

SOE Planning Meeting
Friday, December 7, 2012
1:15 PM - 3:45 PM
1515 Clay Street, Room 1411, Oakland, CA

Action Items

Present: Jay Davis, SFEI; Rainer Hoenicke, SFEI; Beth Huning, SF Bay Joint Venture; Amy Hutzler, Coastal Conservancy; Judy Kelly, SFEP; Karen McDowell, SFEP; Meg Sedlak, SFEI; Melody Tovar, City of Sunnyvale; Luisa Valiela, EPA; and Alex Westhoff, Delta Protection Commission

Phone: Marina Brand, Delta Science Program; Kathy Hieb, DFG; Jane Lavelle, SFPUC; and Julian Wood, PRBO Conservation Science

Location

- Oakland Marriot Convention Center
October 29-30, 2013
Easy BART & Hotel Access

Evaluations

- We reviewed the Evaluation Summary from 2011 and we discussed some input from the Delta ISB on the Bay-Delta Science Conference (which could also be applied to SOE).

Timeline & Committees

- The majority of the work from the committee will be completed by June 2013, when the program needs to be finalized.
- The steering committee will shape the conference and organize the plenary sessions.
- Session organizing committees will be formed to develop concurrent sessions (most of that work will be done via conference call and e-mail)
- We will have a large input session in March to gather ideas for the concurrent sessions.

Format (Decision Item)

- SOE will be holding the meeting with the Annual RMP meeting this year. The focus for the RMP is on water quality monitoring and specifically emerging contaminants. They would like to be the focus of part of a plenary session (and have at least ½ of concurrent sessions).
- The 2 options were reviewed for the overall format.
 - Option 1: Plenary session both mornings and concurrent sessions both afternoons (same format as) 2011.
 - Option 2: Plenary session ½ of first day, then concurrent sessions for the rest of the time.

Item 4, Attachment 2

- **There was strong support to go with option 1.** It was brought up that we might end the plenary a bit earlier so that we could have additional time for the concurrent sessions in the afternoon (we would just start lunch earlier). We could do this on one or both days, and will depend on the morning line-ups.
- **Concurrent Sessions** – There was also a discussion about the concurrent sessions and possibly having them all be on the same time schedule. We will need to make a decision on this by March.

Program Elements Overview

- Poster Session (150 Posters)
- Student Program (Poster Awards and possible small lunch session)
- Jean Auer Award (SFEP)
- CCMP Awards (Friends)
- Special Events
 - Gala
 - Art Presentation

Theme (Decision Item)

- It was decided that 20/20 would be a good theme. We will have to work on suggested language prior to the January Item.
 - It will be the 20 Year Anniversary of SFEP's CCMP. The RMP will also be celebrating 20 years, along with the Delta Protection Act.
 - 20/20 vision
 - Looking back 20 years and looking forward 20 years
- Potential early text suggestions include:
 - 20/20: A Look Back and a Look Forward
 - 20/20: Looking Back and Looking Forward to a Healthier Estuary
 - 20/20: Learning from the Past, Planning for the Future
 - 20/20 Vision (Putting 20/20 vision in front of any of the above suggestions)
- Work on Exact them prior to January meeting (**Action Item**)

Plenary Sessions

- As noted above we will be looking to have a plenary session each day of the 2-Day conference. We could potentially end as early as 11:30 if we wanted to allow more time for the afternoon breakout sessions.
- Day 1 Plenary
 - Focus on 20/20 theme. Looking back 20 years, CCMP anniversary, etc.
 - See below for Keynote Speaker options.
- Day 2 Plenary
 - At least one talk would focus on Emerging Contaminants (RMP).
 - Also discuss other items that would be looking forward (20/20 theme)
 - See below for Keynote Speaker options.
- Think of more concrete ideas for the plenary sessions. (**Action Item**)

Keynote Speakers (Action Items)

- An initial brainstorming list is included below
 - Chad Pregracke
 - Living Lands and Waters
 - Book: “From the Bottom Up.”
 - Spoke a CASQA conference in S California and was very popular
 - Four Fish author
 - Dawn Wright, Ph.D. GISP, ESRI
 - Meg Caldwell, Center for Ocean Solutions
 - Kristin, Spitfire Strategies
 - Michael Browngard, Cradle-to Cradle
 - William (Bill) McDonough, Cradle to Cradle
 - Ellie Cohen
 - Jared Huffman
 - Sylvia Earle
 - John Laird
 - Could give a good 20 year perspective
 - Dale Morris, Netherlands
 - Chris Sieger (concurrent case studies with US and Netherlands)
 - James Hansen – Climate Science
 - Stephen Schneider Tribute Presentation on Climate Change
 - Peter Weissman
 - EPA Administrator
 - Jane Lubchenco, NOAA
 - State Water Board – Steve Moore, Felicia Marcus
 - McCormick, Moore Foundation
 - Carl Guardino, Silicon Valley Leadership Group, Flood Protection
 - Jim Wunderman
 - Brock Dolman
 - Lieutenant Colonel John Baker, US Army Corps
 - Baylands Goals Update
 - Cole Hammond, the ways we look at data
 - Polling
 - Nate Silver
 - FM3
 - EMC – Ruth
 - Robert Ballard
- Karen will send out a spreadsheet of potential speakers and more information on them (we will try to distribute this though Base Camp, but if that doesn't work, we will send it via e-mail).
- Let me know if you have any additions and or corrections to the list above.
- We will need several keynote speakers throughout the conference.

Special Events

- Gala the night before the conference
 - Oakland Museum – should have a new bay exhibit open
 - Exploratorium – new facility
 - Lake Chalet, Lake Merritt
 - Scott's Seafood, Jack London Square
- Art (This can range from a presentation, to a display of art)
 - Beautiful LID Projects – Public Art
 - Crucible
 - Plastic Sea Monsters
 - River of Words Art Installation in Sydney, Australia
- Raffle(Decision Item)
 - Do a raffle at the end of the conference to encourage people to stay until the end and to turn in their evaluation forms
- Other ideas
 - Films
 - Lunch Round Tables
 - Public Access

Next Meeting (Action Item)

- Respond to the doodle poll
 - January Meeting: <http://doodle.com/r9cp5vz6kr4nr758>