

MINUTES OF THE
PUBLIC AWARENESS/PERSONNEL/POLICY COMMITTEE
OF THE VALLECITOS WATER DISTRICT
MONDAY, FEBRUARY 9, 2009 @ 2:30 P.M.
AT THE DISTRICT OFFICE, 201 VALLECITOS DE ORO,
SAN MARCOS, CALIFORNIA

Committee Chair Poltl called the meeting to order at the hour of 2:30 p.m.

Present: Director Hannan
Director Poltl
General Manager Rucker
Deputy General Manager Lamb
Director of Human Resources Caudle
Director of Finance Scaglione
Public Information/Conservation Supervisor Urabe
Public Information Representative Webb
Executive Secretary Lewis

PUBLIC INFORMATION AND CONSERVATION ACTIVITY REPORT

Public Information/Conservation Supervisor Urabe presented the Activity Report for January 2009. Brief discussion took place.

Meetings:

- 01/13/09:** Meeting with City of San Marcos regarding Jack's Pond Park Education
- 01/21/09:** SDCWA JPIC Meeting (Conference Call)
- 01/21/09:** Cinemedia (Edward Cinema ads)
- 01/27/09:** Meeting and seminar with Hunter Industries

Landscape Surveys: (Year-to-Date)

- 01/6/09:** 1255 Discovery St., San Marcos (residential) (Alicia)
- 01/8/09:** 903 Lantan Ct., San Marcos (residential) (Alicia)
- 01/13/09:** 1941 Sanbar Lane, San Marcos (residential) (Alicia)
- 01/28/09:** 1160 Vidas Ct., San Marcos (residential) (Alicia)

Training:

- 01/28/09:** Homeowner Association Workshop at SDCWA (Water Smart Program)

External Communications:

- "Splash!" Winter 08
- Aqueduct shutdown information added to website and bill statement
- Letter to notify businesses of work taking place at Lift Station No. 1

Drought Preparation:

- Waterwaste call-in complaint spreadsheet

Articles:

SM Chamber Newsletter: Save money and fines by avoiding irrigation runoff

- SM Chamber Newsletter:
 - Save Money and Fines by Avoiding Irrigation Runoff
 - (sent for Feb issue)
- SM Chamber Newsletter: Preventing Small Leaks Leads to Big Water Savings (Jan.)

Ads:

- Business Buzz Chamber Ad: "Save Water Now" (received from SDCWA)
 - (sent for Feb issue)
- Scholastic Sports Poster Ads: San Marcos High & Mission High
- Scholastic Sports Program Guide

Press Release

01/29/09 – Aqueduct shutdown

Public Information/Conservation Supervisor Urabe noted that the SDCWA is currently working on a program for Homeowner's Association's to use for drought landscaping.

Discussion was held regarding some of the larger businesses in the District who don't get to see shutdown notices or may not see shutdown press releases in the newspapers. It was decided that specific notices will be sent to the larger 100-200 businesses within the District, i.e. CSUSM, Palomar College, San Marcos School District, City of San Marcos, etc.

This item was for information only. No action was required.

PROGRAM REPORTS

A. STIMULUS PACKAGE OUTREACH

Public Information/Conservation Supervisor Urabe reported that she is currently working on a brochure for Directors to take to the Washington D.C. ACWA Conference. The brochure will reinforce the need for congressional support from the water stimulus package being proposed, emphasizing VWD projects along with several other water leaders.

B. JACKS POND PARK – OPEN HOUSE

Public Information/Conservation Supervisor Urabe reported that the Open House

for Jacks Pond Park will be held on March 25th. She noted that San Marcos Unified School teachers will be contacted and encouraged to attend so they can see what the Park has to offer in the way of education for their students. Director Poltl offered to contact Public Information/Conservation Supervisor Urabe with some names at the School District to contact about the Open House. In addition, Public Information/Conservation Supervisor Urabe noted that Encina Wastewater Authority has donated a tank that she will set up to demonstrate the wastewater treatment process. She indicated that at this time the demonstrations at Jacks Pond Park only focus on water and she will be working on a wastewater demonstration portion.

C. RESTAURANT OUTREACH

Public Information/Conservation Supervisor Urabe reported that she has visited some local restaurants to promote using the “just ask” water tents, as well as discussing the use of disposable cups for water. She noted that she received some positive response. It was pointed out; however, that using disposable cups presented a problem in that there will be a save in water, but an overload at the landfill. In addition, there is also the potential for cross contamination. She was however, able to find a company that makes very nice clear plastic cups that are made of cornstarch and are compostable. Public Information/Conservation Supervisor Urabe stated that the SDCWA has notified agencies that they have money to be used for special projects, so she will be submitting a grant request for the purchase of the disposable cups.

D. CINEMEDIA ADVERTISING

Public Information/Conservation Supervisor Urabe reported that she contacted Edwards Cinema regarding doing water conservation advertising spots prior to movies being shown. The ads will be 15 second spots, run from May through August and should reach an anticipated half million people. The cost to run the ads will run approximately \$6,200. She noted that the SDCWA used to use cinemedia advertising until budget cuts and several other water agencies use cinemedia advertising. A sample of various water agency ads was shown and it was suggested that the sample cinemedia ads be shown to the entire Board at the next regular meeting.

This item was for information only. No action was necessary.

DROUGHT RATE PRICING UPDATE

Director of Finance Scaglione demonstrated a drought calculator, comparing the retail cost of water from adopted and proposed drought rate structures from various agencies at different levels of drought. The Committee discussed different methodologies used. Staff adjusted the VWD rate structure originally proposed to be more in line with the other agencies and maintain minimal impact to conservers. The assumption of non-price induced conservation changed from 60% compliance to 91% compliance. It was also

suggested not to propose Level 4 since a Level 4 declaration would likely initiate individual allotments rather than just a tiered structure and subject the District to unnecessary scrutiny. A drought rate calculator with only the adjusted VWD rates (not other agencies) and Levels 1 through 3 will be posted on our website. The adjusted drought rates will be presented at the next Finance Committee meeting.

This item was for information only. No action was necessary.

OTHER BUSINESS

General Manager Rucker reported that the District is currently receiving several requests from agencies to support members of their Board for seats on the LAFCO Board and on the ACWA/JPIA Board. The requests will be presented to the entire Board for review and action.

General Manager Rucker announced that after polling all Board members, the date for the Employee Recognition Luncheon will be held on April 22nd at 11:30 a.m.

There being no further business to discuss, the meeting was adjourned at the hour of 3:40 p.m.