

Minutes
Quarterly AWAC Meeting
October 9, 2007
Morongo Basin

Welcome: Matt Puffer for Jeanette Hayhurst

Present: Matt Puffer-Niagara Conservation, Mike Stevens-Mojave Water Agency, Terri Blomker-Mojave Water Agency, Kathy Cochran-Victorville Water District, Donna Aston-Victorville Water District, Kristi Rossman-Helendale Community Services District, Mike Hernandez-City of Hesperia, Joe Guzzetta-Joshua Basin Water District, Albert Frias-Golden State Water, Joe Mathein-County of San Bernardino.

Guests: Kate-Joshua Basin, Keri DeWalt-Niagara Conservation.

Introduction: Terri Blomker will be serving as Interim Water Conservation Coordinator, Mojave Water Agency.

Committee Reports

► **Finance:** Terri Blomker for Georgia Graham

As of September 25, 2007 AWAC had \$142,124.11. The steering committee approved at that meeting:

Start Amount	142,124.00
Budgeted:	
Calendars	30,000.00
Website	20,000.00
Promotional items	21,500.00
Banners-2HD/2MB	500.00
2 EZ ups & Table	500.00
MB Landscape Ordinance	15,000.00
Props (to MB)	2,000
Workshops (to MB)	1,500
Radio (MB)	10,000.00
Media (HD)	20,000.00
Balance	21,124.00

Promotional items will include water (sports) bottles, pens with a conservation message on them, shower timers, bath aerators, kitchen aerators, drip cups and rain gauges. The water bottles and shower timers will be imprinted with the new AWAC logo.

► **Mike Stevens-PR** We will need to decide when to send out contribution forms. It has not been done in quite a while. Steering Committee will have to re-visit this; will have to fit into the budget process. Mike Stevens brought up the fact that, he feels that the group needs to take the next step in promoting water conservation. While the brochures and trinkets are nice, he feels us, as a group, needs to show our financial supporters that we have given them the “best bang for their buck.” He would like to see things that would speak more to the public on how to save water. The Complete Guide to Water Conservation is an excellent publication and is a great companion to A Guide to High Desert Landscaping.

Matt Puffer praised the Executive Briefing papers that have been going out and that this past year we have heightened awareness and expectations that there is information and communication coming. We’ve had great attendance at workshops and that we could continue to build on those. Matt also felt that the workshops would be something that the agencies and communities would support, especially when workshops are held though out the region, bringing a local benefit and local relationship.

► **Mike Hernandez -Education Committee** reported on the workshops that had been held at various venues in the High Desert. While attendance has been pretty consistent at the workshops, Mike H. wants to see the workshops continue, but is concerned that we might continue to see the same people. There was some discussion about bringing workshops or presentations to children. Another idea to involve children was a Kids Fair- something to run along with Water Awareness Month or World Water Day.

► **Joe Guzzetta-Moronggo Basin** Joe’s been working with the California Water Conservation Council to develop landscape plans that would provide not only commercial vendors but homeowners, access to low water use plans. He also has been working on a conservation program since there are no other programs available in the Morongo Valley.

► **Matt Puffer-Research** Mojave’s Water Conservation Program will help create a regional incentive program to make it easier for agencies to get these programs to the consumer. What this will enable us to do is both regional and targeted marketing. Niagara and MWA will be going out to each of the agencies to introduce AWAC, what the incentives will be, and how the program works. The Conservation Program would include vouchers-to where the customer would go to a vendor to purchase a water saving toilet, shower head, washing machine or dishwasher and receive a discount on that product upon purchase; rebates; cash for grass; or special projects. In order for an

agency to participate, they would need to sign an MOU with Mojave Water Agency. Program is expected to be kicked off in January 2008.

Water use and water demand reports for the base year 2000 are still being worked on. This is a way the Mojave Water Agency will track the effectiveness of conservation.

► **Joe Mathein-Landscape** Group has finalized the plant calendar list. The group needs more pictures. The group will be meeting with Jack Sullivan with Century Forms for planning of the 2008 AWAC calendar. Barstow Planning Commission voted to move through the landscape ordinance to the City Council for approval and adoption. Plant stands will need to be assessed for wear and tear, updating and corrections.

► We went over the new website with Martin Rauch and recommendations were made by various AWAC members on the new site. Mike Stevens, Matt Puffer and Terri Blomker will get together and iron out all the details on the site to make it user friendly.

Adjourned