



JOSHUA BASIN WATER DISTRICT

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**MEETING OF THE PUBLIC INFORMATION COMMITTEE
WEDNESDAY NOVEMBER 19, 2014 9:00 AM
61750 CHOLLITA ROAD, JOSHUA TREE, CA 92252**

MINUTES

1. **CALL TO ORDER:** The meeting was called to order at 9:05 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
 - B. General public in attendance:
 - i. There were no public members in attendance.
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.
5. **APPROVAL OF MINUTES:**
 - A. The minutes of the May 21, 2014 Regular Public Information Committee Meeting were approved:
 - i. (1st) Director Luckman
 - ii. (2nd) President Fuller
6. **STAFF REPORT—Curt Sauer**
 - A. Alta Mira Housing Project
 - i. GM Sauer attended a public forum on the Alta Mira Project that will comprise 248 homes on 105 acres.
 - ii. Sauer publicly noted that no word at JBWD had been received from the developer for 15 months.
 - iii. GM Sauer shared with the audience and the developers that the “Will Serve Letter” on file with JBWD was issued in Oct. 2011, and thus, has expired.
 - iv. He also pointed out that before a new “Will Serve Letter” can be issued, several concerns with the Alta Mira project needed to be addressed to the satisfaction of the JBWD Board and management, i.e.:
 1. How the infrastructure for the H and F water zones would be brought up to capacity

2. Submission of plans for a water treatment package plant design that would meet the JBWD criteria
- v. GM Sauer also pointed out that our “Chromium Six” water issue could also impact their project.

7.

8. PUBLIC INFORMATION & OUTREACH REPORT—Kathleen Radnich

- A. The Tank Art Mural has been completed. All was within budget (or less) and there were no safety “incidences.” The project was a complete success.
- B. The Recharge Outreach project is done. GM Sauer will be forwarding final statistics to Radnich for an article overview write-up of details.
- C. JTCOC—GM Sauer and Radnich met with the Chamber’s President and discussed an active “drought campaign,” targeting the hospitality industry in Joshua Tree.
 - i. This will include messaging in their JT Tour Map, a new publication soon to be released. An initial ad will cost us \$100, but we will be offered additional “fill in spots” for free, when available.
 - ii. The Chamber will facilitate highway signage of our “drought message”, at both town entrances, and especially on Turtle Island.
- D. JTNP Lecture Series: “Water in a Decade of Drought”
 - i. JBWD will participate with a booth using the Water Wise Demonstration Station
 - ii. The program will be held at the CMC Bell Center on January 16th, 2015, from 7PM-8:30PM.
 - iii. Kirby Brill (MWA) and Marina West will be panel participants
- E. Farmers’ Market
 - i. We will not be at the market for Dec., Jan. and Feb. We will return in March 2015.
 - ii. November (2014) we will have “Winterizing” as our booth theme.
 - iii. During the 3 months off from the market, Radnich will update the website, focus on organizing Water Education Day, and several other projects.
- F. District Tours
 - i. Radnich requested clarification (yes or no) on the designing of JBWD Public District Tours. Under the former GM, she was directed to minimize all expenses, including the absence of doing “field trips,” which would incur the cost of a rental vehicle.
 - ii. GM Sauer directed Radnich to move forward with the program, but that the two of them should work on it together to include field trips, especially to the Recharge Ponds.
- G. Walking Tour Brochure
 - i. Radnich asked Bollinger to give her changes for the Water Wise Demonstration Garden’s walking tour brochure so that the current one could be updated.
 - ii. Radnich wished to work on this during her 3 months off from the market.

9. CONSERVATION OUTREACH REPORT—Deb Bollinger

- A. The Consumer Toilet Rebate program has been launched. Bollinger is working with Kelly to identify high water users (toilets using 3+ gallons per flush) first.
 - i. To date, 26 toilets have been reserved for local commercial businesses.
 - ii. Toilets are brought to JBWD by appointment (calling Kelly to set it up.)
 - iii. The program will wrap up by Jan. 15th, 2015.
 - iv. This outreach is also allowing information to be collected on old icemakers and other data that will help future water conservation efforts.
 - v. Valerie is actively doing the residential surveys.
 - vi. AWAC is sponsoring a “Smart Irrigation Controller Give-away” program that we can participate in:
 - 1. The program includes a smart controller and weather station for \$350.
 - 2. We must have 40 participants who already have a drip irrigation system
 - 3. These participants must be willing to take a four-hour class offered by Rainbird Corp. on the system.
 - 4. JBWD could host the seminar on our own if we had space for 40 participants and tables for their class. The feasibility of this went into discussion. It was decided to attempt to partner with HDWD, who indicated they had plenty of room for this seminar at their District Office.
 - 5. Promotion of this seminar will go out via Facebook, our website, and via a media press release, once the information becomes available. D. Bollinger will receive RSVPs via email.

10. MARCH WATER EDUCATION DAY EVENT

- A. The 2015 event is slated for Sunday, March 29th, from 1-4PM.
- B. Radnich stated the event this year would have an expanded plant sale and an expanded water wise plant/seed swap booth.

11. GARDEN REPAIR DISCUSSION

- A. GM Sauer and Bollinger shared that the pathways in the garden will need repair.
- B. Bollinger (initially) estimated the cost to run up to \$5000.00.
- C. Garden repairs after the flood were keenly enhanced by docent volunteer efforts of Jim Luna, who owns a landscape business.
 - i. Luna offered to donate one day a month (with his crew) to assist in repairing the gardens / District property further, but would have to wait until after Thanksgiving.
 - ii. He will focus on the front parkway, next
- D. A discussion for the Garden’s general maintenance program being put out to bid every 2 years was discussed.
 - i. Bollinger noted that this was decided on months ago, but has not been put into in practice yet.
 - ii. Bollinger stated she would prepare the specifications needed to put this service RFP together and forward it to the staff.
- E. GM Sauer stated that plans for any future “flood control” for the garden would be addressed when the District Office draws up plans to expand the facility.

- F. Garden plant identification signage has faded. Bollinger indicated this was due to the local print shop using the wrong paper/process. She will be problem solving this and should have more to share at our next meeting.

12. FUTURE AGENDA ITEMS

- A. Graphic Standards
- B. District Tours

13. ADJOURNMENT: The meeting was adjourned at 10:20 AM.

Respectfully Submitted,

Kathleen J. Radriech

