

Steering Committee Minutes  
3/25/2008  
Victorville Water District  
10 a.m.

Present: Terri Blomker, Mike Stevens, Matt Puffer, Mike Hernandez, Larry Attebery, Joe Guzzetta.

Absent: Joe Mathein, Jeanette Hayhurst

Committee reports;

Mike Hernandez-Education-

- ▶ 23 people attended the first workshop in Helendale on March 8.
- ▶ Upcoming workshops will be on Saturday, April 26 and will be the second one held at the Helendale Community Services District. Speaker will be Terri Blomker and the subject is Maintaining Desert Plants and Plant Problems. The third workshop to be held in Helendale will be on Drip Irrigation: Design and Installation and will be presented by Anita Matlock from Rainbird Corp. They will have six additional workshops throughout the summer.
- ▶ AWAC as a whole will be having a booth at the upcoming 10<sup>th</sup> Annual Garden Party, to be held on Saturday, April 5.
- ▶ AWAC will be attending and have a table at Adelanto Night at Maverick Stadium in Adelanto, on Friday, April 25.
- ▶ The Education Committee is requesting the amount of \$5000 for advertising, \$18,000 promotional items, and \$2800 for the workshops (includes food) for a total of \$28,500 for the '07/'08 fiscal year.

Joe Guzzetta-Moronggo Basin-

- ▶ The RFP is out for the landscape templates and the demonstration garden at Joshua Basin Water District. They will be due mid April; anyone from AWAC that would like be involved in the selection process needs to contact Joe. An Irrigation Workshop will be held on Saturday, May 17 at the Joshua Tree Community Center.

- ▶ Morongo Basin is also looking at the Living Wise program into the schools.
- ▶ Carry over from last years budget will be the \$15,000 for the development of the templates, \$10,000 for Advertising and \$5000 for display items such as the water models, ground water aquifers.

Larry Attebery-Landscape-

- ▶ Amount of calendars will be reduced the next year to 25,000 from 30,000. There is about 6000 calendars still left and those will be distributed at EXPO and the Garden party.
- ▶ Larry would like to go out to some of the water agencies to speak to them about a Landscape Contest/project that the committee would like to see in place. This would have each agency go out into their areas and take photographs of low water use landscapes that we could then use in the calendar. We would also put some money aside to use for promotional purposes-such as giving them some type of recognition-like a plaque or gift certificate.
- ▶ For agencies that do not have the space for the large plant stand, the committee is looking at purchasing some type of binders that can be placed in their lobbies, but can be put on table tops or shelves. They are also looking at some type of postcard that a customer can pick up and take with them that has all the plant information on it. The customer can then take this postcard to a nursery to assist them in the purchase of the plant.

Mike Stevens-Public Relations- No report.

Matt Puffer-Research- No report.

New Business:

The Steering Committee would like to have put on the agenda for the General Meeting, cutting down the amount of meetings. They would like to see two meetings a year-one in October (to be held at Joshua Basin Water District) and the other to be held in April.

Also, there is a question as to whether the Steering Committee needs to meet every month, in conjunction with the TAC. The months that there is a general meeting, there will be no Steering Committee meeting.

The next General Meeting will be held on April 8 at Mariana Ranchos County Water District at 2 p.m.

The next Steering Committee Meeting will be held on April 22 at Victorville Water District at 10 a.m.