



COUNTY of NAPA

OFFICE OF CONSERVATION, DEVELOPMENT & PLANNING

CONSERVATION DIVISION

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NOTICE OF SPECIAL MEETING

DATE: 05/09/05

TO: WHOM IT MAY CONCERN

**SUBJECT: NOTICE OF A SPECIAL MEETING OF THE
WATERSHED INFORMATION CENTER & CONSERVANCY BOARD
ON MAY 9, 2005, 8:30 AM**

I, Charles Slutzkin, Chairman of The Watershed Information Center & Conservancy (WICC) Board, do hereby call a special meeting of The Watershed Information Center & Conservancy (WICC) Board pursuant to Government Code Section 54956. The special meeting will be held on May 9th 2005, at 8:30 a.m. at Joseph Phelps Winery, located at 200 Taplin Road, St Helena CA. The purpose of the special meeting is to act on the agenda that is attached to this notice.

Sincerely,

Charles Slutzkin, Chairman

Watershed Information Center & Conservancy Board

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David Graves
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Phill Blake
Donald Gasser
Kate Dargan
Jeffrey Redding
Tom Shelton
Charles Slutzkin
Carol Kunze
Richard Camera

Alternates

Harold Moskowitz
Karen Slusser

AGENDA

SPECIAL BOARD MEETING

Strategic Planning Workshop

Monday, May 9, 2005 at 8:30 a.m.
Joseph Phelps Winery, 200 Taplin Road,
St. Helena, CA

Staff Representatives

Patrick Lowe,
Secretary
Deputy Director,
Conservation Div., CDPD

Jeff Sharp,
Watershed Coordinator
Planner III,
Conservation Div., CDPD

Laura Anderson,
Counsel
Attorney IV,
County Counsel's Office

1. **CALL TO ORDER & ROLL CALL** (Chairman)
2. **APPROVAL OF ACTION MINUTES**
None at this time.
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.
4. **ANNOUNCEMENTS** (Board/Staff)
5. **BOARD DISCUSSION AND PARTICIPATION IN A FACILITATED STRATEGIC PLANNING WORKSHOP** (Staff/Consultant)
6. **FUTURE AGENDA ITEMS** (Board/Staff)
7. **NEXT MEETING** – **Regular Board Meeting: May 26, 2005 – 4:00 PM**
8. **ADJOURNMENT** (Chairman)

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, 1195 Third St., Suite 210, Napa CA 94559 to request alternative formats.



Watershed Information Center & Conservancy (WICC) Board
of Napa County

Special Meeting Location Map

WICC Board Strategic Planning Workshop



Monday, May 9, 2005

8:30AM – 1:30PM

**Joseph Phelps Winery
200 Taplin Road, St. Helena CA**

***Take Taplin Rd. East from Silverado Trail,
Take Left through archway onto winery driveway,
Follow drive uphill to winery.***

707-963-2745

WATERSHED INFORMATION CENTER AND CONSERVANCY

STRATEGIC PLANNING WORKSHOP BACKGROUND REPORT

Prepared For
WATERSHED INFORMATION CENTER AND CONSERVANCY OF NAPA COUNTY BOARD OF DIRECTORS

Prepared By
PMC CONSERVATION AND RESOURCE PLANNING GROUP

5 MAY 2005

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1. INTRODUCTION

This document provides the background information for the second Watershed Information Center and Conservancy (WICC) Strategic Planning workshop to be held:

Date: Monday, May 9th, 2005

Time: 8:30am to 1:30pm

Place: Joseph Phelps Winery, 200 Taplin Road, St Helena, CA

At the Strategic Planning workshop we will review the accomplishments of the WICC over the past year and chart our course for the coming year. Our time together is very, very short. Please take the time to read this background report and bring your thoughts and ideas regarding future actions and priorities. We cannot discuss everything contained herein during the workshop but your understanding of the contents will help keep the session moving.

As you read, please consider how we could create measurable definitions of success for each action. This is something that funders are very interested in and also helps the WICC track its progress in a quantitative manner.

We look forward to seeing you on Monday.

2. STRATEGIC PLANNING WORKSHOP AGENDA

The following is a preliminary WICC Strategic Planning Workshop Agenda. A final agenda will be handed out at the workshop.

- 8:30 – 8:45 Welcome and Introductions
- 8:45 – 9:00 Background Report Discussion and Reactions
- 9:00 – 9:15 WICC Accomplishments
- 9:15 – 9:30 Strengths, Weaknesses, Opportunities and Challenges
- 9:30 – 10:00 Brainstorm Watershed and Organizational Vision
Vision: A statement of the desired future state of the watershed and the organization. An image of what success would look like.
- 10:00 – 10:15 Review Mission and Guiding Principles
Mission: A short statement communicating the essence of the organization to the public
- 10:15 – 10:30 Break
- 10:30 – 12:00 Coordination and Facilitation
- Review Goals
 - Review Actions – Completed, In-Progress and Remaining
 - Potential Future Actions
 - Measures of Success
 - Additional Information Needed
- Natural Resources
- Review Goals
 - Review Actions – Completed, In-Progress and Remaining
 - Potential Future Actions
 - Measures of Success
 - Additional Information Needed
- WICC Website
- Review Goals
 - Review Actions – Completed, In-Progress and Remaining
 - Potential Future Actions
 - Measures of Success
 - Additional Information Needed

Education and Outreach

- Review Goals
- Review Actions – Completed, In-Progress and Remaining
- Potential Future Actions
- Measures of Success
- Additional Information Needed

Organizational Structure and Funding

- Review Goals
- Review Actions – Completed, In-Progress and Remaining
- Potential Future Actions
- Measures of Success
- Additional Information Needed
- Key Questions
 - Organizational Structure
 - Size of Board - Representatives from each city
 - Meeting Schedule – Monthly versus Bi-monthly

12:00 – 12:30 Preliminary Prioritization of Actions

12:30 – 1:30 Lunch and Recap/Next Steps

3. WICC MISSION STATEMENT AND GUIDING PRINCIPLES

This section includes the WICC Mission and Guiding Principles, which were developed as part of the first WICC Strategic Plan in 2004.

MISSION STATEMENT

The Watershed Information Center and Conservancy (WICC) of Napa County will guide and support community efforts to maintain and improve the health of Napa County's watershed lands.

GUIDING PRINCIPLES

- Collaboration is the most effective way to accomplish the mission of the WICC. In order to be collaborative, all organizations and individuals working in Napa County's watersheds will be encouraged to participate in the WICC.
- The WICC supports and promotes the activities of other watershed restoration organizations and facilitates cooperation among them. It does not undermine or compete with the mission and goals of these organizations.
- Participation in the WICC and provision of information to the WICC website is done voluntarily by agencies, organizations, and individuals.
- The WICC will be part of the solution to watershed issues and concerns. It will be politically neutral and not involved in the regulatory process but will collect and disseminate the best possible information to aid those involved in policy and decision-making.
- The WICC will seek monies and grants from foundations, private individuals, organizations, and local state and federal government agencies to address its financial needs and to further the mission and goals of the organization.

4. WICC ACCOMPLISHMENTS

The following is a summary of the accomplishments of the WICC over the past year. Some of the accomplishments are items in progress. Accomplishments were identified based upon the board interview responses and discussions with staff. We will discuss the accomplishments at the Board Workshop and add others we may have missed.

- The WICC completed the first round of Strategic Planning – it defined the organization and where it was going.
- The WICC website was launched, providing a forum for information sharing and communication.
- The WICC Board held consistent and productive meetings.
- The WICC Board and the TAC reviewed elements of the Baseline Data Report.
- The WICC provided support to the community in the form of letters of support for grants.
- The WICC, in cooperation with the Resource Conservation District, completed the first year of a three-year grant from the Department of Conservation. The grant supports watershed stewardship groups and community watershed efforts.
- The WICC hosted a watershed event at Kennedy Park in June 2004.
- The chair and vice-chair of the WICC Board attended leadership training.
- There is growing community interest and awareness about watershed issues and the possibilities of working together to address them.
- Master Calendar of watershed events and activities is included on the WICC website.
- Trained some groups to use the WICC website and provided online tools via the website to build organizational capacity.
- Some links from the WICC website to other watershed organizations with others scheduled to be added in the next few months.
- The WICC completed or is in the process of completing many of the Priority 1 and 2 Actions from the Strategic Plan. Actions currently in progress include:
 - Preparation of an inventory of the agencies, groups, organizations, and individuals involved in watershed planning and the projects, activities, and services offered by each. Based upon this, overlaps and gaps in the projects, activities, and services as well as the services the WICC could provide to these groups will be identified.
 - One TAC meeting was conducted to develop an overall concept for the watershed management strategy.
 - Preparation of a watershed monitoring strategy.
 - Creation of a media press kit and logos as well as an overall strategy for outreach and education.
 - As part of watershed awareness month, the WICC website calendar includes opportunities for the public to participate in hikes and other events on watershed lands throughout Napa County.
 - Preparation of a funding and financing strategy.
 - An update of the WICC Strategic Plan.

5. STRENGTHS, WEAKNESSES, OPPORTUNITIES AND CHALLENGES

The following is a summary of the strengths and weaknesses of and opportunities and challenges faced by the WICC as gleaned from the Board interviews. A more detailed summary of the Board interviews is included in Section 7.

STRENGTHS

Composition of the board and the variety of points of view represented.

The website.

The WICC is, for the most part, using its Strategic Plan to guide its actions.

The WICC is respected by the community as being a neutral and positive body.

The community (as gleaned from the organizations that were interviewed) holds a lot of hope for the usefulness of the website and what it will do for their organization and for community awareness of watershed issues.

WEAKNESSES

The WICC does not have a long-term source of stable funding.

The community isn't fully aware of the WICC and all that it offers.

The WICC needs more staff to accomplish what it has set out to do.

The WICC website is too complicated for the average user.

Currently the WICC does not have a long-term organizational or watershed vision.

OPPORTUNITIES

To make the community aware of the WICC and its relevance to various members of the community. First we need to define what the WICC offers to the various members of the community – to residents, to landowners, to the agricultural community, to businesses, etc.

To provide unbiased information and data on watersheds in Napa County's watersheds. A first step to doing this would be to prepare a watershed analysis and management plan.

To support other organizations in the County in their watershed conservation efforts.

CHALLENGES

To continue to identify and implement the programs and services that are unique to the WICC and meet its mission and goals.

To identify and secure stable funding for ongoing administrative and project related needs.

To simplify the WICC website so that it is meaningful and friendly to all levels of users.

To identify the appropriate time to change the WICC's organizational structure. What is the most appropriate structure?

The WICC has limited authority as a committee of the Board of Supervisors. What is the role and responsibility of the WICC Board within the Napa County context? How do we accomplish our goals in the context?

To determine the appropriate frequency of meetings to assure attendance and a quorum at each meeting.

To assure that the Board has adequate information to get things done.

To assure that the WICC moves quickly enough to maintain community interest and support without taking on too much.

To assure that the board members, especially new ones, are brought up to speed quickly on the key issues and their roles and responsibilities.

To determine whether the WICC should add several ad-hoc committees with focused interests such as fundraising, website content and management, public outreach/marketing, riparian corridor protection, subarea committees, land stewardship, fuel load management. How frequently would these ad-hoc committees meet and how would the committee meetings dovetail with the overall Board meetings?

To identify the appropriate role for the WICC related to watershed/riparian corridor conservation easements.

To determine how the WICC can contribute to the General Plan update process while remaining consistent with the WICC's mission and guiding principles of neutrality and information provision.

6. GOALS, ACTIONS, PRIORITIES AND STATUS

The WICC Strategic Plan goals and the actions to implement the goals are identified below. Priorities for each action are indicated in parenthesis. Priority 1 actions are those that were slated for implementation immediately during the WICC's first year. Priority 2 actions are those that would be implemented in the next one to three years. Priority 3 actions are those envisioned for implementation beyond three years from the WICC's inception.

For each topic area, actions have been categorized as Complete, In Progress (with an estimated completion date) and To Be Completed. Actions that are identified as "To Be Completed" will be discussed at the workshop along with additional actions that respond to the comments of the Board.

In some cases there are actions underway that were not included in the original Strategic Plan. These items and their status are indicated in each category.

COORDINATION AND FACILITATION (CF)

Goals

Enhance partnerships, cooperation, and consistency and avoid duplication among all those working to improve the health of Napa County's watersheds.

- Coordinate and facilitate watershed planning, research, and monitoring efforts among Napa County organizations, agencies, landowners, and citizens.
- Support organizations with a watershed restoration focus.
- Serve as a clearinghouse and coordinator for watershed activities.

Actions and Priorities

Completed

Action CF6: Prepare a master calendar of watershed events and activities. (Priority 2)
Status: Master calendar is included on the website. Requires ongoing update and some coordination with Action CF1.

In-Progress

Action CF1: Inventory the agencies, groups, organizations, and individuals involved in watershed planning and the projects, activities, and services offered by each. (Priority 1).
Status: To be completed by July 2005.

Action CF3: Identify the overlaps and gaps in the projects, activities, and services provided by the organizations in CF1 and identify the services the WICC could provide to these groups. (Priority 1).

Status: To be completed by July 2005.

Action CF4: Assist with organizational capacity building of watershed groups. (Priority 1)

Status: Trained some groups to use the WICC website and provided online tools via the website to build organizational capacity. Additional actions to be prepared for inclusion in 2005-06 Strategic Plan based upon results of CF1 and CF3.

Action CF5: Coordinate and partner with other watershed organizations to create a link from the WICC website to the volunteer areas of each watershed organization's website. (Priority 3)

Status: Some organizations are already linked. Addition of other organizations to be completed by July 2005.

To Be Completed

Action CF2: Establish a Watershed Forum where these groups can meet. (Priority 2)

NATURAL RESOURCES (NR)

Goals

Collaborate with other organizations to protect and enhance watershed lands and natural processes with an emphasis on riparian corridors and native species and their habitats to achieve improved watershed health throughout Napa County and facilitate the eventual removal of the Napa River and its tributaries from California's Section 303(d) list of water quality limited water bodies established under the Clean Water Act.

- Identify key watershed areas for restoration, enhancement, and/or permanent protection.
- Work with landowners, citizens, organizations, and agencies to permanently protect key watershed lands.

Actions and Priorities

Completed

None

In-Progress

Action NR1: Develop a countywide watershed management strategy. (Priority 1)

Status: One TAC meeting was conducted to develop an overall concept for the strategy.

To Be Completed

Action NR2: Support the Land Trust of Napa County and other potential conservation easement holders in their conservation easement acquisition efforts. (Priority 2)

Action NR3: Evaluate the pros and cons of the WICC holding conservation easements. (Priority 3)

Additional Actions Not Included in Strategic Plan

Watershed Monitoring Strategy

Status: To be completed in August 2005. Key actions to be incorporated into 2005-06 Strategic Plan.

WATERSHED INFORMATION CENTER AND CONSERVANCY WEBSITE (WICC WEBSITE)

Goals

Collect, organize, and make available to the public, environmental data and information to support community efforts to understand and better manage the County's watersheds.

- Ensure that the WICC website is created, managed, and frequently updated so that it provides accurate, easily accessible, and useful data.
- Increase awareness of the information available from the WICC website.

Actions and Priorities

Completed

None

In-Progress

Action WIC1: Establish a system for WICC website maintenance and update. (Priority 1)

Status: To be completed by July 2005.

Action WIC4: Promote the WICC website to educators, policy makers, landowners, and the community. (Priority 2)

Status: To be completed as part of the Education and Outreach Strategy (Action EO1) by July 2005. Actions to be incorporated into the 2005-06 Strategic Plan.

To Be Completed

Action WIC2: Survey WICC website users on a regular basis. (Priority 3)

Action WIC3: Request TAC review of the WICC website on a regular basis. (Priority 3)

EDUCATION AND OUTREACH (EO)

Goals

Engage the community – those who live, work, and visit the County’s watersheds – in improving the health of the watersheds.

- Support ongoing community education about watershed conservation and the WICC.
- Support appropriate public access to build appreciation and understanding of the land and its resources.

Actions and Priorities

Completed

None

In-Progress

Action EO1: Develop and disseminate information about the unique mission and resources of the WICC. (Priority 1)

Status: A media press kit and logos is being developed. An overall strategy for outreach and education (coordinated with Action WIC4) will be completed by July 2005. Actions will be prioritized and incorporated into the 2005-06 Strategic Plan.

Action EO3: Identify and publicize public access opportunities to Napa County’s watershed lands. (Priority 2)

Status: As part of watershed awareness month, the WICC website calendar includes opportunities for the public to participate in hikes and other events on watershed lands throughout Napa County.

To Be Completed

Action EO2: Establish a permanent physical location for the WICC. (Priority 2)

Action EO4: Support efforts to develop a Napa County Parks and Open Space entity. (Priority 2)

Action EO5: Assist and support watershed public tour programs. (Priority 3)

ORGANIZATIONAL STRUCTURE AND FUNDING (OSF)

Goals

Assure that the WICC has adequate resources and the appropriate organizational structure to ensure its success.

- Develop adequate staff, Board, volunteers, and a Technical Advisory Committee to support WICC activities.
- Establish an organizational structure that suits the mission and goals of the WICC.
- Secure reliable funding to fulfill the mission and goals of the WICC.

Actions and Priorities

Completed

None

In-Progress

Action OSF7: Develop a funding and financing strategy. (Priority 1)

Status: To be completed by July 2005. Strategy will reflect priorities of the 2005-06 Strategic Plan.

To Be Completed

Action OSF1: Increase staff from 1.1 to 2 FTEs. (Priority 1)

Action OSF2: Establish WICC committees. (Priority 2)

Action OSF3: Convene ad-hoc task forces as needed to address special issues. (Priority 2)

Action OSF4: Develop a strategy to recruit and train WICC volunteers. (Priority 3)

Action OSF5: Evaluate the need for a Citizen's Advisory Committee. (Priority 3)

Action OSF6: Evaluate the pros and cons of various organizational structures. (Priority 2)

Additional Actions Not Included in Strategic Plan

Strategic Plan Update

Status: To be completed in July 2005. Will incorporate recommendations from all above "In Progress" actions.

7. BOARD INTERVIEW RESPONSE SUMMARY

Each WICC Board Member was asked a series of questions in a telephone interview to identify key issues, highlights, and accomplishments of the past year, as well as some of the challenges and opportunities for the WICC in the future. Responses from the board interviews are summarized below. The numbers adjacent to the responses indicate the number of board members that provided a similar response. Responses without numbers provide further clarification of the overall response or were made by only one board member.

What are the WICC's greatest accomplishments over the past year?

Launching the website. (9)

First round of Strategic Planning and progress on the Baseline Data Report. (3)

Additional comments include:

- Defining itself, what it's doing, where it's going, and (hopefully) the launch of the website.
- Most tangible is establishment of the website. It still needs improvement in terms of utility for the average user, but it's off to a good start.

In your role as a board member, what have been the highlights and the challenges of your term?

Highlights have included working with and getting to know other board members and learning from their input and perspectives. (6)

Challenges have included getting a quorum for meetings and learning how to deal with WICC's lack of authority while still being able to accomplish goals. (3)

The WICC is making significant progress but still has a way to go before the full value of the organization can be fully understood, let alone achievable. (2)

The development of the baseline data report. (2)

Being able to point to a positive outcome of the watershed task force. (2)

Additional comments include:

- This has been largely about learning what good work has occurred and the challenge is getting up to speed with work that has been done.
- Challenges have included defining the role and responsibility of the WICC board within the context of Napa County.
- Highlights include the launch of the website and working with the WICC board.

- Highlights include the opportunity to provide a fire safety and fire ecology perspective to the board and the board's receptivity to these concepts.

What are the top three items you would like the WICC to accomplish in the coming year?

More connection with, outreach to and education of the public (landowners, residents, businesses, etc.) about the WICC. (9)

Have an active and dynamic website, that is accessible to average user. (6)

Develop more stable funding. (4)

Be proactive in working on the Conservation Element of the General Plan update. (2)

Additional comments include:

- We need more communication with groups such as the Farm Bureau, Grape Growers, etc.
- Determine destiny regarding what the WICC can do to facilitate and coordinate the various programs, support fundraising and provide instrumental support for watershed related projects and issues.
- Create a community information process about the current status of the watershed and the baseline data report.
- Convene a panel of experts with knowledge related to community clearinghouse, a panel of scientists to describe the current status of the watershed. Be more pro-active regarding what resources are worth preserving.
- Form sub-watershed or tributary stewardship groups.
- Don't try to do too much until the WICC is better established.
- Make further progress in coordination with environmental and agricultural groups.
- Provide a physical space that is a resource room for citizens.
- Assess and describe the current status of the watershed.
- Continue to work on the actions in the Strategic Plan. Leary about attaching many more actions to the current plan.

Has the mission of the WICC changed since it was developed? Do you have any comments on or changes to the Mission Statement?

The Watershed Information Center and Conservancy (WICC) of Napa County will guide and support community efforts to maintain and improve the health of Napa County's watershed lands.

The Mission Statement is still appropriate. (10)

Additional comments include:

- No change to the mission statement - it's a matter of having a clearer focus and definition of the WICC's role and mission. I still don't know if we are accomplishing it yet. We have been in initial stages.

- Mission statement may be too passive. Communication and advocacy are not reflected.
 - There is too much overlap to become two organizations.
-

In your opinion are there roles the WICC is playing that it should not? Roles that it isn't that it should?

Eight (8) respondents indicated that the WICC is not playing any roles that it should not be playing.

Additional comments include:

- We've really been focused on internal issues of getting the basic structure in place. The next stage will need to involve more public outreach and that will be a challenge.

Eight (8) respondents indicated that there are some roles the WICC is not playing that it should be playing. Suggested additional roles include:

- Adopting a more pro-active role in identifying resources that can be conserved.
- Establishing a more active presence in the community.
- Being more innovative in seeking funding for watershed projects.
- Achieving measurable accomplishments and data such as number of creeks with stewards, number of green stewardship certifications.
- Speak as a policy group to the Board of Supervisors. Provide regular updates about what we are doing as an advisory committee.

Two (2) respondents were unsure about the status of the WICC's roles.

Additional comments include:

- Hard to answer, we're not yet really engaged with the community. As things move to the next level we'll need to work toward defining our role.
 - The WICC needs authority, it is just advisory. Staff should be able to make some decisions and the WICC should be able to respond quickly to needs and requests.
-

Do you see any unmet watershed-related needs in Napa County that should be filled either by the WICC or another entity?

WICC's role relative to the watershed needs to be explained and expanded. (5)

The greatest value beyond information dissemination is capacity building for voluntary land stewardship resources. Assistance could include training and finding grants related to watershed planning and restoration activities. (3)

Lack of conservation planning in county should be addressed by WICC. (2)

There are unmet needs in that restoration still needs to be done. The WICC is the right venue to begin this process and coordinate information and funding (2).

Additional comments include:

- Funding for watershed projects is needed. Perhaps the WICC could be a champion for funding of watershed related projects.
- More publicity about watershed restoration efforts.
- There is no mechanism for keeping the fire safety and fire ecology message on the table. It is an integral watershed process and should be institutionalized as part of the WICC – perhaps as an additional subgoal.
- The voice of timber and forestry is not well-represented in the county both from a forest health perspective and from an ag product perspective.

Do you see any duplication in watershed related services or activities in Napa County? If so, how should the WICC move to address these gaps and overlaps?

There are overlaps. However, this is not a problem. WICC is and should continue to be a forum for watershed issues. (7)

Do not know of any. (3)

Additional comments include:

- Definitely overlaps, but duplication is not a serious problem. The WICC can help to bring together agencies as well as special interest groups and help coordinate efforts, so that individual groups are not re-inventing the wheel.
- There are a lot of overlaps. The overlaps are borne out of earlier controversies. The WICC is taking appropriate actions to try and bring groups together and should take a lead role in this regard.
- The WICC is still young and cooperative. I think the spirit of collaboration is what the WICC should continue to build upon including future efforts to address gaps and overlaps.
- Overlaps include several organizations working on the same goals and their work may not be coordinated. A WICC website role may be to serve as a network hub for these groups.

Should a program to purchase and hold conservation easements over stream corridors and other lands critical to watershed health be developed? What would the program look like? What would the timeframe for development be?

Five (5) respondents thought such a program should be developed; three (3) were unsure and two (2) said a program of this sort should not be developed. Most respondents had not formed an opinion about the design of the program or its timeframe.

Additional comments include:

- It should be looked at. We should draw on the knowledge of the Land Trust of Napa County but let's not drag on their mission and resources.
- Yes, what it would look like I don't know. Restoration and monitoring would be key factors, as would money.
- Maybe, it depends whether or not these properties are truly critical. If so government funding should be used to purchase. It should be driven by actual documentation that indicate value of conservation.
- Tough question. Has been very divisive.
- The RCD should be part of this discussion.

Should the WICC purchase and hold these easements or should this be the role of a separate entity? What entities would you suggest?

Seven (7) respondents thought that a separate entity should purchase and hold these easements. Three (3) respondents felt this was the role of the WICC.

Additional comments include:

- WICC could be an easement co-holder.
- Any entity that is interested should come forward.
- A technical question as to who would be the right entity to hold such an easement. The WICC may or may not be the right entity
- If it were a separate entity it should be the Land Trust of Napa County if that is feasible.
- Land Trust of Napa County does not want to take this on, due to logistical (monitoring) and politics. Whether the WICC would be capable of handling this issue is doubtful at this point. The County's management issues related to the proposed Park and Open Space district already presents a significant management challenge.
- The Park and Open Space District is the logical entity.
- The Park and Open Space District should not do this. Landowners perceive District lands as public and would not want the possibility of trails on their land.
- A conservancy, land trust and open space district are too many entities in one county. The conservancy roles could be rolled into the open space district. If long term management of land is involved, it is better handled by a public agency.

Would the development of a riparian corridor land conservation strategy be an appropriate action for the WICC? How could this strategy be prepared and implemented?

Five (5) respondents indicated that development of such a strategy would be an appropriate action for the WICC; three (3) respondents did not think it was a good action for the WICC to undertake, and two (2) respondents were unsure.

Additional comments include:

- WICC is in a position to do planning.
- We need baseline data to be completed as step one. Following that, working with the community would be the next step. People have an expectation that they would be involved.
- Conservation Options should be voluntary otherwise such an effort will be problematic. To prepare a strategy we should go back to the 1st principles and consider why is this important for the watershed? How will this help landowners? What is the protection goal? No, belongs with somebody else. Entity should have funding to carry it out. This is a dynamite issue, very contentious.
- No. So strongly tied to regulatory issues. The WICC is a solution finding entity that does not have the role of establishing county land use policy. The WICC would be undermined by such an action.
- The strategy would involve a two to three year consulting process. This would tie nicely to the general plan and provide an opportunity to shape future policies.

Should the WICC remain as an advisory board to the County Board of Supervisors for another year or should organizational structures be evaluated? What organizational structures do you feel would be best suited for the roles of the WICC?

Seven (7) respondents felt the WICC should remain as an advisory board to the Board of Supervisors. Three (3) respondents were unsure.

Additional comments include:

- Fine for another year
- The WICC should better define itself prior to establishing an alternative organizational structure.
- County resources right now are substantial. In the future, the WICC board would likely prefer more autonomy.
- This is a good place to be during the General Plan update process.

Do you see a need for WICC ad-hoc committees? If so, which ones?

Yes. (7)

Potential committees include fundraising, structure, website, content management, public outreach, marketing, riparian corridor protection, fuel load management, land stewardship, sub watersheds.

No. (3)

Additional comments include:

- I think one committee works well.
- There shouldn't be any ad hoc standing committees. There may be room for a committee to be established for a brief period to address an issue. There are too many meetings.

What is the most important role of the Watershed Information Center to you personally and to the community as a whole?

The dissemination and coordination of information. (10)

Additional comments include:

- Rutherford Dust is a great example of how to move forward. Working on a positive initiative can move things forward.
- Helping projects be created through collaborative efforts. Setting a tone that leads to collaboration.
- An advocate and outlet for objective, useful scientific information that leads to watershed improvement. Serves as a coordinating and facilitation clearinghouse and forum for many different needs and entities.
- The website as a practical achievement. Symbolically that the community is working together on watershed issues.
- The community outreach component is not there yet.
- The full potential of the website has not yet been realized. People will flock to it during the general plan update process due to the richness of information.
- The value of the website to the community as a whole is that it focuses on watershed issues and keeps these issues present and alive. The public understands the value of natural resources and open space but do not yet understand watershed quality, health and management and how to balance all of this with human use.

Are you satisfied with WICC website? Is there anything you would like to see changed?

Yes, but changes are still needed. (5)

Yes. (3)

No comment. (2)

Additional comments include:

- So far, so good. The real test is whether the public will access the site.
- Yes. But, it is intimidating to average users needs to be "dummied down" a few levels. There needs to be more easy to use, easy on the eye materials.
- It's getting better, not satisfied yet. A better way to access new information – that has been recently inputted to the site.

How could we best convey the mission, roles and services of the WICC to the following groups?

Residents

Website (4)

Local media articles (2)

Flyers (2)

Stewardship Events (2)

Radio (1)

Unsure (3)

Additional comments include:

- Need to get attention.
- Simple frequent accessible messages.
- Creek Stewardship Program. Provide seminars regarding basic stewardship information and how program works.
- Involvement of public in ad hoc committees
- Continued diversity on the board.

Agricultural Community

Through various farm and wine groups. (7)

No Comment (2)

Additional comments include:

- Start with farm bureau, grape growers, vintners, etc.
- The WICC should contact these groups and find out what formats work.
- There are two messages to the ag community – one dealing with agricultural practices and watershed health, the other dealing with large landowners who have both vineyard lands and large forested areas. Need to address how open space adjacent to planted areas is managed for watershed health.

Business Community

Chambers of Commerce in various towns. (7)

Combination of public outreach and meetings. (2)

Additional comments include:

- Very reachable through chambers of commerce
- They generally want to be perceived positively.

Educators

Website could be used as a political and scientific tool. (6)

Not sure. (3)

Additional comments include:

- Good educational opportunity. Could provide for model classroom projects for presentation to students at different levels.
- Getting into schools with presentations, field days, work teachers to weave information into curriculum.

Policy Makers

Presentations to various boards, commissions, etc. (7)

Unsure. (2)

Additional comments include:

- Presentations to each City Council.
- Public representation to boards councils, etc. Provide a simple 1-page description as a handout.

Visitors

Visitors Bureau (6)

Trailheads (2)

Unsure (2)

Additional comments include:

- Through wine industry in terms of conveying the WICC message as part of the Napa Valley.
- One way is to provide information to public at trailheads regarding stream conservation.

Where does the WICC acquire future funding? What strategies do you see as most effective for acquiring short and long term funding (grants, events, fee for service (e.g. online services), donations, etc.

Unsure. (5)

Both private and public funds. (4)

Additional comments include:

- WICC should be funded as part of the tax assessment being considered for funding the open space district. The voters benefit from watershed protection.
- Short term – out of the county general fund and state funds. Long term – business and individual, public private funding as a collaborative effort.
- Relates to structure, and what structure is most efficient for fundraising. I don't know how the conflict between a private & public group relates to funding and the type of funding. Funding sources may not be consistent requiring flexibility for non-gov't. entities seeking funding.

Do you have any other comments you would like to add?

The WICC has made good progress.

Likes that committee is staffed limiting amount of work for board. They should have some low carb. snacks if they're going to have snacks.

The WICC information should address the entire county and include wildlands not just the tours and Napa Cities.

Accomplishments have been great. Willing to evaluate what happened and makes corrections for the future. Pleased to have been part of what's happened. Accomplished minimal because in process of getting established. Built a good foundation.

8. ORGANIZATIONAL INTERVIEW RESPONSE SUMMARY

Leaders of key watershed organizations and agencies were asked a series of questions in a telephone interview to identify their views of the WICC to date, as well as their opinion regarding how the WICC can advance its mission and achieve its goals and advance its actions and priorities. The numbers adjacent to the responses indicate the number of board members that provided a similar response. Responses without numbers provide further clarification of the overall response or were made by only one board member.

Organizations that were interviewed were selected to represent a broad range of watershed related interests in the county including:

- Local government program (Napa County Stormwater Management Program)
- Special district of the state (Napa County Resource Conservation District)
- Land trust (Land Trust of Napa County)
- Small watershed group (Selby Creek Partners)
- Youth education group (Acorn Soupe)
- Local restoration specialist (Laurel Marcus)

What is your understanding of the Watershed Information Center and Conservancy (WICC)?

Comments include:

Know that it was formed out of the watershed task force and has a board with good people on it.

Sort of a computerized library of environmental information that the community can use around public decisions.

The WICC exists to provide a centralized repository for watershed information using tools like website. To provide guidance for maintaining, restoring, and enhancing the watershed.

Seems to be a clearinghouse of information, activities, and data. I think it's a great resource and will be more so in the future.

Since the WICC has been in place, has the existence of the WICC changed the work of your organization? If so, how?

Not yet, but expect it to (6).

Yes (2)

Additional comments include:

- Not yet, but we believe it will. Group will take advantage of website.

- Just slightly. Due to our own limited resources and that the WICC is so new and not fully understood or known.
- Yes. Will generally be a good tool once people get used to using it.

What could the WICC do to better support the work of your organization?

Public Outreach Assistance (5)

Funding Assistance (4)

Watershed Management Strategy (2)

Additional comments include:

- One issue has been a potential co-sponsorship of grant opportunities. If the WICC could assist with grants that would be helpful.
- Provide information in a more user friendly less technical nature. Also improving the overall structure of the site so that it is easier to find what you're looking for.
- A countywide watershed management strategy would be a big help, as would the process to development a strategy.
- Help with publicizing and organizing events and information.

How is your organization funded? Is there anything that the WICC could do to expand the capacity of your organization?

Private Foundation (5)

Membership (4)

Public Funding (2)

No Funding (2)

Additional comments include:

- Funded through member donations and grants for projects. Landowners have contributed money. Unsure of WICC's potential role. Anything that promotes greater watershed awareness is appropriate and will advance our educational component.
- Public agency, agency would like to assist the WICC.
- Through major donors grant funding and annual fundraising.
- No funding. Hope that WICC can be used for group data compilation and storage.

Have you visited the WICC website? Would your organization be interested in a demonstration of the website?

Seven (7) respondents had visited the WICC website, one (1) had not. Eight (8) respondents would be interested in a demonstration.

Additional comments include:

- A demonstration would be helpful. The website has information that needs to be explained.
 - The website needs more maps.
-

Are you interested in having your organization linked to the WICC website?

Yes. (8)

Additional comments include:

- Yes. We are already there.
 - Yes, would like to create an informational page for the agency on the WICC website, as we do not have our own website.
-

Would you be interested in having your organization public documents/materials available for public viewing/downloading on the WICC website?

Yes. (5)

Unsure (3)

Additional comments include:

- Possibly when more materials are available.
 - Would like to have docs. Downloadable, and some for members only.
-

What do you like about the WICC? What do you dislike about the WICC?

Like - the mission and concept and sense of collaboration (8).

Dislike - that website is a little difficult to navigate and could be more user-friendly.(6)

Not enough public outreach.(5)

Lack of staff to achieve goals (2)

Additional comments include:

- Likes that the WICC has been very supportive.

- Love the idea of a central repository of information. Dislike - needs much more public outreach.
- Like the mission and concept. Dislike – not really a dislike but the WICC is understaffed to reach its action and goals.
- Dislike too strong. Better communication and marketing of WICC is public outreach WICC needs more staff to promote it. Like the concept of a non-partisan group that provides information objectively.
- Like the concept, data, reports. Dislikes- the website could be simpler to use and navigate for the average Joe.

In your opinion, should the WICC be a “neutral” group relative to watershed policy and regulatory issues?

Yes. (7)

Unsure (1)

Additional comments include:

- Yes. If it’s going to be thought of as an unbiased information source.
- Can have a slant toward conservancy. Should not be viewed as a regulatory agency. So that people will use it.
- Yes. Definitely. If it is seen as skewed one way or the other it will undercut the group.

Are there roles the WICC is playing that it should not? Roles that it isn’t playing that it should?

Eight (8) respondents indicated that they were unsure whether the WICC was playing roles that it should not be playing. Six (6) were unsure whether there were additional roles the WICC should be playing that it isn’t. Two (2) respondents felt there were additional roles the WICC should be playing that it is not currently playing. These include:

- The WICC should move toward creation of the watershed management strategy. Should be done with input from a variety of sources.
- I have concerns about the watershed conservancy component of the WICC.

Additional comments include:

- Pretty early to tell. No objections thus far.
- Should be the common denominator for all watershed groups.

In your opinion, is there a need for a countywide calendar of watershed events and activities? How about a watershed volunteer clearinghouse in Napa County?

Both Questions - Yes. (7)

Both Questions – No (1)

Additional comments include:

- Calendar – would be great and very useful. Volunteer clearinghouse would also be helpful.
- It's currently very difficult to coordinate efforts.

Do you see any unmet needs in Napa County that should be filled by the WICC or another entity?

Yes (8)

Additional comments include:

- Yes. When I did a review of science there was very little baseline data science available.
- Yes. More general information would be helpful (for the public in particular).
- It would be nice to have a regional understanding and coordination of restoration projects. This would require more staff.
- Concerns about how the conservancy component is going to be addressed politically and how it will impact other land conservation organizations. WICC needs to invite everyone to the table
- Would like to see a more comprehensive plan for watershed protection. Perspective regarding an overall land use watershed protection. If groups could agree on some measurable outcomes for benchmarks.
- Incentives for restoration work – e.g. public recognition program.
- Provide legal protection for ad hoc committees.

Do you see any duplication or overlaps in watershed related services or activities in Napa County. How should the WICC move to address those gaps and overlaps?

Unsure. (4)

Yes. (3)

No. (1)

Additional comments include:

- Not sure about overlaps. It's not clear how various levels of gov't. may overlap and duplicate levels of developer review. Basic data collection is needed. Russian River monitors urban pesticides. Napa should too to address effect of urban runoff.
- Yes. But the overlaps are mitigated by offering different programs to different audiences.
- Most organizations overlap in terms of information. The WICC could address this as a clearinghouse and through communication. Overlaps could also be an opportunity for cross promotion between organizations.

In your opinion, would the development of a Riparian Corridor Land Conservation Strategy be an appropriate action for the WICC?

Unsure. (4)

Yes. (2)

No. (2)

Additional comments include:

- I'd have to wait and find out what the specifics are. Could be really good or bad.
- No. Because there is more to watersheds than a riparian corridor. A management strategy should be developed that is broad and incorporates restoration and protection and is implemented by ad-hoc committees.
- Yes. I cannot think of any other group to do it. This is a key component of watershed management strategy.
- Treading a slippery slope. Delicate area. The WICC should get more established first and build trust.
- Appropriate role for the WICC. Must be well organized so as not to conflict with information clearinghouse aspect.

What are the most important roles of the WICC relative to the maintenance and improvement of the health of Napa County's watershed lands?

Information. (6)

Education (3)

Additional comments include:

- Education is a big part of it. Helping people address issues they can change.
- Providing information for the public around conservation and restoration. To assist landowners with coordination and restoration projects.
- Serve as a neutral objective information source.
- An important role is as an educational land resource role. Could be the 1st authority for information on watershed resources in county. Education and outreach.
- Provide a community vision a roadmap of how to get there and a monitoring strategy to determine whether or not actions and goals are being achieved. Adequate staff will be key.
- Reliable repository of information and data. Public information gathering point. Designed to reduce conflicts.

Do you have any other comments you would like to add?

Things are going well so far. Although it will be a challenge for the WICC to reach its goals, given its small staff.

Willing to help. Waiting for the call.

Would love to see the WICC flourish and in addition to current staff have a Director who can go out and be the face of the WICC. Its important to be sure that everyone is on the same page. More resources are needed to get the word out. Group should not be aligned with any organization.

Get information out to the public.

Important to do more public outreach.