

Minutes
Making IPM Mainstream
Coordination Meeting (#2)
August 16, 2004 10:30 am
ABAG, 101 8th Street, Oakland

1. Call to Order – 10:30. Present: Jennifer Krebs (ABAG/SFEP), Jonathan Kaplan (NRDC), Ceil Scandone (ABAG), Dave Tamayo (Sac County Stormwater Program), Bill Quarles (BIRC), Tanya Drlik (BIRC), Bart Brandenburg (BIRC)
2. Revise Agenda as needed – Agenda oked.
3. Approve Minutes of last meeting – No comments, revisions made at meeting
4. Contract Issues – Discussion and Agreement on Work Scopes – Bill Quarles presented Ceil with a list of contracting questions. Some were issued in the meetings. Others will be addressed by Ceil after discussion with contacts at the Water Board and/or ABAG counsel.
5. Set TimeLine of Meetings, Tasks, Deliverables for Next Year – The group expanded upon a list developed by Jonathan Kaplan. See attachment 1. Bart Brandenburg and Tanya Drlik will flesh out additional tasks and appropriate dates by our next meeting.
6. Next Meeting – September 13th, 2004 10:30 ABAG. Agenda topics include:
 - i. Continuation/Agreement of Time Lines for Project
 - ii. Lists
 - iii. Program Director – when and what qualifications
 - iv. Details of Structural Certification
 - v. Local Governments (Jonathan)
 - vi. Who to invite to October meeting for IPM Leaders
7. Proposed Meeting Schedule for next six months (check your calendars)
 - October 11
 - November 15
 - December 13
 - January 10
 - February 14
 - March 15

Deliverable	Notes	Lead	Due Date
Meet with IPM Leaders	list leaders, invite to meeting, topics: marketing efforts	JRK	Oct-04
Identify Industry Advisor	BB will email folks a list of potential advisors, some of whom are working on other projects. List may include landscapers. Group will agree to list before we contact them.	BB	Nov-04
Quarterly Reports	CS will identify dates reports are due with Water Board. She will distribute template for reporting for all participants and due dates for such reports	CS	
Legal Analysis	JRK will contact possible attorneys as to what we can advertise. Ken Moy (ABAG) will review. BB notes that Prop 13 project has similar concerns/collaborate???	JRK	Nov-04
Marketing Prep	JRK will consolidate available info needed before we hire marketing consultant. Possible consultants include Fenton, Schultz, and perhaps folks who work for AI Co WMB	JRK	Nov-04
Hire Marketer	???Group decision at meeting????		Dec-04
Initiate TAC/Stakeholder Groups	BB will circulate list of people and contact info. TAC will advise on trainings and certification. Stakeholders will review materials, be asked questions - communication may be through web/email rather than meetings. Possible TAC members: Therese Eed, BIRC, Santa Cruz, Landscape Contractors. Group will agree on who/how from group will be point of contact in either Sept or Oct meeting	BB	Dec-04
Develop Website		JAK	Feb-05
Develop Marketing Plan		JRK	Apr-05

	Need client side and provider side materials. This needs to be fleshed out. How to get/can we get buy in before standards are released? (NRDC Env. Network, AI Co WMB),		
Complete Marketing/Pledge Materials	Need to talk to others doing IPM to ensure consistent messages. this will be developed by BB in other	JRK	Apr-05
Draft Structural Standards	grant	BB	Dec-04
TAC meeting approves Draft Structural Standards			Apr-05
Develop list of common landscape pests and how to deal with them		TD	Mar-05
Develop list of landscape IPM training gaps		TD	Jun-05
Develop Landscape IPM Training Program	subtasks include developing a curriculum, materials, a schedule of classes, venues, trainer	???	Dec-05
Offer Landscape IMP Trainings			Jan and Feb 05