSTPP	RVSD	MMWD	NMWD	NapaSan	NapaFlood	NovatoSan	City of Novato	Petaluma	American Canyon	San Rafael	City Sonoma	Sonoma Co.	SCWA	Napa County	Solano County Water Agency	SVCSD	NBWA TOTAL	
<b>A- Overhead</b>																												
1	Board Meetings/Workshops	39,300	-	-	39,300	1,179	6,568	1,111	1,074	1,043	1,247	1,848	1,238	1,230	1,291	1,168	1,453	1,909	1,436	1,843	1,261	7,016	3,947	-	-	-	1,436	39,300
2	Board Meeting Minutes	4,560	-	-	4,560	137	762	129	125	121	145	214	144	143	150	136	169	222	167	214	146	814	458	-	-	-	167	4,560
3	Agency Coordination	9,220	-	-	9,220	278	1,542	262	252	246	293	434	291	289	304	275	342	449	326	432	296	1,646	926	-	-	-	337	9,221
4	Administrative Steering Comm.	4,460	-	-	4,460	134	745	126	122	118	141	210	141	140	147	133	165	217	163	209	143	796	448	-	-	-	163	4,460
5	Program Development	4,460	-	-	4,460	134	745	126	122	118	141	210	141	140	147	133	165	217	163	209	143	796	448	-	-	-	163	4,460
6	Finance/Accounting Support	35,000	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
<b>Overhead Subtotals</b>		35,000	62,000	-	82,000	1,862	10,363	1,754	1,694	1,646	1,968	2,916	1,954	1,941	2,038	1,844	2,293	3,013	2,254	2,908	1,990	11,069	6,226	-	-	2,266	62,000	
<b>B- General Benefit Projects</b>																												
7	Public Outreach Materials	-	10,000	-	10,000	300	1,671	283	273	265	317	470	315	313	329	297	370	486	396	469	321	1,785	1,004	-	-	-	335	10,000
8	Committee Activities and Initiatives	27,360	-	-	27,360	821	4,573	774	747	726	868	1,266	862	856	899	813	1,011	1,329	1,085	1,283	878	4,885	2,748	-	-	-	915	27,360
9	Website	-	5,500	-	5,500	165	919	156	150	146	174	259	173	172	181	163	203	267	218	258	177	992	552	-	-	-	184	5,500
10	Data Management	-	2,000	-	2,000	60	334	57	55	53	63	94	63	63	66	59	74	97	79	94	64	357	201	-	-	-	67	2,000
11	Legislative Action	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
12	Joint Technical Committee	14,000	-	14,000	14,000	420	2,340	396	382	371	444	658	441	438	460	416	518	680	555	657	449	2,499	1,406	-	-	-	468	14,000
13	NBWA Conference Expense	6,900	-	6,900	6,900	207	1,153	195	188	183	219	324	217	216	227	205	255	335	274	324	221	1,232	593	-	-	-	231	6,900
14	NBWA Conference Support	12,500	-	12,500	12,500	375	2,089	353	341	332	397	588	394	391	411	372	462	607	496	586	401	2,232	1,255	-	-	-	418	12,500
15	Small Grant Program Development & Admin	19,030	-	19,030	19,030	571	3,181	538	520	505	604	895	599	595	625	566	704	925	755	893	611	3,397	1,911	-	-	-	637	19,030
16	Regional Alignment and Strategic Funding	18,000	-	18,000	18,000	540	3,008	509	492	478	571	846	567	563	591	535	665	875	714	844	576	3,214	1,808	-	-	-	602	18,000
17	Contingency Reserve	8,000	-	8,000	8,000	240	1,337	226	219	212	254	376	252	250	263	238	296	389	317	375	257	1,428	803	-	-	-	266	8,000
<b>General Benefit Subtotals</b>		107,790	15,500	28,900	123,290	3,700	20,606	3,486	3,368	3,271	3,911	5,796	3,884	3,858	4,051	3,665	4,558	5,990	4,888	5,783	3,957	22,011	12,381	-	-	4,125	123,290	
<b>General Benefit Totals</b>		35,000	169,790	15,500	185,290	3,700	20,606	3,486	3,368	3,271	3,911	5,796	3,884	3,858	4,051	3,665	4,558	5,990	4,888	5,783	3,957	22,011	12,381	-	-	4,125	123,290	
<b>FY 2023 - 24 TOTAL A + B</b>		35,000	169,790	15,500	185,290	5,561	30,969	5,240	5,062	4,917	5,879	8,712	5,838	5,799	6,089	5,509	6,851	9,004	7,142	8,692	5,947	33,080	18,608	-	-	6,391	185,290	

Specific Benefit Projects		NBWA Cash Requirement				CASH ALLOCATION																					
	In-Kind Services	NBWA staff	Other consultants	OOCs	2023 - 2024 Total Cash Budget	CMSA	Marin Co	LOVSD	MCSD #5 (See Note 1)	McSTPP	RVSD	MMWD	NMWD	Napa San	NapaFlood	NovatoSan	City of Novato	Petaluma	American Canyon	San Rafael	City Sonoma	Sonoma Co.	SCWA	Napa County	Solano County Water Agency	SVCSD	NBWA TOTAL
<b>C- Specific Benefit Projects</b>																											
1	Project "A"	-	40,000	-	40,000	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	25,000	15,000	-	40,000
2	Project "B"	-	-	-	80,000	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	80,000
3	Project "C"	-	-	-	80,000	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	80,000
<b>FY 2023-24 Specific Benefit Project Total</b>		-	40,000	-	200,000	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	25,000	15,000	-	200,000
<b>NBWA Total for FY 2023-24</b>		35,000	169,790	55,500	385,290	5,561	30,969	5,240	5,062	4,917	5,879	8,712	5,838	5,799	6,089	5,509	6,851	9,004	7,142	8,692	5,947	33,080	18,608	25,000	15,000	6,391	385,290

# Work Plan Structure

## A- Administrative Services – *NBWA staff*

1. Board Meetings/Workshops
2. Board Meeting Minutes
3. Agency Coordination
4. Administrative Steering Committee
5. Program Development committee
6. Finance/Accounting Support

## B- General Benefit Projects – *NBWA staff and consultants*

7. Public Outreach Materials
8. Committee Activities
9. Website
10. Data Management
11. Legislative Action
12. Joint Technical Committee
13. NBWA Conference Expense
14. NBWA Conference Support
15. Update of IRWMP and Funding Advocacy
16. Regional initiatives Development

## C- Specific Benefit Projects

# General approach to FY 2024/2025

- ✓ No change to annual budget and dues
- ✓ Maintain core programs and tasks
  - ✓ Monthly Board meetings
  - ✓ Committee meetings
  - ✓ Quarterly newsletter/Website
- ✓ Implement focused initiatives
- ✓ Participate in regional forums
- ✓ Develop and propose new programs/opportunities for consideration
- ✓ Expand NBWA visibility and membership
- ✓ Advocate for and support north bay membership interests

# NBWA FY 2023/24 Work Plan

- **Executive Director services**

- Facilitate monthly Board meetings and participate in regional collaborations
- Continue in-person/hybrid meetings and organize periodic field trips
- Member communications, advocacy, align/leverage NBWRA and RRWA programs
- Convene Executive/Admin Steering Committee – Summer 2024

- **Implement focused Regional Initiatives**

- Leverage existing forums and progress **workforce development** initiatives (convene subcommittee for direction)
- Launch **small grants and scholarship program**
- Refocus groundwater hazards mapping **team and grant application** for other funding program
- Convene **General Managers meeting** – Fall 2024
- Convene **JTC to develop regional funding strategy**

- **Participate in Regional Forums**

- IRWM/RoR, RCIS, SFBRA, others

- **Convene Joint Technical Committee**

- Programmatic planning and funding

- **Communications**

- Quarterly newsletter
- Update NBWA website

# Current Fiscal Year 2023-24 Year End *Projection*

- Membership dues collected: **\$221,783** (*\$3,506 due*)
- Expenses through February 28: **\$91,400**
- Projected fiscal year-end expenses: **\$186,780**
- Estimated contingency reserve (carry-over): **\$35,003**
- Estimated fund balance as of June 30: **\$548,759**

# Estimated Budget for FY 2024/2025

• Administrative services	<b>\$62,000</b>
• General Benefit projects	<b>\$123,290</b>
• Special Benefit projects	<b><u>\$40,000</u></b>
<b>TOTAL</b>	<b>\$225,290</b>
• FY 2023/2024 carryover	<b>\$ 35,003</b>

## A- Administrative Services

1. Board Meetings/Workshops
2. Board Meeting Minutes
3. Agency Coordination
4. Administrative Steering Committee
5. Program Development committee
6. Finance/Accounting Support

## B- General Benefit Projects

7. Public Outreach Materials
8. Committee Activities and Initiatives
9. Website
10. Data Management
11. Legislative Action\*
12. Joint Technical Committee
13. NBWA Conference Expense
14. NBWA Conference Support
15. Small Grant Program Development & Admin
16. Regional Alignment and Strategic Funding
17. Contingency Reserve

## C- Specific Benefit Projects

# Proposed Executive Director Services Budget

- Current FY23-24 Total ED Services: \$134,160
- Proposed Administrative Services: \$62,000 *(same as current FY)*
- General Benefit Projects: \$78,890 *(\$6,730 increase)*
- Proposed FY24-25 Total ED Services: \$140,890 *(5% increase from current FY)*
  
- NBWA budget to remain unchanged

# **7. NBWA Biennial Conference Planning Update**



# 2024 Conference Planning Updates



**NBWA** North Bay  
Watershed Association



**NBWA 2024**

APRIL 19, 2024 | SONOMA STATE UNIVERSITY

**IMAGINE OUR  
FUTURE  
NORTH BAY**

JOIN LEADING INSIDERS, EXPERTS AND  
STAKEHOLDERS TO EXAMINE ADVANCING  
OUR NATURAL INFRASTRUCTURE,  
COMMUNITIES, AND WORKFORCE.

Subscribe to be kept up-to-date about this event

Email Address \*



Subscribe to the *Conference Distribution list* and add the event to your calendar by visiting

[www.nbwatershed.org/event/conf2024](http://www.nbwatershed.org/event/conf2024)

<http://bit.ly/NBWA2024Conference>



# REMINDER: SPONSORSHIP OPPORTUNITIES!

## Benefits For All Sponsors

- ✓ Advertising in the Event Program (based on exhibitor/sponsor level)
- ✓ Agency/Company name/logo in Conference marketing materials
- ✓ Exhibitor/sponsor identification for attendees
- ✓ Company name and web link on Conference website
- ✓ Complimentary registration (number based on registration level)
- ✓ Additional attendees from organization may attend for discounted price



# SPONSORSHIP OPPORTUNITIES!

## Watershed Highlander \$5,000

- Special call out as a “Water Collaborator” during opening session and intermission
- Conference intermission logo highlight and project highlights
- Recognition in onsite program
- FREE half-page (4.25x11) ad in the Event Program
- Exhibit booth
- Four (4) complimentary conference registrations

## Headwaters Partner \$2,500

- Conference intermission logo highlight (and project highlights)
- Recognition in onsite program
- Exhibit booth
- Three (3) complimentary conference registrations

## Ecosystem Steward \$1,500

- Name and logo on event program, NBWA website, and Eventbrite
- Recognition in onsite program
- Two (2) complimentary conference registrations



If you would like to donate or have questions, please contact [smarson@westyost.com](mailto:smarson@westyost.com) or [northbaywa@gmail.com](mailto:northbaywa@gmail.com)

# Conference – Call for Project Images!

Examples from the 2022 NBWA Conference intermission slide deck!

Using cutting-edge software mapping technology, science-based data was collected to identify sewer intrusion along the Santa Cruz mid-county coastline.  
Max Halkjar  
Hydrologist, Geophysicist  
#InThisTogether

A sustainable and drought-free water supply is essential for preserving and promoting economic vitality throughout Santa Cruz County. For these reasons the business community is deeply supportive of the Pure Water Soquel Project.  
Robert Singleton  
Executive Director  
Santa Cruz County Business Council  
#InThisTogether

If you savor the magic of water, if you cherish the access for more than our water repository, if you want to protect the future for generations to come, then recycle and reuse WATER for it is the most important thing for the world and for you valuable to pass on to your kids.  
Jamie Proffitt  
Lead Developmental Planner, Water Conservation  
Santa Cruz Chapter  
#InThisTogether

Water Purification Facility - Conceptual Renderings  
Currently under Construction – to be online in early 2024!  
SOQUEL CREEK WATER DISTRICT  
PUREWater Soquel

Pure Water Soquel  
Replenishing Mid-County Groundwater & Preventing Further Seawater Intrusion  
Will Recycle 25% of the ~8 million gallons per day of treated wastewater that goes out into the Monterey Bay National Marine Sanctuary

Treated Secondary Effluent Water (Source H<sub>2</sub>O) → Advanced Treatment Process (Purify H<sub>2</sub>O) → Recharge (Replenish Basins Wells)



Images provided by Napa County Resource Conservation District (RCD)

Napa County Resource Conservation District (RCD)  
**Acorns to Oaks (A2O) program:**  
developed by RCD to empower students and community members in regeneration of native oak forests.

Please contact [smarson@westyost.com](mailto:smarson@westyost.com) or [northbaywa@gmail.com](mailto:northbaywa@gmail.com)

# Event Support Services



## Promotion and Media Design

- Design theme graphics for consideration
  - ✓ NBWA logo refresh
  - ✓ PowerPoint template
  - ✓ Event program template/interface
  - ✓ Digital graphics
    - Social media
    - Email images
    - Email signature
    - CANVA graphics library for speakers and sponsors



## Marketing & Event Communications

- Create promotional flyer
- Manage distribution of flyer—Virtual and Print
- Set up and manage registry communications.



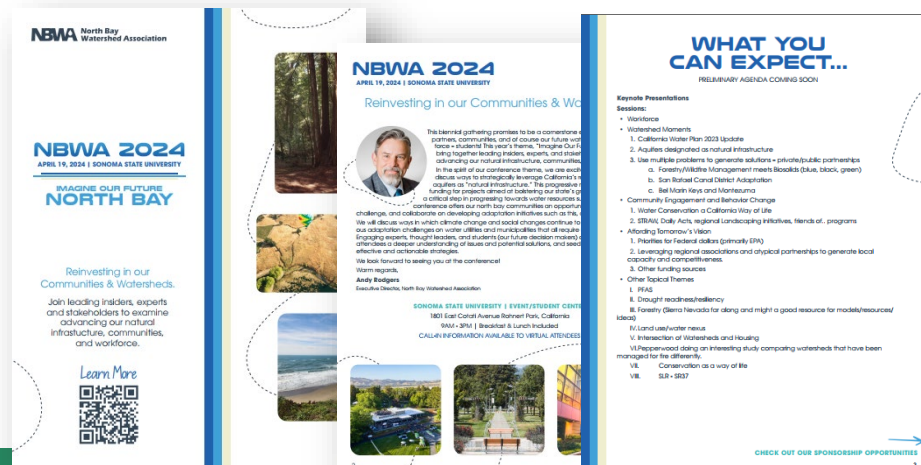
## Sponsor Coordination, Event Program Development & Management

- Identifying sponsors
- Track, and coordinate activities related to tier level sponsorship packages
- Draft and maintain updates to event program
  - Hosted on an interactive platform online.



## OnSite Materials

- Prepare printed materials
  - ✓ Agendas
  - ✓ Registration materials
  - ✓ Marketing materials related to sponsorship packages
  - ✓ Other signage
- Coordinate with Sonoma State University
- Set up day of printed materials



# Conference Budget Estimates

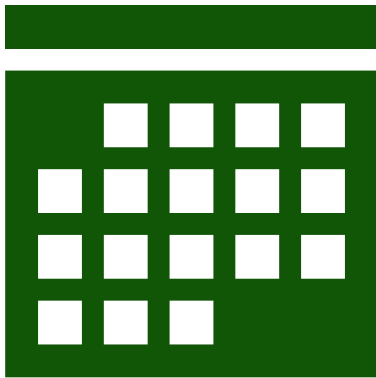
Revenue	2024 Estimate (Dollars)
Average Sponsorships	30,210
Average Registrations	4,800
NBWA set aside	15,000 – 20,000
<b>Total Revenue</b>	<b>50,010 – 55,010</b>
<b>In-Kind Contributions</b>	<b>Priceless</b>

Expenses	2024 Estimate (Dollars)
Planning costs	3,000
Graphic Design and Marketing	13,000
Onsite Materials	1,000
Venue	9,975
Food	7,000
Technology (Audio, Visual, Translation, Other)	6,000
Speaker fees	1,500
Supplies (ODC)	250
<b>Total Expenses</b>	<b>\$41,725</b>

# Executive Director Report *(continued)*

Confirming 2023/24 calendar dates – First Friday of every month - Except of course for holidays!

## FY 2023-24 Board Meetings



- April 5 – *In person/hybrid (possible skip)*
- April 19 – *Biennial Conference @ SSU!*
- May 3 – *In person/hybrid*
- June 7 – *Field Trip*

## 6. Board Information Exchange and Updates

### *Members*

Members will highlight issues and share items of interest.



# Announcements/Adjourn

*Next Board Meeting:  
April 5 , 2024 ??*

*More details to come....*