



JOSHUA BASIN WATER DISTRICT

P.O. BOX 675 • 61750 CHOLLITA ROAD • JOSHUA TREE • CALIFORNIA 92252
TELEPHONE (760) 366-8438 FAX (760) 366-9528 E-MAIL jbwd@jbwd.com

**REGULAR MEETING OF THE PUBLIC INFORMATION COMMITTEE
WEDNESDAY May 21, 2014 9:00 AM
61750 CHOLLITA ROAD, JOSHUA TREE, CA 92252
MINUTES**

1. **CALL TO ORDER:** The meeting was called to order at 9:03 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
 - B. General public in attendance:
 - i. Karen Tracy and Steven Whitman were 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:**
 - A. There was no public comment initially.
 - B. Later, near the close of the meeting, Steven Whitman asked C. Sauer about the current “policy” JBWD has for employee’s use of District vehicles for personal use.
 - i. Radnich mentioned she thought the question came up at the last Board Meeting, as well.
 - ii. C. Sauer stated he would address that.
5. **APPROVAL OF MINUTES:**
 - A. The minutes of the April 16, 2014 Regular Public Information Committee Meeting were approved:
 - i. (1st) Director Luckman
 - ii. (2nd) President Fuller
6. **STAFF REPORT**—Curt Sauer
 - A. Newsletter
 - i. C. Sauer announced plans to discontinue a general “mail-out” of our District newsletter with the monthly patron bills.

1. June will be the last month for a general mailing of the newsletter
 2. Future monthly newsletters will be available via the JBWD website, at the Customer Service counter, and at the Farmers' Market booth.
 3. Patrons can sign up for "Constant Contact" whereby receiving a newsletter electronically (directly to their email.)
 4. The District will save over \$15,000.00 per year and reduce paper waste with this new plan.
- B. The newest Consumer Confidence Report (CCR) is now available.
- i. The CCR will NOT be mailed out with the patron's monthly billing.
 - ii. The new laws allow us to post the CCR electronically (only) and stay in compliance.
 - iii. JBWD will offer hard copies of the CCR at the Customer Service Desk or at the Farmers' Market –by inquiries only.
 - iv. The new electronic format allowed for considerable expansion of the CCR.

7. PUBLIC INFORMATION AND OUTREACH—Kathleen Radnich

A. Farmers' Market

- i. The presence of tortoises this month has drawn large amounts of interest at our booth, allowing for conservation dialogue to be opened.
- ii. Numerous concerns have been received about the importing of State water in the near future. Comparisons are being made to HDWD's nitrate issues partially (allegedly) caused by "State Water" infusion into their aquifer. Patrons are being assured the water is NOT the problem!
- iii. June's Plant-of-the-Month is Cleveland Sage.
- iv. June's display theme will be on Tap Water vs. Bottled Water and our new CCR.
- v. A new docent, Pamela Weight, visited our booth and has signed up to be a docent! She is very eager and capable to help work in our garden.
- vi. Two patrons came to the market booth to report a "sink hole" at a Quail Springs Rd. water-break repair site. Neither had called it in, but they indicated it was a significant danger (especially for motorcycles.) I called it in from the market.

8. CONSERVATION OUTREACH REPORT—Deb Bollinger

A. Demonstration Garden

- i. Our irrigation system has experienced several "shut-off" periods that have been perplexing. The garden suffered from the lack of water during those unexpected shut-off periods and is currently looking stressed.
 1. Some of the shut-offs were caused by irrigation leaks
 2. Other shut-offs were caused directly by the contractor's help who did not turn it back on
- ii. Mother's Day afternoon K. Radnich happened upon "vandalism in progress" inside the locked garden.

1. Approximately six preteens entered the garden over the east fence (on Park Blvd.) where the fence is lower and aligned with a helpful boulder.
2. The preteens rode their BMX bikes inside the garden, launching off of boulders and dirt mounds. Some of the new plant I.D. signs were bent, and there was minor damage to the DG pathway, as well.
3. Numerous plants were “winged”, and some were smashed. The damage was minor in extent compared to what could have occurred had they not been chased out of the garden early on. K. Radnich estimated their presence was only about 30 minutes.

B. Garden Sign Project

- i. The signs are delayed. A decision on the “interactive” message for the interpretive garden signs has not been determined, which is holding up production.
 1. The committee discussed the need for this, and what this “interactive” message would mean for follow-up or follow-through on the District Office staff.
 2. For simplicity, the committee decided the most efficient “interactive” message would be to direct the garden visitors to “Go to JBWD.org/using water wisely.”
 - Directing visitors to the website would allow for flexibility of changing the messages, as needed, and also give them a place to gain more information about water conservation not provided on the garden signs.
 3. The signs have a deadline to get into the manufacturer because of the funds allocated from this current budget cycle.
 - Bollinger requested the committee to review the verbiage of the signs and get back to her within two days.
 - The committee requested Bollinger to minimize the quantity of the text on the signs—making the message simpler to read on each one.
 - It was suggested that the additional information be moved to the smaller metal signs.

C. Bollinger announced she’d be attending a conference in Rancho Cucamonga for landscape ordinances.

9. **NEWSLETTER**—Curt Sauer

A. Covered under staff report.

10. **COUNTY INTERFACE REPORT**—Directors

A. Director Luckman announced she has been appointed to two special water committees with ACWA: the Groundwater Committee, and the Land Use Committee.

11. RECHARGE PROJECT—Kathleen Radnich

- A. Radnich reported she was not aware of any new complaints.
- B. C. Sauer stated that he has had no other complaints, as well, and that the project was moving forward—on schedule, if not ahead of schedule.

12. JTNP COLLABORATION-WATER ED. DAY-March 30th--- Kathleen Radnich

- A. We still have Desert Marigolds, but the heat factor will make for an uncertain survival in the pots.
 - i. The sales permit halted (temporarily) the sales at the market. We are now back in compliance with a valid sales permit.
 - ii. Radnich has reservations about having the plants sold now and planted in the heat.
 - iii. D. Bollinger suggested checking with the local nurseries as she felt they had some interest in the plants.
- B. Surveys from participants were in support of another such event, same time of year.
 - i. Next year's event would be March 26th, 2015 on Sunday afternoon.
 - ii. An agreement is being drawn-up for JTNP to take back the plants (future plants would be all local/natives) and used for re-vegetation for the JTNP and MDLT lands.

13. CHROMIUM -6 MESSAGE-Kathleen Radnich

- A. Radnich asked the committee to approve of a “corporate statement” that board members, staff and consultants can use when asked about where we are at on the “Chromium-6” problem.
 - i. She claims she is being asked and would like a message that is “consistent” with everyone else.
 - ii. Susan Greer also requested a message for the CS staff to have regarding Chromium-6.
- B. Curt Sauer stated he would “script” the message for all to use.

14. USGS SEMINAR—Kathleen Radnich

- A. We had over 104 public guests.
- B. The surveys came back exceptionally positive!
- C. The seminar DVD has been loaded onto the web site.

15. HDMC HEALTH FAIR—Kathleen RADnich

- A. Foot traffic was light, but again, the message on septic care was well received. There are still too many Joshua Tree renters that are unaware of flushing things down the toilets and sinks that can harm our ground water.
- B. Radnich asked the Board Members if they'd be willing to spot for her next year as HDMC asked if they could count on us for next year.
 - i. Director Luckman and Pres. Fuller both agreed they would cover at the Market on that Saturday if we participate next year.

16. FUTURE AGENDA ITEMS

A. Graphic Standards

B. Chromium-6 message

17. NEXT MEETING DATE—June 18, 2014 AT 9:00 AM

18. ADJOURN—The meeting was adjourned at 10:12AM.

Respectfully Submitted,

Kathleen J. Radnich