



REGULAR MEETING OF THE PUBLIC INFORMATION COMMITTEE
WEDNESDAY JANUARY 15, 2014 9:00 AM
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
Approve the minutes of the December 18, 2013 Regular Public Information Committee Meeting
6. STAFF REPORT – Susan Greer
7. PUBLIC INFORMATION & OUTREACH REPORT – Kathleen Radnich
8. CONSERVATION OUTREACH REPORT – Deb Bollinger
9. SPEAKER REQUEST FROM JOSHUA TREE ROTARY
10. NEWSLETTER
11. COUNTY INTERFACE REPORT – Directors
12. NEW GENERAL MANAGER RECEPTION PLANS - Kathleen Radnich
13. JTNP COLLABORATION - Kathleen Radnich
14. DEMONSTRATION GARDEN PLANT REPLACEMENT OPTIONS - Kathleen Radnich/Deb Bollinger
15. DISTRICT TOURS – Deb Bollinger
16. FUTURE AGENDA ITEMS
17. NEXT MEETING DATE – FEBRUARY 19TH, 2014 AT 9:00 AM

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 will 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.



JOSHUA BASIN WATER DISTRICT

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**REGULAR MEETING OF THE PUBLIC INFORMATION COMMITTEE
WEDNESDAY DECEMBER 18, 2013 9:00 AM
61750 CHOLLITA ROAD, JOSHUA TREE, CA 92252
MINUTES**

1. CALL TO ORDER: The meeting was called to order at 9:02 A.M.
 - A. Committee members in attendance:
 - i. President Luckman
 - ii. Vice President Fuller
 - iii. Susan Greer, Interim General Manager
 - iv. Peggy Jimenez , Lead Customer Service Representative
 - v. Deb Bollinger, Conservation Consultant
 - vi. Kathleen Radnich, Public Information and Outreach Consultant
 - B. General public in attendance:
 - i. No general public was present
2. PLEDGE OF ALLEGIANCE
3. APPROVAL OF AGENDA:
 - A. The Agenda was approved:
 - i. (1st) VP Fuller
 - ii. (2nd) President Luckman
4. PUBLIC COMMENT: None
5. APPROVAL OF MINUTES:
 - A. The minutes of the November 20, 2013 Regular Public Information Committee Meeting were approved:
 - i. (1st) VP Fuller
 - ii. (2nd) President Luckman
6. STAFF REPORT: Susan Greer had nothing to report.
7. PUBLIC INFORMATION AND OUTREACH—Kathleen Radnich
 - A. A year-end meeting of the Docents was held Dec. 6th at the District Office.
 - i. All voted to return to helping in the garden in some capacity
 - ii. The volunteer group discussed the school program (headed by D. Bollinger) and docent Jerry Reynolds urged everyone to keep it going as is. There was lengthy discussion over it, and finally, we tabled it for the next meeting.
 - iii. The “walking tour brochure” will need to be updated once the new plants are decided upon for the garden’s plant replacement project.
 - iv. The JBWD District tours are on track for early 2014. Docents will serve as the first (trial) group of the 3-hour program.

- v. Website major changes or upgrades will be considered as a “unit “ approach, if they involve the web master. The web master would need to have all the changes submitted as a whole, and will bill for the project accordingly. Smaller changes should be submitted via email to K. Radnich on an ongoing basis when items to be changed are identified.
 - 1. It was suggested that “winterizing tips” be added to the website.
 - vi. The next meeting is scheduled for Friday, January 31st, 2014, at the District Office.
 - B. The initial budget called for ordering only one box of calendars, but it appears we will need an additional one. The cost of the calendars dropped to \$0.89 each, which is considerably less than last year, where we ordered 5 or 6 boxes.
 - C. The rescheduling of the USGS seminar is still pending. Threats of another government shutdown are looming for January!
 - D. Questions about our website security have surfaced. We do use a third party for our bill pay process, however it was advised by the committee that we look into just “what is our security level” and “how can we increase it?”
8. CONSERVATION OUTREACH REPORT—Deborah Bollinger
- A. Demonstration Garden
 - i. Unique Gardens (aka: contractor) started 6 weeks late for the prime-planting season, which was opposite the agreement made. D. Bollinger is concerned as the planting window may have closed, and the work is only 50% done.
 - ii. As knowledgeable as Mike Branning (the contractor) is, she asked the committee if we should consider a different contractor to maintain the garden. There was discussion over costs, docent support, expectations and outcomes. The committee concurred the best approach was to maintain the contract with Unique Gardens (his expenses were the best value) and to supplement garden “grooming” with our docent team for now.
 - iii. Another suggestion was offered to allow the garden to be (underwritten) by cost or efforts (by an outside group) with a sign “memorializing” their efforts: “This garden maintained by...” No action was noted from this suggestion at the time.
 - B. Water Wise Water Course
 - i. The JBWD Water Wise Water Course (public school) program is facing some transitional changes due to:
 - 1. School budget costs
 - 2. JBWD program man-hour demands growing
 - 3. School personnel turn-over
 - 4. Outside grant funding loss (MEEK)
 - ii. The committee revisited the objections by the docents to “pull” the program back, and offer it only in the classroom

1. K. Radnich suggested targeting home schooled students as there seemed to be a huge response by a straw pole taken in Spring of 2013
 2. D. Bollinger shared that elementary school (retired) teacher lead for her program, Sherry Killam, suggested varying the program to alternate the program every other year between the two elementary schools or not lock in the same program to each school.
 3. K. Radnich warned a serious black eye would come in the form of showing favoritism over one school to the other if we did not offer the exact program to each school. She also noted the difference in financial demographics between the two schools, which automatically would scream of preferences.
 4. D. Bollinger shared that a “Water Follies” educational program was instituted at JTES this year at their new school, but was not sure if FHES was also doing it.
- iii. President Luckman suggested D. Bollinger bring her water education to the JT Kids’ Club. She would arrange for D. Bollinger to talk at their upcoming Board Meeting.
9. NEWSLETTER: Nothing was discussed.
10. COUNTY INTERFACE REPORT—Directors
- A. D. Bollinger reported that Greg Rice from San Bernardino County stated that he will start citing trash problems and homes that are occupied but do not have drinking water.
 - B. V.P. Fuller stated she would plan to go talk with him about this, and about the transporting of potable water concerns.
11. TANK ART PROJECT—Kathleen Radnich
- A. K. Radnich will be giving a presentation on the project tonight at the Board Meeting.
 - B. The project will be voted on tonight, as well.
12. JTNP COLLABORATION—Kathleen Radnich
- A. A time crunch has both the JTNP and JBWD reviewing the contract through their legal advisors.
 - B. Josh Hoines wants to push for this spring, and not postpone the project another year, as he is confident it is going through.
 - C. The tentative date for the public event is Sunday, March 30th, from 1-4pm at the JBWD District Office grounds and Demonstration Garden.
 - D. The (proposed as annual) event will be called the “Minerva Hoyt Native Plant Sale.”
 - E. Water education booths will also be involved and sponsored by the other water Districts.
 - F. The JTNP Association has also committed to participate.
13. 50th ANNIVERSARY CONCLUSION PLANS—Kathleen Radnich
- A. A Power Point presentation will be given on the history of JBWD at the last Board Meeting in December.

- B. Shirley Bohla will be honored as our longest employee on record at that meeting, as well.
- 14. DEMONSTRATION GARDEN SIGN UPDATE—Deb Bollinger
 - A. D. Bollinger reminded the committee she had sent logo samples of three of the signs that were ready to go, but did not get any feed back from the directors.
 - i. President Luckman stated she was averse to changing our logo (white letters on dark background) and discussion followed about the inconsistency of the use of our logo.
 - ii. It was requested by S. Greer and the Directors that we address our logo and any variances there of at our next meeting, along with identifying our logo, motto design standards, overall.
- 15. FUTURE AGENDA ITEMS
 - A. Logo / Motto graphic standards
- 16. ADJOURN: The meeting was adjourned at 10:10 AM.

Respectfully Submitted,

DRAFT