



**CITIZENS ADVISORY COUNCIL MEETING
TUESDAY, JULY 12, 2022, AT 6:00 PM
61750 CHOLLITA ROAD, JOSHUA TREE, CA 92252**

The public may attend this meeting in person at 61750 Chollita Road, Joshua Tree, CA 92252 or on online by clicking on the the zoom link below.

This virtual meeting will be streamed at:

<https://us02web.zoom.us/j/88087285626?pwd=aU5QN0ZPY25UcmRBRWFwRFprMXNZZz09>

You may also join by phone at 1-253-215-8782, Meeting ID: 880 8728 5626 Passcode: 967901

AGENDA

1. CALL TO ORDER -
2. PLEDGE OF ALLEGIANCE -
3. DETERMINATION OF QUORUM -
4. PUBLIC COMMENT -
6. APPROVE MINUTES OF THE PRIOR MEETING –
 - Draft Minutes – March 8, 2022
7. STRATEGIC COMMUNICATIONS PLAN – Kathleen Radnich, Public Information Consultant –
8. ROUNDTABLE COMMENTS -
9. NEXT MEETING DATE – September 13, 2022, at 6:00 p.m.
10. ADJOURNMENT -

JOSHUA BASIN WATER DISTRICT
Minutes of the
CITIZENS ADVISORY COUNCIL MEETING
Tuesday, March 8, 2022

CALL TO ORDER – Acting Chairperson Karen Tracy called the meeting to order at 6:00 p.m. via Zoom. (Chairperson David Carrillo to arrive at 6:30)

PLEDGE OF ALLEGIANCE

DETERMINATION OF A QUORUM – Tracy and Acting GM Johnson confirmed quorum.

IN ATTENDANCE – David Carrillo, Hannah Campbell, Kathy Carrillo, Frank Coate, Glen Harris, Shari Long, Karen Morton, Karen Tracy

STAFF PRESENT – Sarah Johnson, Acting General Manager; Beverly Krushat, Executive Assistant

CONSULTANTS PRESENT – Kathleen Radnich, Public Information Consultant

PUBLIC COMMENT – No public attendees.

APPROVE MINUTES OF THE PRIOR MEETING – Tracy requested correction with regard to names stated on minutes in the Strategic Communications Plan section. Amended sentence should read as follows:

Tracy requested clarification of the words “meter technicians” in Key Message 1.5, to which Consultant Radnich and Acting GM Johnson explained.

Tracy approved the Draft Minutes of February 1, 2022 as amended above.

STRATEGIC COMMUNICATIONS PLAN – Consultant Radnich opened up discussion regarding the draft Strategic Communications Plan (hereinafter “the Plan”). Tracy commented that she was impressed with Tactical Recommendation 2.1 and felt it depicts the most important message regarding cohesiveness and intention in brand and messages. Tracy then asked the CAC about what they took away or noticed when reading the Plan? Campbell shared that her questions were previously answered, and K. Carrillo mentioned minor grammatical comments which she will forward to Consultant Radnich. Consultant Radnich then asked if there was anything else the District should consider to focus on in the next two years, because the District is going to be doing budgeting and new considerations would need to be added. Otherwise, if the CAC is okay with the Plan, is it ready to go to District staff? Tracy reiterated focus on 2.1. Harris commented he found the Plan to be thorough, informative and written well for the layman. He felt a few spots were a little repetitive, but not really a big deal. Harris added that he will be meeting with Supervisor Rowe’s staff to discuss the new MAC going forward following the recent redistricting, and they would love to have a District board member or representative do a monthly report at MAC meetings. Tracy brought up she has three wording issues in the Key Message 7 points. First, regarding 7.1, Tracy questioned if the study is still current or now in the past, to which Consultant Radnich responded that although the first phase has been completed, it is still ongoing. Second, Tracy felt 7.6 was a little wordy and confusing, to which Consultant Radnich said she will tighten it up. Lastly, Tracy commented that 7.10 has two meanings – positive and negative. Consultant Radnich agreed to reword it. Tracy further commented on Tactical Recommendations 2.3 and asked for clarification on what the term “backgrounders” means. Consultant Radnich explained the purpose and meaning. Harris suggested rewording to “create background information.” Tracy agreed she liked the terms “background

information,” “press kit” and “brochures.” Consultant Radnich welcomed the CAC to send her any additional comments that come up before the next meeting, and she will incorporate them in Version 1.2 with new input for discussion on May 10.

ROUNDTABLE COMMENTS – At Chairperson Carrillo’s request, Consultant Radnich discussed the recent evaporative cooler study results as well as concerns about potential new state mandates and the need for reconsideration for a variance. When temps are high, evaporative coolers require more water usage. There also needs to be clarification at the state level on whether swamp coolers are considered indoor or outdoor use of water. Variables need to be considered because the bottom line is it’s a health issue. Consultant Radnich further explained how the state will likely make the District become the “water cops” on usage reduction. The District would have to process whatever the punishment is and pass it on.

Harris commented that this was his first meeting; however, he was not receiving emails as expected and asked if he could get copies of the minutes from the past several months. Chairperson Carrillo responded that an updated contact list was just received and going forward he should receive all emails. It was also mentioned that minutes from previous meetings can be obtained on the District’s website.

NEXT MEETING DATE – May 10, 2022, at 6:00 p.m.

ADJOURNMENT – Chairperson Carrillo adjourned the meeting at 6:45 p.m.

Respectfully Submitted,

Sarah Johnson, Acting General Manager