



**REGULAR MEETING OF THE PUBLIC INFORMATION COMMITTEE
WEDNESDAY JANUARY 15, 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
 - ii. Pat Flanagan
 - iii. Den Winberry
2. PLEDGE OF ALLEGIANCE
3. APPROVAL OF AGENDA:
 - a. The January 15th, 2014 Agenda was approved:
 - i. (1st) President Fuller
 - ii. (2nd) Director Luckman
4. PUBLIC COMMENT: None
5. APPROVAL OF MINUTES:
 - a. The minutes of the December 18, 2013 Regular Public Information Committee Meeting were approved:
 - i. (1st) President Fuller
 - ii. (2nd) Director Luckman
6. STAFF REPORT: Susan Greer reported:
 - a. The newsletter did not get mailed out with the January water bills
 - i. M. Salsberry did get the newsletter posted on the web
 - b. The CCR may now simply be published ON LINE ONLY, as we had less than 5 questions per year regarding its content, allowing us to expand it electronically.

- c. Management is looking to reinstate the annual employee awards/recognition night.
7. PUBLIC INFORMATION AND OUTREACH—Kathleen
- a. A docent meeting is scheduled for Jan. 31st.
 - i. Annual paperwork for docents will signed
 - ii. Spring activity assignments will be discussed
 - b. Farmers' Market
 - i. JBWD is sorely missed! While visiting the market, Radnich was greeted by so many residents asking why we weren't there anymore! All were reassured we'd be back in March!
 - c. A CORRECTION FOR THE RECORD:
 - i. Karen Tracy (present as public) asked that Minutes back in November 2013, be corrected or "addressed" to reflect the following:
 - 1. *"Issues pertaining to the kids at the JTES who learned to grow vegetables were in the hands of JT Transitions for a period of time, but then it passed to a former member of the JT Transitions Food Team, which had disbanded. Reported issues and disagreements regarding curriculum were solely with this "former" JT Transition member and the JTES, and do not in anyway reflect upon the JT Transition group, as a whole."*
8. CONSERVATION OUTREACH REPORT—Deborah Bollinger
- a. The elementary school program (as formerly established) will not happen at our gardens this year.
 - i. Plans to take the message of our local watershed will be presented to JTES at their school.
 - ii. This watershed program will not be offered to FHES this year.
 - 1. K. Radnich recommended a letter be sent to FHES offering the program to them next school year.
 - b. Gov. Brown will be releasing a drought proclamation any day.
 - i. This drought is considered a "mega drought"—ongoing for 144 years
 - ii. ACWA has "steps" of actions to take for the different stages of a declared drought emergency (per the UWMP)
 - iii. It was recommended the UWMP be placed on the website—even if it is the old one (a new one is coming out.)
 - iv. Radnich requested she be sent the digital version of it.
 - c. Upcoming dates:
 - i. 1/25/14: Water & Power (M.West/Aimes project) & SCE
 - ii. 1/28/14: MWA ABCs (with Lance Eckhart) 5:30PM-7PM on ground water
 - iii. 1/30/14: All water districts + committee meeting for the upcoming 3/30/14 WATER EDUCATION DAY EVENT @ JBWD.
 - d. Garden Signs:

- i. There has been no feedback on the proposed signs!
- ii. Issues on the logo are holding up production. The committee decided to only put the logo on the entrance welcome sign. The interpretive signs did not need the logo on them.
- iii. The committee then went outside and viewed the proposed plant signs. It was decided that the “icons” were easy to read, but the text (otherwise) was too small on the signs.
- iv. Printing the signs on polyester paper in-house was discussed, allowing for quick plant change-outs and plant descriptions.

9. SPEAKERS REQUEST

- a. A request was received for a speaker to present at the JT Rotary by Jimmy Biggerstaff
 - i. The topic was placed on the new “Speakers request form” with a prepared (proposed outline.
 - ii. D. Bollinger was approved by committee vote to go: Victoria Fuller (1st) Mickey Luckman (2nd)

10. NEWSLETTER: S. Greer

- a. It was reported that the new water bill will go out with the March Newsletter

11. COUNTY INTERFACE REPORT—Directors

- a. President Fuller and Director Luckman did not have anything to report, however, S. Greer and JBWD Attorney Granito did go to SBCo. Offices to address concerns over the proposed solar projects. S. Greer expressed dismay with the County’s grasp of our concerns.
- b. There are several solar projects for JT being considered!

12. NEW GENERAL MANAGER RECEPTION PLANS—K. Radnich

- a. A discussion was held over giving a proper reception for the new GM to alleviate misconceptions that the “choice” was less than the “best.”
- b. Upon final announcement of the new GM, it was decided we would hold a brief public reception for the new GM at a Board Meeting. At that time it was decided we needed to re-state the new GM’s qualifications publicly.

13. JTNP COLLABORATION—Kathleen Radnich

- a. A meeting of all water district participants will be held on Thursday, January 30th, 10AM at the JBWD Board Room.
- b. It appears that this event will be sponsored by MANY organizations/agencies!
- c. The condition of the garden was discussed, and that we should focus on beefing-up the front entrance with replacement plants.
- d. D. Bollinger requested assistance from the docents

14. DISTRICT TOURS

- a. S. Greer has directed me to meet with Valerie Jorge to coordinate her as backup for the pipe-leak demonstration. Otherwise, J. Corbin’s team will assist.
- b. We are targeting Mid-March for the public tours, which are 3 hours and involve walking.

- c. Indigent customers will be accommodated at a later date designed for non-ambulatory participants.
 - d. 2/3 of the presentation will be virtual (via the Board Room Monitor) and the balance will involve touring (via foot) the office, the garden, Park Center well/tank and the field shop for the pipe break demonstration at the end.
 - e. Refreshments will be served mid-morning during a break.
15. FUTURE AGENDA ITEMS
- a. Logo / Motto graphic standards
16. ADJOURN: The meeting was adjourned at 10:38 AM.

Respectfully Submitted,

Kathleen J. Radnich