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Wildlife Conservation Board

January 31, 2007

Douglas Bosco, Chairman
California Coastal Conservancy
1330 Broadway
Oakland, California 94612

Dear Chairman Bosco:

I am writing on behalf of the San Francisco Bay Joint Venture to support the staff recommendation that the Conservancy contribute funding to produce a 16-page insert in *Bay Nature* magazine focused on San Pablo Bay wetlands.

The San Francisco Bay Joint Venture has already committed \$5,000 of Joint Venture funding to support this wonderful educational opportunity. With support from the Joint Venture, Ducks Unlimited, other partners, and the Conservancy, *Bay Nature* will dedicate 16 pages to tell the story of the protection and restoration of wetlands in San Pablo Bay.

Bay Nature has more than 12,000 subscribers in the Bay Area plus readers who purchase the magazine at newsstands and other venues reaching audiences. Many readers rely on the publication as the source of information about local natural features, readers who would not otherwise know about wetlands protection and restoration in San Francisco Bay.

Equally as important, funding from the Conservancy will allow an overrun of the publication to be provided to government agencies, NGO's, and other partners to distribute for educational purposes. A similar insert on the South Bay Salt Pond Restoration Project was sponsored a couple of years ago by the Conservancy. That publication has been one of the major outreach tools for the South Bay Salt Pond Project. We envision that the San Pablo Bay publication will be an equally useful outreach tool telling the story of Napa Sonoma Marshes, Sonoma Baylands, and other projects in which the Conservancy has made the difference for the protection and restoration of wetlands in San Pablo Bay.

The San Francisco Bay Joint Venture recognizes the importance of reaching various audiences with the message of wetlands protection and restoration which is why we have committed \$5,000 to help produce the proposed insert. Support from the Conservancy will finalize its production. Thank you for your consideration of this funding request. If you have further questions, please feel free to contact the Joint Venture Coordinator, Beth Huning, at 415-883-3854.

Sincerely,

Arthur Feinstein
Chair

Cc: San Francisco Bay Joint Venture Management Board





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January 9, 2007

Amy Hutzel
Bay Area Program Manager
California Coastal Conservancy
1330 Broadway, 13th floor
Oakland, CA 94612-2530

Dear Amy,

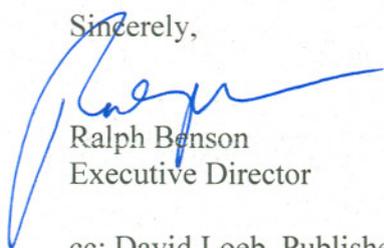
This letter is to let you know that Sonoma Land Trust is 100% in support of the request by Bay Nature Magazine for funding to do a piece on the San Pablo Baylands.

The Bay Area is fortunate to have Bay Nature magazine, and there is a great story to tell about the issues surrounding the San Pablo Baylands and the conservation work that has been accomplished there to date.

A San Pablo Baylands piece that we can distribute will be a useful educational tool for all of us doing community outreach to educate people about the value of the Bay and its uplands.

We hope the Coastal Conservancy supports this excellent project.

Sincerely,



Ralph Benson
Executive Director

cc: David Loeb, Publisher, Bay Nature Magazine
John Brosnan, SLT Baylands Project Manager