



**REGULAR MEETING OF THE PUBLIC INFORMATION COMMITTEE
WEDNESDAY MARCH 19, 2014 9:00 AM
61750 CHOLLITA ROAD, JOSHUA TREE, CA 92252
MINUTES**

1. CALL TO ORDER: The meeting was called to order at 9:00 A.M.
 - A. Committee members in attendance:
 - i. President Fuller
 - ii. Director Luckman
 - iii. Curt Sauer, General Manager
 - iv. Deb Bollinger, Conservation Consultant
 - v. Kathleen Radnich, Public Information and Outreach Consultant
 - vi. Peggy Jemenez, Lead Customer Service Representative
 - vii. Susan Greer, Asst. GM
 - B. General public in attendance:
 - i. Karen Tracy was present
2. PLEDGE OF ALLEGIANCE
3. APPROVAL OF AGENDA:
 - A. The Agenda was approved:
 - i. (1st) Director Luckman
 - ii. (2nd) President Fuller
4. PUBLIC COMMENT: None
5. APPROVAL OF MINUTES:
 - A. The minutes of the February 19, 2014 Regular Public Information Committee Meeting were approved:
 - i. (1st) Director Luckman
 - ii. (2nd) President Fuller
6. STAFF REPORT:
 - A. Curt Sauer was welcomed.
 - B. The new bill will present in April (write-up was in March Newsletter)
 - C. Budgets are due first week in April
7. PUBLIC INFORMATION AND OUTREACH—Kathleen Radnich
 - A. Jay St. Gauden, long time leader of the JBWD CAC, passed away.
 - i. A discussion followed regarding whether or not to create a section in the Demonstration Garden to “memorialize” individuals who were significant in their contributions to the JBWD mission.
 - ii. C. Sauer cautioned about starting a precedent that would eventually turn our Demonstration Garden into a “Memorial Garden.”

- iii. The committee discussed the pros and cons and decided recognition of Jay St. Gauden's contributions were better recognized at the next CAC and Board Meeting.
 - iv. V. Fuller planned to speak to his passing and contributions at tonight's Board of Director's meeting.
- B. A temporary shade structure will not be realized in time for the March 30th Water Education Day. JBWD only has one "pop-up tent" and it will be used for the exhibit displays.
 - i. There was discussion about planting trees by the existing shade canopy outside of the garden, or to move it to provide better shade cover.
 - ii. A temporary solution, one that is "wind-proof" needs to be found for the garden.
- C. The HDMC is hosting a Tri-Chamber Mixer at the end of this month, March 27th, from 5-7PM. All are invited.
- D. Farmers' Market
 - i. April's theme will be Water for Emergencies (for Earthquake Preparedness month.
 - ii. Left-over Desert Marigolds will be sold there
 - iii. California Buckwheat is the Plant-of-the-Month
- 8. CONSERVATION REPORT—Deb Bollinger
 - A. Garden Signs
 - i. The symbols for the plants' specifications have been obtained
 - ii. Docent Rex Watson will be assisting Bollinger with preparing them
 - iii. Only a few will be ready for display by March 30th
 - iv. The large sign posts alone cost \$500.00. Bollinger plans to order only one as a prototype to determine if we can duplicate them locally for less expense
 - B. School Education Program
 - i. JTES is ½ way through the Watershed Program. It ends April 17th.
 - 1. They are going to plant Desert Marigolds. Bollinger needs 50 plants for the program. Radnich indicated that could be arranged.
 - 2. They will be voluntarily doing the water conservation kits with calculations going into our water savings stats.
 - ii. FHES was invited, but they deferred to next year.
 - C. Garden Maintenance
 - i. Mike Branning has wrapped up the work and planted an additional 20 of our Desert Marigolds to fill in the empty areas.
 - D. Bollinger asked the committee to address the conflicting message on what the average household uses in water per day.
 - i. Statistics show that we have reduced water usage from 2010 significantly, showing that we are using under 1/3 acre foot per household (per connection.) The California average is ½ acre.
 - ii. The committee discussed the pros and cons on the benefits of informing the community that we have already met our goal with the present drought conditions facing us. No decision was made.

- E. Bollinger led two group garden tours of over 20+ individuals each. Some wanted to make a donation but we have no mechanism in place for that. It was discussed and determined that simple envelopes in the garden mail box could be provided and individuals can USPS mail donations or simply drop them in our bill box in the parking lot.
9. NEWSLETTER
- A. E-Waste Day by the JTCOC, the Home Depot Plant Sale, Customer Corner: Paperless Billing, Earthquake Preparedness, Plant of the Month (California Buckwheat) the Water Education Day event, and the USGS event are slated.
10. COUNTY INTERFACE REPORT—Directors
- A. No meetings were reported on.
11. RECHARGE PROJECT--Kathleen Radnich
- A. Notices went out to residents near and around the recharge pond project area.
 - B. An inaugural water “turn on” ceremony will most likely occur in late July or early August, depending on the progress of the construction of the ponds. Ideas are welcome for the public ceremony,
12. JTNP COLLABORATION—WATER EDUCATION EVENT—Kathleen Radnich
- A. The advertising seems effective. We are receiving considerable interest in this event by the general public, based on input received at the Farmers’ Market.
 - B. Transition Joshua Tree, (TJT) and a member, Nicholas Holmes, has introduced some confusion or conflict of interest based on his intent to participate as a vendor, instead of as a member of TJT.
 - i. K. Radnich indicated there can be NO vendors at this event.
 - ii. D. Bollinger offered to step in on behalf of TJT to resolve the conflict of this individual’s desire to participate.
13. JBWD GRAPHIC STANDARD—Kathleen Radnich
- A. Due to time constraints, this topic was tabled for a later date.
14. FUTURE AGENDA ITEMS
- A. Logo / Motto graphic standards
 - B. MBCA Desert wise landscape tours involvement
 - C. Garden shade shelter
15. ADJOURN: The meeting was adjourned at 11:30 AM.

Respectfully Submitted,

Kathleen J. Radnich