



SPECIAL MEETING OF THE PUBLIC INFORMATION COMMITTEE  
MONDAY NOVEMBER 7, 2011 1:00 PM  
61750 CHOLLITA ROAD, JOSHUA TREE, CA 92252

AGENDA

1. CALL TO ORDER
2. PLEDGE OF ALLEGIANCE
3. APPROVAL OF AGENDA
4. PUBLIC COMMENT
5. APPROVAL OF MINUTES  
Minutes of the October 3, 2011 Public Information Committee Meeting
6. PUBLIC OUTREACH CONSULTANT REPORT
  - a) All Water Districts Picnic
  - b) Newsletter
  - c) Social Media Seminar
  - d) Morongo Basin ABCs of Water November 2011: Careers
  - e) District Website
  - f) Farmers Market
  - g) Spring Plant Sale
  - h) October Garden Art Tours
7. CONSERVATION OUTREACH STRATEGIES
8. BERKELEY SPRINGS WEST VIRGINIA INTERNATIONAL WATER TASTING COMPETITION
9. POLICY FOR PUBLIC USE OF DEMONSTRATION GARDEN
10. SELECTING PARTNERS AND PUBLICING THEIR EVENTS
11. OTHER PUBLIC INFORMATION ITEMS/FUTURE AGENDA ITEMS
12. NEXT MEETING DATE
13. ADJOURN

INFORMATION

During "Public Comment", please use the podium microphone. State your name and have your information prepared and be ready to provide your comments. The District is interested and appreciates your comments. A 3-minute time limit may be imposed. Thank you.

Any person with a disability who requires accommodation in order to participate in this meeting should telephone Joshua Basin Water District at (760) 366-8438, at least 48 hours prior to the meeting in order to make a request for a disability-related modification or accommodation.

Materials related to an item on this Agenda submitted to the Committee after distribution of the agenda packet are available for public inspection in the District's office located at 61750 Chollita Road, Joshua Tree, California 92252 during normal business hours.

SPECIAL MEETING OF THE PUBLIC INFORMATION COMMITTEE  
MONDAY OCTOBER 3, 2011 1:00 PM  
61750 CHOLLITA ROAD, JOSHUA TREE, CA 92252

MINUTES

1. CALL TO ORDER

Director Luckman called the meeting to order at 1:05pm.  
Director Luckman, Director Long, Joe Guzzetta and Kathleen Radnich were present.  
Public Guests attending were Bob Johnson and Steven Whitman.

2. PLEDGE OF ALLEGIANCE

3. APPROVAL OF AGENDA

The Agenda was approved (1<sup>st</sup>) Director Long and (2<sup>nd</sup>) Director Luckman.

4. PUBLIC COMMENT

Steven Whitman shared a public comment he overheard related to an elderly woman complaining that she was late on her water payment and thought she made a deal with our Water District only to receive a "lock-off" notice several months later. He did not know when this actually occurred (it could have been years ago!) but said she felt she was "wronged." Whitman noted she was very "elderly" and that it was possible she made an agreement for "special payments" and then "forgot" to follow through after several months.

5. APPROVAL OF MINUTES

Minutes of the September 6, 2011 Public Information Committee Meeting  
The Minutes were approved (1<sup>st</sup>) Director Long and (2<sup>nd</sup>) Director Luckman as submitted.

6. PUBLIC OUTREACH CONSULTANT REPORT

a) All Water Districts Picnic

The staff consensus was that the picnic should be held next year, same time and format with JBWD serving as the host again.

b) Newsletter

The subject matter for the upcoming newsletter was well received. Director Long asked Joe Guzzetta to look into the formatting issues and irregular spaces that are prevalent throughout the newsletter the October issue. It was suggested "a print proof" be reviewed before going to print.

c) Social Media Seminar

This month's all staff meeting will be in conjunction with a special in-house workshop on Social Media with trainer Sara Bott. Director Luckman planned to forward to Director Long a mini-video (You Tube) that dealt with the subject that had been made available in advance to the staff.

d) Morongo Basin ABCs of Water November 2011: Careers

- Gloria Golick held MWA's ABCs: "Water Careers" last week. She let most of the presenters handle their own information and handouts. We do have salary ranges from them.
- Also, CMC is open (Through Community Ed) for us to create a "Water Works 101" class. Radnich proposed it to be about 5 sessions long (1.5 hours each session) and address the following: (1) Water Ways and Water Wars /history and laws ; (2) Water distribution; (3) Water treatment/sewage treatment) (4) Water and the Environment; & (5) Careers in Water

- Late February is the deadline for the Fall course settings
- Susan Greer suggested the course be taught “tag team” style, drawing on different individual’s expertise instead of all on one instructor’s shoulders.
- Joe Guzzetta suggested checking curriculum with COD and San Bernardino Valley College.
- K. Radnich already looked into Victor Valley College and Moreno Valley College.
- The MCAGCC Job Fair is already generating RSVP calls to attend November 9<sup>th</sup>.
- K. Radnich has confirmed Jim Corbin will also be a presenter on behalf of JBWD.

e) District Website

- Need to get updated photos for our website. This activity will lend itself for updates for lobby display and other presentations
- Need to change the “mulch” info on website per Deb Bollinger’s concerns over latest information conflicting with our current recommendations.

7. CONSERVATION OUTREACH STRATEGIES (Deb’s Stat Report)

- D. Bollinger submitted statistical reports on the Elementary School water fixture installation water savings .
- K. Radnich requested a water conservation survey (like the specimen D. Bollinger provided by “Survey Monkey”) to be used at the November market. K. Radnich stated she would check with Bollinger for one.

8. BERKELEY SPRINGS WEST VIRGINIA INTERNATIONAL WATER TASTING COMPETITION

Joe Guzzetta will look into this competition and see if and how we can participate (and when it occurs.)

9. POLICY FOR PUBLIC USE OF DEMONSTRATION GARDEN

Joe Guzzetta has not found clear guidelines from other government agencies. The PIC decided to send this to the CAC for recommendations.

10. SELECTING PARTNERS AND PUBLICISING THEIR EVENTS

The PIC decided to have the CAC review this concern and make recommendations.

11. OTHER PUBLIC INFORMATION ITEMS/FUTURE AGENDA ITEMS

- Water Wise Demonstration Station request (needs protocol) to lend to other agencies, complete with an instruction sheet. It was recommended to prepare a “rental sheet” that has specific guidelines and procedures for use and ramifications for damages while loaned out. K. Radnich agreed to draw up a draft document for consideration.
- Joe Guzzetta confirmed that a power cord extension, garden hose and crescent wrench were set aside to remain with the unit.
- It was suggested to use the Water Wise Demonstration Station at the garden Art Tours for the last two weekends in October. Give-aways, being limited, will not be made available (i.e.: shower heads and flip faucets) as many participants may not be locals and we have but a limited supply.

12. NEXT MEETING DATE was set for Nov. 7<sup>th</sup>, 2011 at 1pm.

13. ADJOURN

— The meeting was adjourned at 2:37pm.



**Public Information Committee meeting of November 7, 2011  
District Newsletter Update**

*Marie Salsberry, Executive Secretary*

**Note: Printing Cost Savings!**

I'm pleased to report that I recently requested and received savings of \$85 per month for newsletter printing costs

- The \$85 per month reduction was instituted in June, with no reduction in paper quality or print quality
- And we are still receiving extra professionally-printed copies for distribution to the public at locations such as the Community Center, Farmers Market, and Chamber of Commerce
- This monthly price reduction is in addition to the previous discount of \$113 per month that coincided with the paper upgrade in January.

**Note: Newsletter Deadlines!**

The deadlines for newsletters to be submitted to the printer are shortened for the next two issues, due to the holidays.

**The District's November 2011 issue of *Waterline Report* is attached.**

**The December 2011 issue is in process. The following articles are slated for the December issue (space allowing):**

- More on USGS report – *Recharge/Preserving Water Quality*
- Continue "*100 Ways to Use Our Water Wisely – Winterizing*"
- Farmers Market Booth theme (or, notice of hiatus?)
- Continue article on "JBWD News"; how and where to get it (include facebook)
- Plant of the Month: to be determined
- Awards to Joshua Tree Fifth grade classes and teachers for water conservation
- Holiday Notices for December and January
- 211 and/or other resources for our neighbors in need
- *Water Trivia, Did 'ya Know* or *Water Vocabulary*
- Bill payment options



## 100 Ways to... Use Our Water Wisely! 36 through 40: Winterizing

Temperatures are dropping, and it's time to get ready for winter. Freezing temperatures can cause breaks in water lines that can damage property and raise your water bill!

Breaks in plumbing can happen when water in pipes and fixtures freezes and expands. When a frozen pipe bursts and then thaws, it can spill several hundred gallons of water per hour; that can mean a very high water bill, and damage to your property if the break goes unnoticed.

Here are some ways to reduce the risk:

36. Wrap and Tape: Insulate exposed pipes and faucets outside of the house;
37. Check Indoor Plumbing in unheated spaces such as garages, attics and crawlspaces; insulate these as well.
38. Locate the shutoff valve so you can turn the water off in an emergency. Look for the handle that turns from side to side in your meter box. If a break does occur, you can turn the water off at the meter so that it can be repaired;
39. Turn it Off; If you plan to be away for more than a day during the winter, turn off your water at the meter box; then open and drain household and irrigation lines to prevent freezing;
40. Tell a Friend; ask a trusted friend or family member to check the house and yard each day for signs of breaks, freezing, or leaks.



### Plant of the Month Globe Mallow - *Sphaeralcea*

The bright orange or apricot colored flowers of the Globe Mallow can be a great accent to your summer and fall landscape.

**Sphaeralcea's** long wands of orange flowers resemble miniature hollyhocks. A deep-rooted wildflower native to the western U.S., in the wild it is grazed on by Bighorn Sheep. The Mallow may reach 30 inches tall and 30 inches wide. Best planted in the fall, it needs regular water the first year to allow its root system to grow. Once established, this plant requires minimal watering.



For more information on water efficient gardening, visit [www.jbwd.com](http://www.jbwd.com) and [www.hdawac.org](http://www.hdawac.org)

### More JBWD News Available ——— Here's How to Get It

Attend Board Meetings on the 1st and 3rd Wednesdays at 7 pm at the District office;

Visit our booth at the Saturday Farmers Market in Joshua Tree;

View Board Meetings recorded on DVD; available at the District office, farmers market, and library;

Email us at [jbwd@jbwd.com](mailto:jbwd@jbwd.com) to receive notices of events, meeting notices; press releases and other news;

And now, Follow us on

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