

AWAC Steering Committee Minutes

Wednesday, September 10, 2008 at 11 a.m.

San Bernardino County Special Districts Water/Sanitation Division

Members Present: Tamara Alaniz, Terri Blomker, Jonathan Cook, Linda Ellsworth, Joe Guzzetta, Jeanette Hayhurst, Marlyn Lesley, Joone Lopez, and Joe Mathein

Members Absent: Matt Puffer, Mike Stevens

Also Attending: Albert Frias

Call to order - Tamara Alaniz

Old Business - Committee reports.

- Expo Committee - Linda Ellsworth - Expo will be participating in the 24th Annual Home, Recreation and Lifestyle show at the Victorville Fairgrounds on November 7 - 9, 2008. The group is looking to have a washer and dryer available for either display or to give away in a drawing. Terri will be contacting several retailers on Friday to see if she can get one donated. Expo has had a display with plants, a house and yard with low water use landscaping and drip systems for the spring show, but the cost prevents this display for the fall show. In addition, more volunteers would be needed to execute the same type of display. Discussion was held regarding special advertising to draw greater attendance at the workshop topics. The Expo Education and Display Committees had met and the decision was to have informational booths instead of mini-workshops. Topics will

include Winterizing Pipes and Winter Watering Schedule, Planting for Fall, Water Audits and Leak Checking, Water Emergencies and Learning the Location of Water Shut-off Valves in the Home, and Low-flow Home Solutions. Discussion regarding the Expo Education subcommittee was centered on the events that the children would be engaged in at the fall event. Balloons and face painting were on the top of the list.

- Landscape Committee – Jonathan Cook – Planning and coordination for the AWAC Calendar is underway. The pictures that have been taken for the calendar have been inconsistent with resolution and style, and a professional photographer was recommended to finish the photography. A vote was taken and the committee unanimously agreed to hire a photographer. Terri will contact Cracked Egg to set up a meeting time to go into the field.
- Finance Committee – Marlyn Lesley – There is enough money in the AWAC account to cover the cost of a photographer for the AWAC Calendar. This committee is working with Expo to purchase the items needed for the fall event.

New Business –

- Conservation Master Plan – Joone Lopez – The establishment of a conservation master plan gives a clear cut vehicle to an agency/organization for establishing and monitoring both short and long-term conservation goals. It can also help to

coordinate efforts between cooperating agencies with similar goals, especially in water conservation and habitat preservation. The Steering Committee discussed incorporating the adoption of a conservation master plan into the goals of AWAC when the AWAC Strategic Plan is updated.

- Strategic Plan Update – Joe Mathein – The AWAC Strategic Plan needs updating and should include more information on the resources and commitments of AWAC. Incorporation of other components, like the previously discussed conservation master plan should also be considered. Joe informed the committee that he was retiring as of this week and would no longer be serving as the AWAC president. The committee agreed to postpone the appointment of another president until the first of the year. The role and need for a president will also be discussed in conjunction with the strategic plan update.
- WCIP – Tamara Alaniz – The status of WCIP funding was discussed and the potential for program suspension without additional funding from the MWA Board of Directors. The committee did not support program suspension, due to the amount of water saved and the successful outreach that has made the program grow beyond its original scope. The Phase II program expansion was also put on hold in anticipation of continuing Phase I “as is” with the inclusion of well owners. The Steering Committee agreed unanimously to support the continued funding of the program and agreed to have some members attend the Board meeting.

- AWAC Calendar – Tamara Alaniz/Terri Blomker – Since this item had been discussed during the old business/committee reports, the committee agreed that the respective water agencies should provide their billing cycle information to the Landscape Committee for inclusion in the calendar text. However, the WCIP tear-offs were not voted on due to the unknown status of program funding and the need to move forward to get the calendars designed and printed in time for the new calendar year.

The meeting was adjourned at 1:15 p.m.