



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,

