



REGULAR MEETING OF THE PUBLIC INFORMATION COMMITTEE
WEDNESDAY MARCH 19, 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 February 19, 2013 Regular Public Information Committee Meeting
6. STAFF REPORT
7. PUBLIC INFORMATION & OUTREACH REPORT – Kathleen Radnich
8. CONSERVATION OUTREACH REPORT – Deb Bollinger
9. NEWSLETTER
10. COUNTY INTERFACE REPORT – Directors
11. RECHARGE PROJECT - Kathleen Radnich
12. JTNP COLLABORATION - WATER EDUCATION DAY EVENT – MARCH 30TH
Kathleen Radnich
13. DEMONSTRATION GARDEN TENT – Kathleen Radnich
14. USGS SEMINAR – Kathleen Radnich
15. JBWD GRAPHIC STANDARD
16. FUTURE AGENDA ITEMS
17. NEXT MEETING DATE – April 16TH, 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 FEBRUARY 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. Susan Greer, Interim General Manager
 - iv. Deb Bollinger, Conservation Consultant
 - v. Kathleen Radnich, Public Information and Outreach Consultant
 - 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 January 15, 2014 Regular Public Information Committee Meeting were approved:
 - i. (1st) Director Luckman
 - ii. (2nd) President Fuller
6. STAFF REPORT: Susan Greer had nothing to report.
7. PUBLIC INFORMATION AND OUTREACH—Kathleen Radnich
 - A. A general inventory of our educational outreach “freebies” was made
 - i. The last purchase was three years ago. Some items proved worthwhile, others were not a good value. The seeds have been a huge value, but we still have plenty (for now.)
 - ii. The canvas market bags have not been squandered, and are being saved for the USGS event as incentives to pre-register to attend. At registration the attendee will receive the market bag. This drew almost 60 pre registrations last fall before the event was postponed.
 - iii. Writing pads and writing pens were universally appreciated and useful for many of our events. Requests for “better” writing pens were received when our next order is placed, however.

- iv. Some items have been received gratis via other sources. We need to check with Dig-Alert, drip irrigation companies and similar for more.
- v. A review of proposed items will be brought to the next meeting prior to budget submittal.
- vi. Bollinger and Radnich will determine what items will be deducted from PR vs Conservation budgets.

B. Farmers' Market

- i. JBWD's presence returns to the Farmers' Market March 1st.
- ii. Fix-a-Leak and the Water Education Day will be the theme
- iii. Four "card table-like" folding chairs have been ordered to replace the patio camping chairs and others we have tried in the past that keep breaking.
 - 1. The chairs we have found claim they support 440 lbs. and only cost about \$11.00 each.
 - 2. As we serve as a "cooling station" at the market, these chairs must be sturdy to avoid any injuries.
- iv. A new canopy will be part of the new PR budget proposal, as well.

C. Morongo Basin Emergency Preparedness Committee

- i. HDMC has re energized this group and heads the meetings at the Helen Gray Center
- ii. Meetings are every other month. The next meeting is April 10th at 10:00 AM
- iii. HDWD attended the first one (Feb.) and apparently we were not "thought of" but are now openly invited.
- iv. Any of several individuals from our District would do well to represent us: S. Hudson, M. Salsberry, R. Little, J. Corbin, R. Cook, K. Radnich, or Admin. It was decided to let the new GM determine this as there was time before April and would be present by then.

8. CONSERVATION REPORT—Deb Bollinger

A. Garden Signs

- i. The first order of three interpretive signs will be made
- ii. ETA: one month after receipt of order
- iii. Plant signs will be revised
 - 1. Black text will be changed to green
 - 2. Support information "text" will be removed to simplify the sign, making it easier to read
 - 3. QR codes for additional plant information will be placed on the back of the large signs—possibly directing them to pre-established plant information sites (like Coachella Valley's)
- iv. Docents Rex Watson and Janet Tucker were identified as potential volunteers to help expedite the plant sign creation and implementation

B. Home Depot, YV Plant Sale

- i. Nicholas Schneider from AWAC has arranged for the local Home Depot to have a water wise plant sale event on April 12.
- ii. Volunteers have been identified to staff the event for JBWD
- iii. There will be great public activities (for kids, too!)

- iv. Robin Kobaly (SummerTree Institute) and Judy Coro-Lorona (BDVWA) will assist

C. AWAC

- i. Will start a “Tweeting” program
- ii. They have plans to develop a “nursery outreach program” that will encourage inventories of appropriate desert water wise plants
- iii. Their current drought message is: “Keep conserving, but AWAC has been planning these past years and has exceeded their 20% reduction goal of water conservation.”
- iv. The only conservation incentive programs they are offering is “Cash for Grass,” and possibly some rebates for smart controllers.

D. 2010 UWMP

- i. A request to place the UWMP (Urban Water Management Plan) on the website was made
- ii. K. Radnich indicated she needed someone to forward it to her and it would get posted.

E. Drought

- i. A “Drought Update” button should be added to the website.
- ii. Karen Tracy suggested we draw information from Australia’s success stories, and add the message, “ We’re doing good, but we can do better!”
- iii. AWAC has access to 2-3 min. video clips on how to save water
- iv. Victorvalley College has a program on water resource management with certifications available. Some of the classes are on-line.

F. Program Software

- i. Bollinger reported that she found a software program that can “downgrade (dumb-down)” article’s text to a certain readers level.

G. School Program

- i. Bollinger plans to meet with FHES about a program for next year

H. Rotary Presentation

- i. Bollinger gave a presentation to the JT Rotary on “JBWD Services and a Water Conservation Update.”
- ii. She stated it was well received.

I. Garden Tour

- i. A group tour request for Mar. 15th came from Rob Parker for the American Society of Landscape Architects

9. NEWSLETTER:

- A. The new bill will come out in March.

10. COUNTY INTERFACE REPORT—Directors

- A. President Fuller indicated some meetings would be coming up soon.
- B. K. Radnich reported she was advised that the Dollar General Store was a certainty, and would like that confirmed if there is opportunity with the county interface.
- C. The project will be voted on tonight, as well.

11. NEW GENERAL MANAGER RECEPTION PLANS—Kathleen Radnich

- A. A discussion of having staff present pre-signed cards to the new GM was nixed.
 - B. It was decided to have a cake reception at the next board meeting.
12. JTNP COLLABORATION—Kathleen Radnich
- A. A great line up of participants and exhibits are planned (see attached flyer)
 - B. HDMC is joining, as well, with a “Old RX/drug drop-off collection event.
 - C. Discussion followed the proper verbiage associated with the JTNP’s assistance with growing our plants and JBWD charging for them. Neither agency wants misinterpretation of what the \$10 plant sale money would be used for.
 - i. A sign with the statement: *“Proceeds from this plant sale go to reimburse the direct costs involved in growing the plants (seeds, soil, water, containers, housing/ environment control, transportation, and to help fund propagation for the next year’s plant sale program.”*
13. DEMONSTRATION GARDEN PLANT REPLACEMENT PROGRAM—Kathleen Radnich
- A. Radnich presented a concept of allowing for a memorialized plant program for members in the community to have more “ownership” of the garden
 - i. Conceptually, a wish list of 3-5 plants would be determined.
 - ii. A fee to cover the cost of the plant, a plaque and placement into the garden would be established. The fee would also cover replacement of the plant (once) if it did not survive the first time.
 - iii. D. Bollinger shared that the “park benches” selected for the garden meet that same need (people can make a donation and pay for a plaque to be inset into the bench.
 - iv. D. Bollinger indicated a plant budget for this upcoming budget cycle may mitigate the cost of plant replacement in the future for the garden.
 - B. Topic has been tabled until after the new budget is determined.
14. DISTRICT TOURS—Kathleen Radnich
- A. The District Tours have been postponed until after the new GM gets on board.
15. JBWD GRAPHIC STANDARD—Kathleen Rdnich
- A. K. Radnich passed out sampled of several established graphic standard manual’s contents (table of contents or indexes) to give the committee an overview of the scope of this project.
 - B. The committee felt that this topic would need additional time to sort through.
16. FUTURE AGENDA ITEMS
- A. Logo / Motto graphic standards
 - B. MBCA Desert wise landscape tours involvement
17. ADJOURN: The meeting was adjourned at 11:00 AM.

Respectfully Submitted,