

Minutes Steering Committee

Tuesday, September 25, 2007, 10 a.m.

In Attendance: Jeanette Hayhurst AWAC Chairperson, Joe Mathein Landscape Committee, Joe Guzzetta Morongo Basin, Matt Puffer Research Committee, Mike Stevens Public Relations, Terri Blomker Interim Water Conservation Coordinator

Phone In: Georgia Graham Finance Committee

Absent: Mike Hernandez Education Committee

Joe Guzzetta-Joshua Basin is in the process of developing promotions such as newsletters and radio spots. They are working with Mike Stevens and Hi Desert on tying everything together. The Desert Adaptive Garden is still moving forward. Joe is working with the State on that, as well as the landscape plans.

Joe Mathein-Landscape Committee has been unable to meet since the last steering committee meeting but has scheduled a meeting for October 2 at 3 p.m. at Joe's agency. They will be verifying plant selections for the calendars, start the layout process and get bids for the calendar. At last steering committee meeting it was suggested that the amount to be printed be raised to 30,000. There has also been some discussion about the plant stands. The information phone number needs to be changed, so it has been suggested that we just put a 'band-aid' on it for the time being. Some of the plant information needs to be updated and revised.

Joe Mathein (for Education Committee) –A Contractors/Developers/Landscapers workshop was held the 18th of September in Adelanto. We had about 30 people in attendance. Speakers included Dave Palumbo, Rainbird Corp.; George Kroepil, High Desert Home Turf (Artificial Grass); Joe Mathein, San Bernardino County Special Districts; Terri Blomker, Interim Water Conservation Coordinator MWA. Mike Stevens asked if this type of workshop would be of benefit to those in Joe G.'s area to which he stated that Hi Desert has not developed a landscape ordinance and Joshua Basin is still working on theirs. Joe G. also stated that there are no new builders out there and he will be attending the Builders Assn meeting on 9/26. He will see if there are new people coming in.

Mike Stevens-No report other than the website coming in. A draft of the website had been sent out to the steering committee members looking for their input. Martin Rauch, Rauch Communication Consultants LLC is looking to go live with it at the October 9th AWAC meeting. Suggestions made by the steering committee about the website were:

1. For the landscape photo (right side center) we would like more of a Southwest style landscape-as Jeannette says "more rock." Maybe some of the photos that Joe Mathein sent would be acceptable. They would also like to see a link to more photos by clicking on that photo or a larger image. The other thought it to have rotating photos (flash?) with facts (similar to what you have now).
2. Instead of "Alliance for Water Awareness and Conservation" on spread across the banner-they would like to maybe see the logo up there.

3. Where you have the water faucet-they would like to see a link directly to the incentives-with some type of saying "Save Water, Save Money", "Rebates", "Free"...something to draw customer's attention to our incentives and voucher programs.

Jeanette & Matt expressed that the voucher programs are going to be huge and would like to see that information listed in two places on the website. Possibly to be added later to the website would be a section for visitors to sign up for news alerts or bulletins.

Georgia Graham called in with her report. There had been a meeting with Phil Waller in regards to the balance of the AWAC account. Bottom line is that to date AWAC has \$142,124 cash in the bank. In kind is in addition to that. We will need a cost estimate (Joe M.) for the printing of the calendars and also a current statement for the development of the website. Jeanette stated that we should add an extra \$5000 for the website in case we need additional items added to it. Mike stated that the estimate from Rauch was \$18,000, but it had been whittled down although he could not recall the exact amount.

Georgia stated that due to the merger of the Victor Valley Water District and the City of Victorville, she will be leaving AWAC, allowing the Water District to represent the city with AWAC. In addition, Lori will also be leaving, so we have Linda Ellsworth left in the Finance Committee.

Matt Puffer-The draft of the baseline water survey that each of MWA's agencies will be asked to fill out annually, in order to track the effectiveness of conservation programs were distributed at the last AWAC quarterly meeting. Only two surveys have been returned. Matt will put together a letter for the AWAC members to take back to their agencies with the information collected from these surveys. Management of data should be the job of the Coordinator, since the information will go to MWA's Consulting Engineers.

Jeanette stated that "We need to find out who is managing the data base, who is inputting that information and who is setting up that data base. Matt will find out if the data base is good the way its set up now. Once we adopt it, letters have to be generated to solicit the data back to 2000, it has to be collected and input. We want to make sure that Kirby [Brill] is in the loop every step of the way, since he is the one who wants this data, which it is in a format that he is happy with." MWA has a list of all of the water agencies in the area that the data will be collected from. Jeanette would also like to see a check list so that we can see who got their packets and who from the individual agencies would be responsible for getting the information back to us.

Matt Puffer will be giving an update of the Voucher Program and the Baseline Water Surveys at the October 9 AWAC Quarterly meeting to be held at Joshua Basin Water District. There will be a presentation by Martin Rauch on the new AWAC website.

There was some discussion as to whether or not to charge Agencies for AWAC promotional items. It became more of a question as to the distribution of the items since some of our members may have their own budgets to purchase such promos and some have no budget or may be educational institutions. Should we give items to members on a first come first serve or distribute items in an equal fashion? One idea was to have each entity put in a request of items that they think they might need for upcoming events.

Promotional items that were approved were Sports bottles and pens. Other water related items will be researched by Matt Puffer and he will send a price estimate for these items:

Product	Item#	Units
Buckets		1000
Bath Aerators	N3104-1.5	2500
Kitchen Aerators	N3115V-FC	2000
Drip Cups	N3132-M	1000
Rain Gauge	N3179	1000
Shower timer	N2145	2000

In budget, the steering committee approved the following:

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 Ord	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

Meeting adjourned 11:45

Terri Blomker

Interim Water Conservation Coordinator