

# Friends of the Petaluma River



*We promote appreciation of the Petaluma River  
and protect the vitality of its natural resources*

## **Celebrating our Second Year: Oct 2006 – Oct. 2007**

It is with pride and appreciation we finish our second year of Celebrating and Conserving the Petaluma River.

The pride is from knowing that our efforts have brought increased awareness and direct improvements to the river; both to the resources it holds and the challenges it faces.

The appreciation is for all of the people and organizations who have made these achievements possible; through their financial gifts, their volunteer efforts and in kind contributions. With your continued help we hope to make our next year even better.



"Friends" founder – David Yearsley

## Index of activities

### A. News and information:

- 13 issues of our Tidings e-newsletter were produced including:
- 64 separate articles with 74 color pictures.
- 4 alerts sent for unusual incidents or special events
- 6 major news articles in which Friends was featured including:
- 2 segments on KPIX TV Ch. 5
- 1 feature column in the SF Chronicle Sports by Paul McHugh
- 3 articles in local papers Petaluma Argus Courier and Petaluma Post

### B. Boat tours and community presentations:

- 52 boat tours and river trips taken with -
- 91 elected officials, agency staff, community leaders, and “Friends”
- 12 or more presentations given to classrooms, groups, and decision makers
- 1 paddle tour given in conjunction with “Save the Bay”

### C. Community Events:

- 4 major community events organized or co-organized including:
  - The Mayors’ Boat Ride
  - The Petaluma River Marathon / ½ Marathon
  - Day on the Water boating access & training event
  - Nautical Mass events
- 7 other events were participated in or tabled at including:
  - Butter & Eggs Parade
  - Petaluma River Clean up
  - “Step It Up” climate change awareness rally
  - Taste of Petaluma water taxi
  - Great Petaluma Marsh Art Show at SRJC
  - Petaluma Progressive Festival
  - Petaluma Business Expo.

### D. Grants and awards:

- Ca. Coastal Conservancy grant for Spartina eradication; up to \$50,000
- No. Ca. Grassroots Fund Spring 2007; grant award of \$5,000
- Wildlife Forever Marching grant award; (\$1,500 matched 11/07 = \$3,000)
- Whole Foods selection as 5% Day recipient (recd. over \$2,700)



Mayor’s Boat Ride



**Petaluma River Rangers**

**Environmental actions and community collaborations:**

- A. 10/06 – Worked with the Petaluma Schools enrichment program “River Rangers” and assisted Darcy Aston by providing information about the River’s special resources. The program was capped by a boat ride on the river.
- B. 11/06 - Invasive Spartina hybrid discovered in Petaluma Watershed. “Friends” takes an active part in leading survey tours, and pursuing a grant to help identify infestations and eradicate them before they spread further.
- C. 12/06 - Failing levees at the Redwood Landfill, near the leachate ponds, are photographed and reported as threats to the river as emergency repairs are made.
- D. 12/06 - PCB contamination in the Petaluma Marsh due to vandalism is reported to Ca. Dept. of Fish Game by “Friends” sparking an emergency cleanup.
- D. 2/06 - Damaging and un-permitted grading and Levee work on land owned by the Dry Creek Pomo’s was investigated and stopped with the aid of Friends. This led to organizing a coalition of concerned citizens and a workshop on Tribal process by Co. Supervisor Mike Kerns.
- E. 4/06 “Step-It-Up action day led by the Sierra Club sparks a rally and march in Downtown Petaluma drawing attention to the threat of rising sea levels due to global warming. Friends helps with organization, display materials and signs.
- F. 5/06 - Friends participates in the annual River Clean up; working with the River Cleanup Committee to provide volunteers, funding, and on the water leadership.
- G. 6/06 - “Day on the Water”. In collaboration with Petaluma Small Craft Center Coalition (PSC3) Friends provides a selection of traditional small craft and river information to over 100 participants.
- H. Summer/06 - Working with the Dept. of Fish and Game, Friends assists Ameri Corps. members in surveying habitat on 5 Petaluma Creeks for Salmonids.
- K. 8/06 - Friends organized and hosted “The Mayor’s Boat Ride” in conjunction with PSC3 to bring attention to needed water access amenities. Over 80 non-motorized watercraft and 160 people participated in this first of its kind event.
- L. 8/06 - Friends aided SRJC librarian Karen Peterson in assembling “The Great Petaluma Marsh” art show; highlighted the importance of Petaluma’s River and wetlands in the eyes of many visitors who were unfamiliar with their beauty.
- M. 9/14/06 - After months of planning by Friend’s Spartina Team volunteers, and intensive coordination with the Invasive Spartina Project, all identified stands of the hybrid were sprayed by a contractor with specially selected herbicides to stop their spread & reproduction.

## **Friends projects & programs 07 - 08**

### **1. River Heritage Center**

- a. Cultural history
  - Art, artifacts, & information displays (permanent & traveling)
  - Sporting Heritage programs (fishing, hunting, tracking, etc)
  - Watercraft; workshops, programs & displays
- b. Natural history
  - Natural resources data base, collect & archive information
  - Track conditions & increase information for water, wildlife, flora
- c. Public involvement
  - River tours & boat rentals
  - Water trail & “Heritage Corridor” programs
  - Cleanups & other community actions
  - Advocacy, coalition building, and collaborations
- d. Education programs
  - Speaker’s pool / river docents
  - Workshops & seminars
- e. Other endeavors
  - Promote river access & user amenities
  - Field stations / paddle huts

### **2. Maintenance and Restoration projects**

- a. Spartina abatement work
- b. Marsh & channel improvements
- c. Dyked bay lands restoration
- d. Salmonid habitat studies & improvements

### **3. General Support for Friends**

- a. Overhead necessities / office, staff, equipment & supplies
- b. Leadership in river related policy making & community organizing
  - Recreation & conservation programs
  - Political, agency and NGO interface
  - Public visibility / media



**Help “Friends” sail into the future**



**Friends of the Petaluma River**

*Celebrate and Conserve*

### A vision for the future

Friends of the Petaluma River initially cast a very wide net over many areas of endeavor. Although this was an important step to gain recognition and acceptance it spread our resources thin. We couldn't cover many things adequately. Now we now want to focus attention on what we see as our most important projects & programs, things that we do well. I believe that these are providing access, information, and conservation programs; in keeping with our motto "*Celebrate & Conserve*"!

**Our vision for the future is focused on creating a "River Heritage Center"; a place to:**

- Provide written information, visual displays, data archives, and public presentations about the river's natural resources and cultural history.
- Promote river access opportunities and produce income through;
  - river tours and boat rentals
  - recreational and stewardship activities
  - heritage related seminars and programs
- Pursue conservation efforts that will protect and improve the river's vitality

### To realize this vision we need help:

We need cooperation - of the elected officials, agencies, and non-profit groups that are charged with overseeing the Petaluma River's well being.

We need volunteers - to take on tasks and responsibilities; providing expertise and capacity to our infrastructure and moving important parts of our projects forward.

We need monetary support (most of all!) - Contributions from people who care about the Petaluma River; its wild inhabitants, natural resources, and cultural heritage. They provide the nutrients that keep our grassroots organization alive. We are financially undernourished, lacking the funds to pay for support staff and necessary equipment. You can make a difference in the vitality of our organization.

*Although foundation and grant funding can often help with projects and equipment, they often do not provide general support money necessary for the day to day operations of non-profit organizations.*

**If you and your family want to learn about the wonders of the Petaluma River.**

**If you value river oriented recreation, education, and conservation programs.**

**If you want to leave a positive river legacy for future generations.**

**Support Friends of the Petaluma River! Help us make our vision a reality.**

**Please give a generous, tax deductible, donation. Do it online, by mail, or in person.**

[www.FriendsofthePetalumaRiver.org](http://www.FriendsofthePetalumaRiver.org) - (707) 763-7756

## **Friends of the Petaluma River 06 -07**

### **Golden Friends**

Andy Rodgers  
Berg Holdings  
Dolphin Charters  
Environmental Resolutions  
Jim and Nancy Hage  
Ryan Phelan and Stewart Brand  
Stephen & Katherine Watkins  
Whole Foods

### **Best Friends**

Lee's Body Shop  
Michael Kraus and Nancy Sasser  
Patricia Menadier  
RNM Properties

### **Trusted Friends**

Clover Stornetta  
Marshall and Pat Fitzgerald  
Patrick Campbell  
Sylvia McLaughlin  
Tiffany Renee and Jaimey Walking Bear

### **Great Friends**

Babs Kavanaugh and Mike Witte  
Bank of Marin  
Bob and Cari Koch  
Chris Gilkerson and Susan Matthews  
David Devine  
David Martinelli  
Dry Creek Rancheria  
Jo and Andre Gros-Balthazar  
John and Pattt Shribbs  
John Kota and Teresa Barrett  
Joni Gardner  
Jules Evens  
Julie Miller and Sylvan Eidelman  
Kathleen Freitag  
Mike and Merideth Simpson  
Nancy Hurtado  
Noah Zim  
Paula Lane Action Network  
Ray and Ettamarie Peterson  
Renton Rolph  
Rosalie and Ralph Webb  
Sheryl Speck and Don Rich  
Shikore Construction, Inc.  
Sonoma Land Trust  
Thomas Biglione

### **Good Friends**

Alfred Chase  
Amy Watson  
Bank of America  
Bob Dyer  
Carol and Anthony York  
Clavey River Equipment  
Daniel Libarle  
Donna Lee Larkin  
Grant and Marcy Davis

Greg Yearsley  
John Steere  
Joy Amen  
Karen Peterson  
Martin Bennett  
Maxine Durney  
Michael Hartnett  
Outwest Garage  
Patricia Morris  
Paula and Jerry Crawford  
Raymond Thompson  
Rick Lane, DDS  
Sheri Cardo  
Susan Starbird  
Thomas Novoryta  
Tommy Smith

### **Warm Friends**

Angus MacLir  
Ann Bertucci  
Beverly Bailey  
Bill Hammerman  
Carole Barlas  
Clark Rosen  
Colleen Mahoney  
Dana and Kira Hooper  
Diana Painter  
Diane Einstein  
Fred Moore  
Greg Dunlop  
Janis Goocher  
Jim O'Keefe  
Larry Maurer  
Loralyn Parmelee  
Nora Lee Pearl  
Patricia Moscato  
Patricia Ragozzino  
Paul and Suzanne Mackey  
Ron Emanuel  
Save San Francisco Bay Assoc.  
Steven Kirk  
Terry Fraser



**Friends of the Petaluma River**  
*Celebrate and Conserve*

### **Index**

**Golden Friends** - \$1,000 or more  
**Best Friends** - \$500 or more  
**Trusted Friends** - \$250 or more  
**Great Friends** - \$100 or more  
**Good Friends** - \$50 or more  
**Warm Friends** - \$20 or more