

CALIFORNIA WATER AND ENVIRONMENTAL MODELING FORUM  
**MINUTES OF THE STEERING COMMITTEE**

For March 18, 2022

(This meeting was conducted via Zoom meeting with call in number due to social distancing requirements resulting from the COVID-19 global pandemic)

Action Items	<ul style="list-style-type: none"> <li>• J. Jankowski to confirm Erik Ekdahl’s availability and confirm his attendance for the drought panel discussion designated as session 15 for the Annual Meeting on April 5, 2022.</li> <li>• T. Kadir to finalize planning for a table at the Annual Meeting for the keynote speaker Mark Arax and publisher to sell and sign books on April 5<sup>th</sup> after the keynote is provided.</li> <li>• B. Bray commits to check whether four easels are available for checkout from EBMUD to use for the <i>in memoriam</i> posters and whether easels include a backing for mounting posters.</li> <li>• T. Kadir will check with C. Dogrul to see if he can volunteer to help with Annual Meeting presentation recordings with N. Sandhu and S. Jepsen.</li> <li>• Executive Director P. Hutton to make arrangements for N. Sandhu to stay over Sunday April 3<sup>rd</sup> at Lake Natoma Inn for audio equipment testing and setup purposes.</li> <li>• S. Chowdhury to get final language for awards certificates to Executive Director P. Hutton.</li> <li>• S. Chowdhury will prepare a letter to notify the CWEMF award winners and will include a request for a photograph that can be used in the awards session presentation.</li> <li>• T. Kadir will send out a copy of the prior business meeting presentation file to CWEMF officers to update for the 2022 business meeting.</li> <li>• Executive Director P. Hutton to create a presentation slide with up-to-date logos for all CWEMF Annual Meeting sponsors and send to S. Chowdhury for the awards program.</li> <li>• Executive Director P. Hutton will send a reminder to the moderators that speakers will need to register for the meeting to participate in the Annual Meeting.</li> <li>• R. Satkowski to provide T. Kadir with a paragraph he can include with the Convener’s letter to the membership for the 2022 Annual Meeting Program.</li> <li>• N. Sandhu forms an ad hoc committee to form a plan for engaging, supporting, and promoting model user’s group with volunteers T. Kadir, B. Geske, R. Satkowski, P. Hutton, W. Anderson, and A. Khan with intent to reach out and gauge interest in participating with Samson Haile-Selassie and Andrew Schwarz.</li> </ul>
Motions Passed	<ul style="list-style-type: none"> <li>• Motion to approve the January 21, 2022 Steering Committee minutes made by S. Tanaka and seconded by N. Johns carries with 15 affirmative, 0 opposing, and 1 abstention.</li> <li>• N. Johns moves that CWEMF drop from the 2022 Annual Meeting program the normally held poster session, maintain the <i>in memoriam</i> component and social component plan for the session, and the <i>in memoriam</i> session will be conducted using CWEMF’s own easels and hardware for mounting and displaying the posters including funding necessary if easels cannot be rented, seconded by S. Tanaka. The motion is carried with 15 affirmative, 0 opposing, and 1 abstention.</li> <li>• S. Tanaka moves that the CWEMF SC authorize the expenditure of funds not to exceed \$500 for purchasing poster hardware (<i>i.e.</i> easels and/or cardboard backing) as needed for the <i>in memoriam</i> posters, seconded by N. Johns, motion is carried 15 affirmative, 0 opposing, and 1 abstention.</li> </ul>

## REFERENCES INCLUDED IN THE MEETING PACKET:

1. Attachment 2-1: Executive Director's Report for the March 18, 2022 Steering Committee Meeting. 1p.
2. Attachment 2-2: Minutes of the Steering Committee, January 21, 2022. 12p.
3. Attachment 2-3: Treasurer's Report, FY 2021 SC Meeting: March 18, 2021. 1p.
4. Attachment 3-1: CWEMF 2022 Annual Meeting Summary of Sessions, 3p.
5. Attachment 3-2: 2022 Annual Meeting Sponsors, 1p.

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## 1. INTRODUCTIONS/DESIGNATION OF QUORUM

At 9:02 T. Kadir declared a quorum with 11 participants and the CWEMF Executive Director (ED) P. Hutton. S. Tanaka has A. Huber's proxy<sup>1</sup> and K. Heidel's proxy<sup>2</sup>; B. Bray has M. Deas's proxy. T. Kadir welcomed the SC and introductions were made by members in attendance. T. Kadir notes that Paul Vega, consultant assisting with the logo rebranding effort, will be joining the meeting at 11 am for the 4<sup>th</sup> agenda item.

## 2. CONSENT CALENDAR

- a. Executive Director's Report (P. Hutton Attachment 2-1)  
ED (P. Hutton) has been focused on annual meeting registration and working with program moderators and speakers to get the program finalized. S. Chowdhury inquires about the revised poster guidelines. P. Hutton requests that annual meeting discussion be tabled for agenda item 3.
- b. Secretary's Report (B. Bray Attachment 2-2)  
S. Tanaka moves to approve the January 21, 2022 Steering Committee minutes (attachment 2-2), seconded by N. Johns. S. Haile-Selassie comments regarding one of the *in memoriam* poster sessions, there is a typo for one of the names; the name should be Tom Christensen instead of Paul Christensen in the minutes. Motion to approve the January 21, 2022 Steering Committee minutes carries with 15 affirmative, 0 opposing, and 1 abstention.  
T. Kadir comments that the minutes reflected he is taking the lead on George Mantanga's poster, however, T. Kadir clarifies that another colleague, Kirk Nelson, with the Bureau of Reclamation, is taking the lead on preparing the poster and T. Kadir is helping to coordinate.
- c. Treasurer's Report (S. Tanaka Attachment 2-3)  
S. Tanaka comments that organizational dues payments have been received that have increased revenues since the January SC meeting (referring to the chart of expenditures and income in attachment 2-3). Technology category, insurance, and website line items were added to the report. The website line items are fees associated with the website (subscription) and the wiki, however, webmaster payments for his time would fall under the compensation line item in the report. Technology would be for the Zoom license for example, or potentially other technology expenses such as software or equipment for recording a presentation or workshop.

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<sup>1</sup> Via email dated Monday March 14, 2022 8:07 AM.

<sup>2</sup> Proxy designation is to S. Tanaka after the first hour, via email dated Thursday March 17, 2022 1:07 PM.

## ACTION ITEMS

### 3. 2022 ANNUAL MEETING

- Summary of Sessions (N. Johns/A. Huber/P. Hutton)

N. Johns begins noting that the 2022 Annual Meeting (AM) schedule in the meeting packet (attachment 3-1) should be considered a draft document subject to change. There are some changes in moderators, for example, the moderator for session 3 (Yiwei Cheng) has been changed in just the last 48 hours. There have also been some efforts to move sessions around on the schedule. For example, Session 7 and 9 were switched based on a request from the moderators. There have been some additional changes in the overall program but for the most part the changes have been relatively minor. There have been a number of speaker cancellations and switches within sessions; however, the program is coming together. ED (P. Hutton) sent an updated program schedule for posting on the website yesterday evening reflecting the most up-to-date schedule as of this time.

T. Kadir asks about the planning for session 15 that includes the keynote speaker as a panel member. ED (P. Hutton) provides an update on session 15, the panel discussion. The session moderator J. Medellin-Azurua is unable to participate because of a scheduling conflict. Subcommittee planners are working together with J. Medellin-Azurua to confirm a replacement. J. Esquivel, Chair of the State Water Resources Control Board was identified as a possible replacement for the moderator; however, J. Jankowski reported that, unfortunately, J. Esquivel is unavailable due to a scheduling conflict. Alvar Escrivá-Bou with the Public Policy Institute of California has been identified as another possible replacement. J. Jankowski recommends Erik Ekdahl, Deputy Director of the Division of Water Rights, as a possible panel participant. J. Jankowski to follow up to confirm Erik Ekdahl's availability and his willingness to participate in the panel discussion designated as session 15 for the Annual Meeting on April 5, 2022. (ACTION ITEM)

T. Kadir asks ED (P. Hutton) for a report regarding the status of the abstracts for the talks received to date. ED (P. Hutton) comments that this might be the first year he has received an abstract for every talk in time for printing; a big accomplishment that is a result of all the effort put into organizing the meeting by A. Huber, N. Johns and others on behalf of CWEMF through the Annual Subcommittee's efforts. Annual Meeting planning is moving along well in general.

T. Kadir asks for the deadline for information needed to finalize the program before the program must go to the printer to make the hard copies for the AM. ED (P. Hutton) will send everything to the printer on Monday March 28<sup>th</sup>. There is one more week from the date of this SC meeting (March 18) to finalize the program. ED (P. Hutton) remarks that all information needs to come in as soon as possible. T. Kadir responds that he sent out a request for responses earlier in the morning for information he needs to acquire and provide

to the ED (P. Hutton). T. Kadir expects to receive the information by the end of the day Monday, hence he expects to provide the information to ED (P. Hutton) by mid-week.

ED (P. Hutton) advises that the poster session agenda item should be taken up next. S. Tanaka reports that only 2 poster submissions have been proposed to date. Given the lack of interest, coupled with the increased cost for this year, S. Tanaka proposes cancelling the poster session and offering a pop-up speaker slot to those that have submitted poster proposals. T. Kadir responds that such a change would mean revisions would be needed to the Convener's letter, the annual meeting schedule, and would also change plans for the *in memoriam* session. T. Kadir asks if a threshold for submissions and a deadline should be set. S. Tanaka responds that the print deadline for the AM packet would be the most logical deadline. S. Tanaka also elaborates on the increased cost where the rental is expected to increase from about \$900 to \$3,300, roughly tripled. In the past, the vendor Watercourse Engineering has worked with has waived labor fees down to the minimum (*i.e.*, two hours of labor) however, now the cost has increased to four hours for two people, time two (*i.e.* for set-up and takedown). Each poster board has enough room for four posters. If the number of posters is capped at 12, three boards would be \$675 at a rental fee at \$225 each. Five boards would be roughly \$1,100 to rent. Labor cost is about \$2,200 regardless of the number of boards.

B. Bray comments CWEMF was planning to use the poster session for in *in memoriam*, were the submissions received inclusive or in addition to these four? S. Tanaka clarifies that there were two in addition to the four *in memoriam* that have been planned for. S. Tanaka proposes that CWEMF could bring easels and cardboard backing for the *in memoriam* posters. If CWEMF wanted to purchase additional easels and use cardboard backing, for about 12 posters the estimated cost would be about \$1,000 given that an easel is about \$100 each. This brings up a question of storing all those easels afterwards as well.

There was some additional discussion regarding planning logistics and thoughts for combining the *in memoriam* and the social planned for the end of the day Tuesday April 5. A. Khan (via chat) comments that in his view, "we should be thinking the remembrance as a celebration of life of water leaders." R. Satkowski recalled that *in memoriam* posters have been put up in the social/poster session in the past with a sponsor standing with the poster. Members gathered around the poster and shared stories and experiences working with their colleague with each other. In this case, with four posters, they could be spread around the room. B. Bray comments that he typically checks out one easel every year from an internal training department within EBMUD, adding that there may be additional easels available to check out, possibly up to four that could be used for the *in memoriam*. B. Bray commits to checking into the number of easels available for checkout from the EBMUD training department staff and whether there is a cardboard backing available with the easels for mounting the *in memoriam* posters. (ACTION ITEM) S. Tanaka notes that the 4 ft by 4 ft

square backing is not a typical size, often posters are 3 ft by 4 ft, an important detail to consider while checking for what is available.

N. Johns moves that CWEMF drop the normally held poster session, maintain the *in memoriam* component and social component, and the *in memoriam* session will be conducted using our own easels and hardware for mounting and displaying the posters including funding necessary if easels cannot be rented, seconded by S. Tanaka. The motion is carried with 15 affirmative, 0 opposing, and 1 abstention.

B. Geske underscores S. Tanaka's decision to offer a pop-up speaker slot in lieu of developing a poster to the two individuals that submitted poster proposals. T. Kadir asks S. Tanaka to be the point of contact for organizing the *in memoriam* posters for the session at the end of the second day. S. Tanaka agrees contingent that she is sent all the contact information for the individuals responsible for producing the *in memoriam* poster.

S. Tanaka moves that the CWEMF SC authorize the expenditure of funds not to exceed \$500 for purchasing poster hardware (*i.e.* easels and/or cardboard backing) as needed for the *in memoriam* posters, seconded by N. Johns, motion is carried 15 affirmative, 0 opposing, and 1 abstention. S. Tanaka to work with B. Bray on securing the necessary poster hardware pending what's available for rent from EBMUD.

T. Kadir asks ED (P. Hutton) whether we have the opportunity to rent the two large screens from LNI for the conference; one in each room. P. Hutton confirms that this cost should be included in the rental fee.

- Registration Update (P. Hutton)

T. Kadir reported that, according to the ED (P. Hutton) there are only about 45 individuals registered for the meeting so far, but at least that same number are expected to register soon. T. Kadir remarks that it will be difficult to get an accurate estimate likely until right before the meeting on April 4<sup>th</sup> and attendance may fall short of past years given this is the first in-person meeting in several years. ED (P. Hutton) adds that registration is under 50 right now, although there is a good number of DWR staff that have not registered as well as a fair number of the speakers that have yet to register. While ED (P. Hutton) thinks there are still a good number, perhaps as many as already registered that are very likely to register before the early bird deadline, however, he cautions that it is unlikely registration will reach pre-pandemic numbers that were around 200 individuals. ED (P. Hutton) will send a reminder to the moderators that speakers will need to register for the meeting to participate in the meeting. (ACTION ITEM)

ED (P. Hutton) comments that there has not been any registration from the State Water Resources Control Board and asks J. Jankowski if he can provide any updated information on registration status for his agency. J. Jankowski responds that he dropped a note in the

chat<sup>3</sup>, there are funds in their training budget that should be adequate to send some staff. They are working through a complicated approval process where individuals need to seek approvals to attend based on timeline logistics for the expenses and reimbursement process. J. Jankowski provides additional information about the registration procedure for the State Water Resources Control Board. One presenter from the State Board, Val Silmer, is only able to attend her session. ED (P. Hutton) relays that she has been taken off the program as it is his understanding she is not able to present. J. Jankowski concedes that ED (P. Hutton) may have more up-to-date information in this particular instance.

- Sponsors (P. Hutton Attachment 3-2)

ED (P. Hutton) reports that most of the sponsorships have either rolled over or have come in and are accounted for as shown in the attached report (attachment 3-2). ED (P. Hutton) notes that the only check he was expecting but has yet to receive is from Stantec; however, he has not checked to the PO Box recently. Based on the commitments for this year and the roll over for 2020, there is only one break in the program that is not sponsored.

ED (P. Hutton) proposes that for the first pop-up talk that he, as CWEMF Executive Director, or one of the CWEMF officers could get up and acknowledge our sponsors as the first talk of the pop-up session. S. Chowdhury comments that he could also add a slide for the awards presentation. ED (P. Hutton) replies that this might be a better, plenary session where CWEMF could recognize our appreciation for sponsorship support of the meeting. T. Kadir asks whether ED (P. Hutton) has all the up-to-date logos for all the sponsors for the annual meeting. ED (P. Hutton) responds affirmatively, they are already incorporated into the draft program, and plans to have placards made for the tables to recognize them during the meeting. T. Kadir remarked that he wanted to be sure as Woodard and Curran had recently changed their logo. ED (P. Hutton) responds that he had received an updated logo from Woodard and Curran and RMA recently. T. Kadir notes that the RMC lettering is no longer a part of the Woodard and Curran brand. ED (P. Hutton) acknowledges stating this was a holdover from before and will be removed from the Attachment 3-2 confirming it is not part of their current logo. S. Chowdhury requests ED P. Hutton create a slide with all the up-to-date logos for him to use in the awards session presentation. (ACTION ITEM)

- Awards (S. Chowdhury)

S. Chowdhury reports that the language for the awards certificates have been finalized by the awards subcommittee members (J. Medellin-Azuara, J. Jankowski, and S. Chowdhury). S. Chowdhury to get the final language for certificate printing to ED (P. Hutton). (ACTION ITEM)

S. Chowdhury has corresponded with Dr. Parviz Nader-Tehrani regarding the length of his presentation and leaving time for questions and responses. S. Chowdhury is committed to remaining in contact with Dr. Nader-Tehrani regarding the presentation details. S.

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<sup>3</sup> State Water Board staff are working through the training approval process, we'll get a few more all at once when those forms get approved. (10:36:54 From Jesse Jankowski to Everyone via chat).

Chowdhury also plans to review the awards citation language with Tara Smith and has her contact information as well.

S. Chowdhury comments that he received an email from ED (P. Hutton) last night. S. Chowdhury plans to produce a powerpoint and a letter by March 21<sup>st</sup>. ED (P. Hutton) notes that there is usually a request for a photo included with the letter that can be included for the powerpoint presentation. S. Chowdhury will prepare a letter used to formally notify the winner of the awards via letter and will include a request for a photograph that can be used in the powerpoint he will prepare for the AM awards session (ACTION ITEM) S.

Chowdhury closes thanking his subcommittee members, J. Medellin-Azuara and J. Jankowski, for their help in finalizing the language.

- Keynote Speaker (T. Kadir)

T. Kadir provides an update on logistics for the keynote speaker. M. Arax will be the keynote speaker arriving Monday. He will participate in the meeting Tuesday. CWEMF has made arrangements for his lodging on Monday and Tuesday nights. Mr. Arax is working with his publisher to have books available and inquired about the number of people registered for the meeting. T. Kadir to provide his best guess on the attendance number given registration is approximately 50 at the time of this meeting, however, a higher number is anticipated that have not completed registration yet. M. Arax, will have copies of his book, The Dreamt Land, available for purchase. M. Arax will be signing copies of the book and suggests the best time would be after he provides the keynote speech on April 5<sup>th</sup>.

T. Kadir comments further that he's not sure how to proceed with book selling and signing and opens this topic up to discussion to the SC. ED (P. Hutton) responds that a possible option could be to set a table up during the poster session and social at the end of the day from 5 to 7 pm (as part of Session 19). T. Kadir responds that he likes this alternative, or that he could also propose having the table setup on Tuesday April 5<sup>th</sup> during the breaks after the keynote and the panel discussions, Sessions 14 and 15, respectively. B. Bray suggests that a part of the registration table could be made available especially because many of the nametags and programs have been given out by the afternoon of the second day of the conference. The registration table is in a central location, near the coffee and tea stations and by the poster meeting room. The author and publisher could set-up at the 3pm break and stay until 5:30 to catch folks attending the poster session and social as well. T. Kadir thanks the SC for their suggestions and will discuss the options with M. Arax. (ACTION ITEM)

- Business Meeting (T. Kadir)

T. Kadir opens recalling that the last business meeting he presided over was back in 2019. B. Bray clarifies that April 22, 2019 was the last *in-person* business meeting, noting that CWEMF has held business meetings each year where the last two years (on June 26, 2020 and June 11, 2021) were held online due to health restrictions associated with the COVID-19 pandemic.

T. Kadir will send out a copy of the last business meeting presentation to CWEMF officers to update for the 2022 business meeting. (ACTION ITEM)

- Screencast Recording Volunteers (N. Sandhu)

N. Sandhu is looking for volunteers to help with the video and audio recording for the AM sessions. N. Sandhu plans to do some reconnaissance of the facility and available equipment before the meeting which will not require any volunteer assistance. N. Sandhu reports that two projectors and two laptops have been made available from DWR for use at the AM, thanks to N. Johns for helping with the logistics. There is a CWEMF projector that should be available as well for use as a backup. A. Khan replies that he is 90% sure he has the projector but needs to double check. Assuming he is in possession of it, he will transfer it to T. Kadir or N. Sandhu. T. Kadir asks S. Chowdhury what equipment he is still in possession of and S. Chowdhury responds that he believes the projector is with A. Khan and confirms he has the cables. S. Chowdhury to work with A. Khan to get the equipment to N. Sandhu. (ACTION ITEM) N. Sandhu requests that he receive the equipment no later than Sunday, April 3rd so he can test the hardware before the AM starts.

T. Kadir responds that Steve Jepsen (DWR) has volunteered to assist N. Sandhu with the screen casting responsibilities. N. Sandhu will follow up with S. Jepsen to provide information on the responsibilities and provide any training or guidance material needed. K. Nam, B. Bray, and A. Khan also volunteer to assist. N. Sandhu replies that more is always better because folks can get busy or distracted, so having multiple sets of eyes monitoring can be helpful to ensure the recordings go smoothly. T. Kadir comments that C. Dogrul is now back in the country and has helped in the past; hence, T. Kadir will check to see if he is also willing to volunteer as well. (ACTION ITEM)

N. Sandhu comments that an additional \$500 is needed for purchasing some hardware necessary for capturing the presentation recordings. ED (P. Hutton) responds that this is a typical expense that has been run through the SC in past years and is becoming an administrative expense. N. Sandhu is planning to purchase additional equipment (i.e., wireless microphones) that is the same as was used before. The wireless microphones can be fed into the Lake Natoma Inn sound system. N. Sandhu responds that he will confirm that handheld microphones are also available from Lake Natoma Inn which can be used as a backup. N. Sandhu plans to go up the evening before and CWEMF has agreed to cover his expense for Sunday evening. ED (P. Hutton) to make the arrangements. (ACTION ITEM)

#### 4. CWEMF LOGO (T. KADIR)

T. Kadir opens up the agenda item by providing some background information on the topic and introduces Paul Vega, the graphic artist consulting on the branding and logo effort. Before turning over to Mr. Vega, A. Khan expresses his appreciation to the SC for forming the ad hoc committee because he believes revisiting the logo and (re)branding of CWEMF will serve the organization well in the long term.



P. Vega shares his screen and begins by providing some background information about himself. He will describe the steps he and the logo subcommittee are taking to create a new identity mark for CWEMF. He will present the identity process used to clarify the organization's brand and use the results of discovery to guide the design of CWEMF's new logo. He plans to finish up with an overview of the logo design process but began his presentation with a little information about himself and his firm **greenhouse**.

The screenshot shows a presentation slide for 'greenhouse'. The word 'greenhouse' is written in a lowercase, green, sans-serif font. To its right is a large, thin, curly bracket. To the right of the bracket is a block of text: 'Greenhouse contributes expansive creative energy, marketing expertise, and cheer to local and virtual partners facing sustainably-focused messaging challenges.' Below this is a section titled 'Services:' followed by a list of services: '> Graphic Design', '> Identity/logo/program identity', '> Web', and '> Infographics, display, motion, video, branding, and more.' Below that is a section titled 'Clients:' followed by a list of clients: '> Plenty of private. Plenty of public. Transitioning...', '> The Water Boards', '> Bay Area Air Quality Management District', and '> California Air Quality Board'. At the bottom is a section titled 'CWEMF Team:' followed by the names 'Abdul, Anne, Ben, and Tariq'.

Mr. Vega has 30 years of experience in the marketing world. He is a Cal Poly SLO graduate where he studied applied art and graphic design. He has an expertise for logo and identity work, it is his first passion; and with over 30 years in the field he has gained a fuller toolbox.

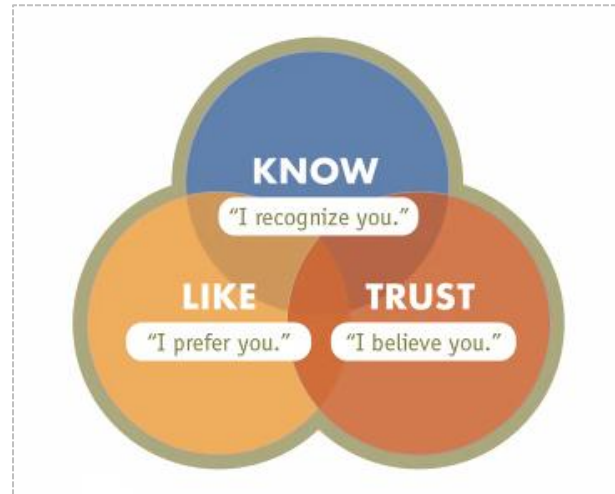
He has done a lot of web work as well, being involved with the dot-com boom, he had the experience of being a vice president in an organization that grew from twelve to over 250 employees in one year, he learned a lot from the experience.

His offerings have expanded to various needs of the client ranging from print, web, display, trade show, and now to creating info graphics, motion, and video for web and social media.

He has partnered with private sector clients from "Mom and Pops" to larger companies like Microsoft, and everything in between. On the public side, he has worked with the cities, counties, and State including the City of Sacramento, UC Davis, the office of the Governor, the Attorney General, and work more aligned to CWEMF is his work with the Water Boards, specifically, on the on the Surface Water Ambient Monitoring Program (SWAMP) effort.

Greenhouse is in transition. His firm will partner with companies and organizations that are doing work for the World's good versus companies driven purely by the profit motive. He is working to align his work with his values. He is proud to be partnered with CWEMF on this effort.

"Know-Like-Trust" are the best ways to understand brand. Take the analogy of three legged stool, you need each leg for your brand to stand up. If one of these elements is missing, your brand can fall over or be damaged. These are the pillars to brand. "Know" is the awareness your audience has with your organization.

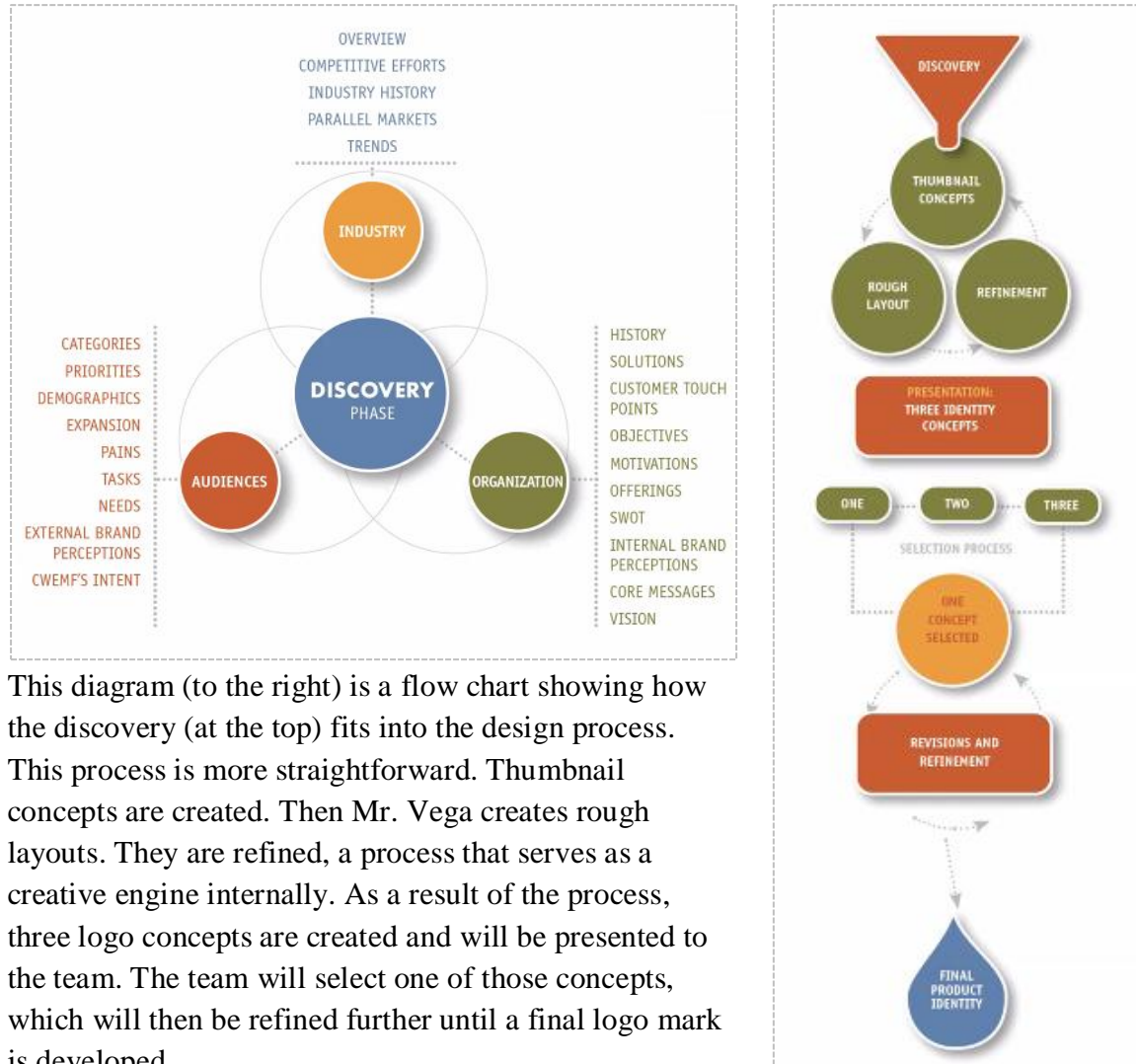


A logo is a key component, but a logo without context is just another acronym. Your audience has to understand how to relate your brand to your industry and know that it is what they are looking for. "Know" utilizes tools like advertising, social media, and, most powerfully, word of mouth.

"Like" reinforces "Know". For example, the way you treat a new CWEMF member has to do with "Like." Does an experienced member help a new member get oriented? Do I feel hurt as an experienced member? Those are examples of experiences where people can form "Like".

For "Trust", does your work produce credible results? Does your process make it easy for one to contribute? Do I feel comfortable bringing my expertise to CWEMF? That's "Trust". If you think about negative responses to any of those scenarios, then one can imagine how brand can suffer if any one of those areas is negatively skewed. If you get these pillars right, your logo has much more value.

The discovery process (shown below) is the egg before the chicken where the chicken is the logo in this case. The discovery process seeks to understand the meaning of your brand. Some of it is research, and some is working with the ad-hoc Logo Subcommittee members (A. Khan, B. Geske, A. Huber, and T. Kadir). Mr. Vega and the Logo Subcommittee members are focusing on CWEMF's audience; their pains, their desires, their expectations, and their motivations. We are looking at the organization as well; your processes, your objectives, your key messages, and the commitments you're making to the industry. We are looking at the state of your niche, influences and players, industry structure, and parallels to your organization. These are examples of the areas that discovery touches. However, Mr. Vega believes an organization should constantly be coming back to the discovery process.



This diagram (to the right) is a flow chart showing how the discovery (at the top) fits into the design process. This process is more straightforward. Thumbnail concepts are created. Then Mr. Vega creates rough layouts. They are refined, a process that serves as a creative engine internally. As a result of the process, three logo concepts are created and will be presented to the team. The team will select one of those concepts, which will then be refined further until a final logo mark is developed.

The logo must have the utility and strength to represent the organization down to a small form such as ½ inch scale. All the different elements need to be taken into account such as color and typography in log design. Mr. Vega will provide a guide that summarizes the design elements and on how to use and not to use the logo along with the final design. Consistency and continuity with how you use your logo are key to branding, they reinforce the identity of the organization.

That concluded Mr. Vega's overview of the design process, and logo development process. Mr. Vega provides some closing remarks on selecting the final design for the logo. This is a business tool. The team will become experts inside the committee on how to select the best option. Of course, leadership will need to approve it. Mr. Vega presents the analogy; if an organization were selecting a piece of financial software for the company, that's not a decision that would be taken to the general membership, rather the organization would rely heavily on the expertise of experts within the organization to make an informed recommendation to the leadership.

N. Johns asks a question regarding the discovery process. The way it is laid out it seems to be a fair bit of research. Understanding of CWEMF's goal and history could be a long process, how is Mr. Vega able to carry out this process? Mr. Vega responds that he is working with the subcommittee, the team is a diverse representation of CWEMF, and he welcomes the opportunity to speak to other members to bring perspective and add depth to the discovery process. Discovery is a process for Mr. Vega to develop the most effective messaging tools possible for CWEMF. It can also be a valuable tool to the organization as well. Mr. Vega states that CWEMF is a brand that exists right now, a very healthy brand that he is working to know better so the logo—and anything else designed in the future—has a criterion that it can be measured against. It [discovery] is interviews, research, discussion and exercises. T. Kadir responds that the logo subcommittee is engaged in the discovery process with Mr. Vega reaffirming that any members are welcome to join the subcommittee.

Mr. Vega will develop a creative brief that is an internal tool that he plans to share with CWEMF. Whether it is something to build upon and expand is something the SC can discuss at that time as well. Once this document is created, the SC will find there is a way to measure the brand either quarterly or annually to measure progress against that plan. Companies and organizations invest a tremendous amount of resources to brand. It is a process Mr. Vega does not take lightly; discovery is a great tool for him to get to know CWEMF.

B. Geske asks if Mr. Vega can explain some of the components of the creative brief just described. In his experience participating on the subcommittee, he felt he lacked a good understanding of the scope and content of the creative brief until B. Geske asked about the brief and Mr. Vega was able to provide an example to help understand it better.

Mr. Vega responds that the creative brief will cover these three main areas [*i.e.* Audience-Organization-Industry]. He needs to understand the audience and what its' pains are, why they are there at a meeting or on the website. In the subcommittee's first meeting, Mr. Geske told the story of how he became involved with CWEMF. That journey is part of understanding the audience, as each SC member is an audience member as well. Understanding the audience and the organization, the process, and objectives is all discovery. He plans to use interviews to conduct some of the research. Mr. Vega acknowledges that this can be an incredible amount of work, and so he cannot afford to dive too deep. Part of it is going out and doing some research and relying on the subcommittee members as representatives of the organization.

S. Chowdhury asks whether industry means Mr. Vega will research other organizations like ours as part of the process. Mr. Vega responds affirmatively, that this is indeed a part of the understanding of industry. Mr. Vega will ask what is the state of water and, in particular, the areas that overlap with CWEMF's concerns. Whatever influences decisions CWEMF and the audience makes is something he is interested in understanding. This has a direct nexus to the organization's logo, but this process generates information that can be helpful more broadly such for messaging for CWEMF.

T. Kadir thanks P. Vega for the presentation and information he provided. He opines that we have been really lucky to be working with Paul Vega [*they both turn on their cameras at this time during the meeting for closing comments*]. T. Kadir reiterates Mr. Vega's message that every decision is not accomplished through polling the general membership, the importance of delegating responsibilities to a capable team within the organization, noting this is why there is a steering committee that meets every two months and designated subcommittees that meet more frequently. The logo subcommittee will continue to brief SC members on progress of the logo subcommittee. At the point where there are the three candidate designs, T. Kadir is hopeful that there will be consensus on a process to approve the final design that is both practical and at some level democratic.

In the interest of full disclosure CWEMF has a contract signed with Paul Vega as approved by the Steering Committee to finance his work on the logo and branding efforts.

## INFORMATION ITEMS

### 5. WEBSITE UPDATE (N. SANDHU)

N. Sandhu comments there is no report.

B. Geske inquires whether there have been any website subcommittee meetings and whether he is still a member of the subcommittee. N. Sandhu replies that B. Geske is still a member of the website subcommittee but that the subcommittee has not met recently. If there is a need for the subcommittee to meet, to please let N. Sandhu know.

T. Kadir asks whether the programs from past annual meetings are still available online. Do we have pdfs of past programs. [*ED. P Hutton shares his screen and provides a quick demo of how to find the information on the website at S. Tanaka's direction*].

T. Kadir asks whether the theme for this year's AM has been set. The Response is, "Building a Water-Resilient California." [*see draft program cover page below*]

T. Kadir asks R. Satkowski if he had proposed the theme and if he had received the letter Mr. Kadir drafted for the program. R. Satkowski responded that he has proposed a similar theme that had been fine tuned with other members' input. R. Satkowski has also received the draft letter, is developing a paragraph to insert into the letter, and will provide it shortly. (ACTION ITEM)



California Water and Environmental Modeling Forum

## 2022 ANNUAL MEETING PROGRAM

Building a Water-Resilient California



### 6. MODEL USER GROUPS (N. SANDHU)

The Delta Modeling User Group (DMUG) met recently on Wednesday March 16th. There were several good presentations during the meeting and it was very well attended. N. Sandhu comments that the Steering committee should discuss how to promote other user groups and bring them under the CWEMF umbrella. T. Kadir agrees adding that there are two active user groups now, the IWMF user group and the DMUG. The community really needs a few others. There used to be a CALSIM users group that is no longer active. Another member has also suggested a flood modeling and management user group. T. Kadir comments that CWEMF should reach out and get more user groups organized and involved to cover broader topics than Delta modeling and integrated hydrologic models.

N. Sandhu responds that the subject should be taken offline and proposes forming an ad hoc subcommittee to develop this agenda item. N. Sandhu volunteers to set up a meeting to discuss. T. Kadir, B. Geske, R. Satkowski, P. Hutton, W. Anderson, and A. Khan also volunteer. A. Khan added that he will be advocating for a Water Accounting User Group. T. Kadir recommends reaching out to Samson Haile-Selassie regarding the Flood Modeling Users Group idea. Two other topics that could be suited for developing a user group community are temperature modeling and climate change. A. Khan suggests also reaching out to Andrew Shwarz (DWR) to ask if he would like to participate.

## 7. DSC INTEGRATED MODELING STEERING COMMITTEE (IMSC) UPDATE (B. GESKE)

B. Geske comments that plans are still ongoing for an integrated modeling summit later this year. An outreach process is underway to assemble a team for the planning process. B. Geske expects to participate in a kickoff meeting with the planning committee and will report on their progress in the next SC meeting.

## 8. WORKSHOPS (T. KADIR)

No report.

## 9. OTHER BUSINESS (ALL)

B. Bray brings up a topic that was raised over email for further discussion at this SC meeting. The topic was an inquiry to open up public access to past video recordings of AM presentations greater than one year old. The commenter included there was no monetary benefit in general and may be a good resource to attract future membership.

N. Sandhu continues to provide background on his thinking. CWEMF members provide very valuable presentations to the water modeling group; that's our mission. That mission perspective has to balanced our need for people to register and attend the annual meeting, we want people to renew their annual memberships, and bring value to the members. A year or two out, after the presentations are given, the material is not as up-to-date, but there is still a lot of value to the community. They are useful for the public to see what kind of work is being done. CWEMF volunteers are putting a lot of effort into the video recording and he would personally like to see the video recordings add more value to the membership.

T. Kadir responds that currently the videos are available through the members only access tab. He feels there has to be benefits to being a CWEMF member to help incentivize membership.

N. Sandhu responds by asking about younger college level students in contrast to professionals where the fee for access model may make sense in the latter and not the former. These folks are generally not members and just starting out their careers. While the pdf files of presentations may be available, he could see how the video recordings could also be valuable to them educationally. Making the videos publicly available can be helpful for generating interest and participation for folks that generally don't have disposable income.

T. Kadir responds that he expects such an interest would be expressed at the graduate student level where students begin to emphasize in certain areas like water resources or environmental issues. T. Kadir also notes that CWEMF does offer a reduced membership rate for students. In T. Kadir's view, the cost for access for students is reasonable—only \$10 for a student membership—that could often come through institutional funding sources such as their advisor, and wouldn't come from their own pocket. T. Kadir asks ED (P. Hutton) to comment on the number of CWEMF members that are professionals versus academics.

ED (P. Hutton) responds that he doesn't have the numbers in front of him but that CWEMF membership is made up of mostly professionals.

W. Anderson responds that the website recordings may be an underutilized resource; he had sent a request to receive access and never heard back. That is a bit discouraging for a member. T. Kadir responds that the process for accessing the membership tab is that you send an email. That email goes through ED (P. Hutton) to verify that the individual is a paid member in good standing in CWEMF. Then the request goes to the webmaster to grant the access. There may have been glitches in terms of response time, but everyone that has requested that access should have been granted access if they are genuine members. There have been people that have requested access—such as from other countries—that are not members where access has not been granted. While response time may be improved, however, if the issue articulated is W. Anderson's only reservation, T. Kadir doesn't believe it is a major issue.

W. Anderson responded that this was just one aspect in the overall picture, agrees that it does add value and incentive for members, but, rather, also sees that long-term strategic point of view that the recordings can be used to reach non-members, helping generate interest and helping to recruit to members. There may be value in allowing for people to request a temporary, or academic access to facilitate access to wider sphere of individuals rather than a smaller club that will be the only one to know what's going on with CWEMF.

T. Kadir seeks to clarify, there would still be a members only section of the website with content, but there may be some way to gain access for non-members, is that the proposal? W. Anderson clarifies that there could be different ways of going about it, but for those that are interested, making certain content available that helps communicate what the organization is about and generates new interest, to bring in new people seems like a good idea. CWEMF could be selective in what information or website content is made available to certain audiences and what is not. He is thinking of this as a marketing tool. CWEMF is very focused on state agencies and consultants. CWEMF has a small, core community, but doesn't seem to have an effective way to engage with folks entering into our profession. W. Anderson remembers that when he was a student doing watershed modeling, he didn't have a bridge to engage the professional community on this topic.

T. Kadir responds that what he is hearing is the issue may be outreach. The solution there may be thinking about more effective initiatives that address the outreach and recruitment. Perhaps we can produce a 10-minute video for the website with a live person. Perhaps CWEMF should have more of a presence at agency events or on campuses to promote and talk about the organization.

W. Anderson responds that these ideas are good, but would be extra marketing. His recommendation is to be more strategic and selective about using the information and resources CWEMF already has. Such content like lectures, workshops, or other content that CWEMF could cherry pick and use for the purpose of promotion and engaging with the public. W. Anderson cites the upcoming drought panel recording from the AM as an example of one session that could be made public. The drought panel may be something that may have broader interest and is more of a hot topic given the dry conditions going on now. The rest of the recordings from the AM can still remain behind the members only section.



T. Kadir acknowledges his idea recognizing the merits of W. Anderson's proposal but restates that he doesn't believe we should remove the members access area and make all the recordings publicly available.

R. Satkowski also acknowledges the merits of W. Anderson's recommendation. He points out that in the past, the part of the CWEMF website with the greatest number of hits was the annual meeting archive page. Folks were accessing the annual meeting page all around the world. This can be helping with recruitment. He can see there are pros and cons either way and is looking to a middle ground solution.

T. Kadir clarifies again that CWEMF still currently makes all the presentations available, only the video portion of the AM content has been put behind the membership firewall.

N. Sandhu comments that he has spent a lot of effort and time to do the processing and editing of the recordings. His hope was that this would be made available for the public at large. If the content is going to be put behind a members only login, then the 2022 AM effort will be the last time he will volunteer his time to help edit and process the videos. CWEMF will need to find others to volunteer to take over this responsibility in the future. In his opinion, erecting a members only firewall on the website to the video content amounts to setting up a barrier to science; this is how strongly he feels about it. If CWEMF wants to erect barriers to science that the content represents, he would like no part in it going forward. If the presentations are OK to make available publicly, why not the videos as well he asks in closing.

B. Geske shares that he is still trying to understand the benefit of putting up the barrier to the accessing the video recording content. He can see the one side of the argument in terms of having the members portal being an incentive to membership, but adds that this is not the only benefit that membership provides. However, the content can provide value to individuals all over the world and significantly contribute to the greater modeling community. If we're going through the time to curate all this information, we should make it available to all. The knowledge sharing alone can provide such a benefit that CWEMF should allow it. If CWEMF was really hurting financially, then this would add a lot more weight to the argument for the members only portal.

T. Kadir again seeks to clarify his position. He fully agrees with respect to sharing technical content whether it is annual meetings or workshops. His reservations have more to do with the financial aspect. If the SC can now imagine all CWEMF workshops are available on the website shortly after the website itself, he would anticipate much fewer individuals would sign up to attend workshops. CWEMF is a non-profit. Our organization is not making a large profit off conducting workshops and meetings. Even the reasonably small amount CWEMF would charge for the workshop is still a lot when compared to accessing it for free through the website.

B. Geske answers that most individuals that sign up for the workshops want to attend for the benefits of being there in-person, to engage with the instructors and ask questions, to seek one-on-one interaction with the trainer. When an individual watches the video, one may see others get their questions answered, but one will not get their question answered live. An individual is still missing a lot of potential value of a workshop if they do not sign up and show up. There is

clearly a quality of the experience one misses out on when reviewing a video recording of a meeting that occurred in the past versus attending in-person training.

G. Reis chimes in to agree that more openness is better. He was also disappointed that past AM information is no longer available. In the past he would share the presentations with other colleagues that couldn't attend the CWEMF AM. front and center on the CWEMF home page are used the words "open exchange" on the first bullet point and he would ask that the SC consider this issue in light of the organization's mission especially if our financial standing allows information to be more freely available.

T. Kadir asks for a motion on the topic of making the video recordings posted publicly. N. Sandhu is not prepared to submit a motion and would like to table the motion to consider the discussion and have more time to craft motion. Further discussion on the subject was therefore tabled. T. Kadir asks that this topic be a formal agenda item for a future SC meeting.

G. Reis via chat stated that he, "suggest[s] the minutes for all online meetings include a note that says all votes don't necessarily reflect how individuals voted." He raises the issue of engaging via the online platform regarding voting asserting that it may be reasonable to assume that some people may have been unable to vote though they are counted as being present online or on the phone at the time, especially when calculating the number of yays, nays, and abstentions. He adds that perhaps a disclaimer be added to the effect that the vote doesn't reflect the vote of any individual member but rather the general consensus if it passes but that some votes may not have made the count.

T. Kadir responds by saying that the CWEMF SC has had various protocols for holding online votes. There may be technological glitches as part of that process, but we may not want to go back and add a disclaimer to minutes that have been approved already. If, however, the CWEMF SC wants to work to try to minimize these glitches, perhaps through use of the raise hand option or some other procedure, we should pursue that if SC members share a concern about the online voting to ensure everyone's vote is accurately counted. Including such an explicit statement may not be the best way to proceed, however.

G. Reis responds that he understands and acknowledges that he should have taken more time to review the minutes in the agenda packet and can follow-up if he'd like the way his vote was recorded to be revised.

B. Bray adds that there have been several different procedures the SC has used to record votes, and in more than one way in the case of a single vote. Members have entered their vote in chat, and we have tracked that for example. T. Kadir has gone to a roll call vote. The SC has used polls which are captured and added right into the minutes. The voting icons with Zoom can also be used that is part of the Zoom software license. There is more than one way to proceed with voting. The method used in this meeting has been a method adopted to save time, but if there is an objection, the objection can be considered and the procedure adjusted or changed accordingly.

G. Reis appreciates the discussion, withdraws his suggestion, and clarifies that he would like to be reflected as an abstention to all the votes cast in this SC meeting.

10. NEXT STEERING COMMITTEE MEETING

The next CWEMF SC meeting will be Friday May 20, 2022. T. Kadir comments that he will be on vacation for the next SC meeting and designates the Vice Convener J. Jankowski as SC meeting chair. Meeting adjourned at 11:55 AM.

Respectfully Submitted  
Ben Bray, Secretary, CWEMF

ATTENDANCE

Tariq Kadir	Convener	DWR
Jesse Jankowski	Vice Convener	SWRCB
Paul Hutton	Executive Director	Tetra Tech
Stacy Tanaka	Treasurer	Watercourse Engr.
Ben Bray	Secretary	EBMUD
Shyamal Chowdhury	Past Convener	US Army Corps of Engineers
John DeGeorge		RMA
Rich Satkowski		Public Member
Chloe Liu		(formerly with) SWRCB
Will Anderson		CCWD
Katherine Heidel		TetraTech
Ben Geske		DSC
Jon Traum		USGS
Abdul Khan		DWR
Norman Johns		DWR
Greg Reis		Bay Institute
Nicky Sandhu		DWR
Samson Selasie		DWR
Tad Slawecki		LimnoTech
Paul Vega*		Guest, Logo Consultant

\*Paul Vega joined at 11am.

Proxies: S. Tanaka is designated as proxy for A. Huber. S. Tanaka is also designated as proxy for K. Heidel from starting at 10am in K. Heidel’s absence. B. Bray is designated as proxy for M. Deas.