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**MINUTES
EXECUTIVE COMMITTEE
FEBRUARY 16, 2011**

1. CALL TO ORDER

The meeting of the Western Riverside County Regional Conservation Authority Executive Committee was called to order by Vice Chairman Jim Hyatt at 12:07 p.m. in the RCA Conference Room, 3403 Tenth Street, Suite 320, Riverside, California.

2. ROLL CALL

Committee Members Present

Bob Buster
Maryann Edwards
Jim Hyatt
John Machisic
Eugene Montanez
Jeff Stone*

Committee Member Absent

Mark Yarbrough

3. PUBLIC COMMENTS

There were no public comments.

*At this time, Chairman Jeff Stone entered the meeting and assumed the Chair.

4. COMMITTEE MEMBER ANNOUNCEMENTS

There were no Committee Member announcements.

5. ADDITIONS/REVISIONS

There were no additions or revisions to the agenda.

6. APPROVAL OF MINUTES

M/S/C (MACHISIC/HYATT) to approve the minutes of the January 19, 2011 meeting, as submitted.

ABSTAINED: Edwards

EXECUTIVE COMMITTEE MINUTES

February 16, 2011

Page 2 of 7

7. REVIEW OF RCA OUTREACH AND COMMUNICATIONS PROGRAM

Dawn Hassett, Geographics, presented an overview of RCA's activities, which included an update to RCA's website. The website is a tool to inform and communicate with member agencies, environmental groups and the public regarding RCA's activities and accomplishments pertaining to the Multiple Species Habitat Conservation Plan (MSHCP). She gave an overview of the features added to make the website more user friendly. She recommended the following cycle of updates and publications: 1) website updates – as needed and semi-annual; 2) e-newsletters – quarterly; 3) direct mail – one newsletter and an annual update; and, 4) newspaper – annually. She noted the importance of using a variety of media and stated that all communications are branded and consistent for recognition purposes.

The Executive Committee discussed the importance of communicating the benefits of the Plan, activities and achievements, as well as various options to reach a wide range of agencies, groups and the public.

Maryann Edwards suggested that RCA Board Members speak about the MSHCP, RCA and the accomplishments when they meet with their constituents and groups. It would be helpful for Board Members to have a "white paper" with talking points in order to have a consistent message.

In response to Maryann Edwards' request, Dawn Hassett stated that she will be glad to develop and provide the "white paper" talking points. She added that RCA's next newsletter was reconfigured to 8½" x 11" and is scheduled for release. Copies of the newsletter will be available to the RCA Board Members next month.

Chairman Stone, on behalf of the Executive Committee, thanked Dawn Hassett for the presentation.

8. **RESOLUTION NO. 11-003, A RESOLUTION OF THE BOARD OF DIRECTORS OF THE WESTERN RIVERSIDE COUNTY REGIONAL CONSERVATION AUTHORITY ADOPTING A PUBLIC/QUASI-PUBLIC LANDS TRADE-OUT POLICY AND PROCEDURE**

Michelle Ouellette, Legal Counsel, stated that there are approximately 347,000 acres of existing Public/Public-Quasi (PQP) lands in public ownership which formed the initial MSHCP conservation area. In accordance with the Plan, if a permittee opts to use a property which is currently designated as PQP for another use and that land would not then contribute to the Reserve Assembly, they must replace the acreage and take into account direct and indirect effects of remaining PQP lands from one location and replacing them with PQP lands in another location. There are certain permittees who have expressed interest in developing PQP lands and are aware of the requirements for replacing PQP land. A policy to clarify the procedures is needed in order to process requests by permittees to exchange and replace PQP lands. Therefore, a proposed policy which details the trade-out provisions is before the Executive Committee today.