

MINUTES OF THE
PUBLIC AWARENESS/PERSONNEL/POLICY COMMITTEE
OF THE VALLECITOS WATER DISTRICT
MONDAY, APRIL 6, 2009 @ 2:15 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 2:15 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
 Administrative Secretary Posvar

Others Present: Dr. Philip de Barros, Palomar College

PRESENTATION AND BUDGET FIGURES FOR THE ARCHAEOLOGICAL CURATION OF MATERIALS FROM SDI-12510/H AND SDI-12592/H

Dr. de Barros stated that he took over the Program in 1996 and that the Program is 32 years old. The Program is certified in excavations, lab analysis, and an AA Degree program. There are only three other colleges that offer a similar program at the same level as Palomar College. Dr. de Barros shared samples of artifacts that have been discovered at the excavation site.

Dr. de Barros stated that the Cooperation between VWD and Palomar College was set up in 2003. Two excavation sites were determined and labeled as SDI-12510/H and SDI-12592/H. Text excavations were performed in 1994 by Gallegos and Associates. Prehistoric components (2,000 – 4,000 years old) and Archaic components (3,000 – 5,000 years old) were found on the SDI-12510/H site. Site 12592/H yielded mostly historic material dating from the years 1900 – 1910 (ceramics, glass, metal). Field methods utilized consisted of three 1x1 meter excavation units, surface collections, 28 shovel test pits, and bedrock milling feature drawings.

The Palomar excavation team consisted of a Principal Investigator (Dr. Philip de Barros, R.P.A.), one Professor, three advanced Teaching Assistants, and 25 – 35 students each year (beginning and advanced).

In 2003, Palomar excavations at site SDI-12510/H consisted of 27 additional shovel test pits and six 2x2 excavation units in the site center. Discoveries consisted of a large metate fragment, additional bedrock milling features, large hearth feature, and a whole sauce bottle (circa 1900). Dead eucalyptus trees and historic debris suggested a homestead was once present on the site.

In 2004, Palomar excavations at site SDI-12510/H consisted of continued excavation of large 2x2 units as well as additional units opened up in other site areas. Subsurface historic deposit with transfer ware, purple glass, and metal artifacts were found. Historic surface artifacts were mapped and collected.

In 2007, Palomar excavations at sites SDI-12510/H and SDI-12592/H consisted of continued excavations in historic deposit as well as additional excavation units being opened up. Two additional bedrock milling features were found. Preliminary archival research on the homestead site was also conducted.

In 2008, Palomar excavations at site SDI-12510/H consisted of continued excavation of historic deposit as well as opening up new areas. Discoveries included important rock features, hearth feature, several stone tools (manos, hammer stone, scraper plane, point), and additional bedrock milling slick. Continued archival research on the homestead site showed that the property was owned by S. and Alice Andrews in the early 20th century and was acquired by Union Title and Trust on November 20, 1909. Historic material from both excavation sites may be associated with the same homestead.

In summary, site SDI-12510/H consisted of a total of 38 excavation units ranging from 30 – 120cm in depth and uncovered 8 bedrock milling outcrops, several hearth and other rock features, groundstone tools (22 manos and mano fragments, 9 metate fragments, 3 pounder or pestle fragments), flaked stone tools (5 projectile points, 2 bifaces, 8 scrapers, 39 cores, 2 retouched flakes, 16 utilized flakes, 1 blade, 6 other tools), other stone tools (3 hammerstones, 8 hammer grinders, 1 core-hammer, 1 scraper plane, 3 choppers, 6 other core-cobble tools), a slate pendant, projectile points and early arrowhead types (suggested middle to late Archaic occupation, 1,200 – 4,000 years ago), abundant fire-altered rock, considerable charcoal, 800+ pieces of animal bone, 24 pieces of shell, numerous seeds.

Data recovery work to date consists of surface collections, 40 excavation units, 27 shovel test pits, site mapping, drawing of 8 bedrock milling outcrops, archival research on early 20th century homestead, artifact processing and cataloging, and updated site form (forthcoming). The approximate value of the work is >\$100,000. Should the property be developed, remaining work would consist of artifact analysis and report, however, there may be one or more additional classes that should also discover additional pieces requiring curation.

Curation is needed for artifacts collected from the excavation sites. Curation at the San Diego Archaeological Center would cost \$700 for each box. There are currently 17 boxes in total which would result in a total cost of \$11,900. Dr. de Barros requested funding for the curation of the boxes in the amount of \$11,900 recognizing that there may be an additional box(es) unless additional items can be incorporated into the current boxes.

The Public Awareness/Personnel/Policy Committee recommended that funding in the amount of \$11,900, unless there are additional boxes that need funding, for curation at the San Diego Archaeological Society be submitted to the Board for consideration and approval.

PUBLIC INFORMATION AND CONSERVATION ACTIVITY REPORT

Public Information/Conservation Supervisor Urabe and Public Information Representative Webb jointly presented the Activity Report for March 2009. Brief discussion took place.

Activity Report for Public Information and Conservation:

Education:

- Jack's Pond Park presentation to CSU San Marcos education students
- Community Helper Day at Discovery School kindergarteners

Meetings:

- 03/09/09:** CAC Committee meeting at Water Authority
- 03/12/09:** SDCWA Resources staff to discuss rebate programs
- 03/17/09:** City of San Marcos regarding lobby display
- 03/18/09:** SDCWA JPIC/Conservation Coordinator Meeting
- 03/23/09:** City of San Marcos regarding drought outreach/drought pricing
- 03/24/09:** City of San Marcos regarding lobby display in VWD lobby

Events:

- 03/08/09:** City of San Marcos Carnival of Cultures
- 03/21/09:** World Water Day (Agua Hedionda Lagoon)
- 03/19/09:** Jack's Pond Open House
- 03/21/09:** San Marcos Unified School District Health Policy Fair

Education/Training:

- 03/04-03/6/09:** Colorado River Tour
- 03/10/09:** Restaurant rebates/voucher workshop
- 03/11/09:** Composting workshop
- 03/20/09:** Branding workshop

External Communications:

- "Splash!" Spring 09
- Updated www.vwd.org
- Presentation to Lake San Marcos HOA

Drought Preparation:

- Water waste call-in complaint spreadsheet

Articles:

SM Chamber Newsletter:

- Business Buzz:
 - SM Chamber Newsletter: Save water; save the economy (sent for April issue)

- SM Chamber Newsletter: The Drought is Here to Stay Despite Heavy Rains (sent for March issue)

Ads:

- Business Buzz Chamber Ad: “Save Water Now” (received from SDCWA)
 - (sent for March issue)
- San Marcos Magazine: The Cost of Tap Water
- Scholastic Sports Poster Ads: San Marcos High & Mission High
- Scholastic Sports Program Guide
- Lake San Marcos Directory

Press Release

- **03/05/09** – VWD declares Drought Level 1
- **03/19/09** – VWD named Recycled Plant of the Year

Landscape Surveys: (Year-to-Date)

- 01/06/09:** 1255 Discovery St., San Marcos (residential)
- 01/08/09:** 903 Lantan Ct., San Marcos (residential)
- 01/13/09:** 1941 Sanbar Lane, San Marcos (residential)
- 01/28/09:** 1160 Vidas Ct., San Marcos (residential)
- 02/03/09:** 1611 Via Cancion, San Marcos (residential)
- 02/04/09:** 1210 Corte Bello, San Marcos (residential)
- 02/04/09:** 1102 San Pablo Dr., Lake San Marcos (residential)
- 02/04/09:** 1720 Azul Vista, Lake San Marcos (residential)
- 02/05/09:** 1538 Hermosita Dr., Lake San Marcos (residential)
- 02/06/09:** 548 Chesterfield Circle, San Marcos (residential)
- 02/06/09:** 1567 Eden Ct., San Marcos (residential)
- 02/06/09:** 1547 Black Walnut, San Marcos (residential)
- 02/17/09:** 1428 La Plaza Dr., Lake San Marcos (residential)
- 02/19/09:** 691 Shemandoah Ave., San Marcos (residential)
- 02/20/09:** 908 Russet Ct., San Marcos (residential)
- 02/20/09:** 621 Washingtonia, San Marcos (residential)
- 02/23/09:** Sunrise Point (HOA)
- 03/03/09:** 682 Jay Ct, San Marcos (residential)
- 03/03/09:** 7135 Corintia St., Carlsbad (residential)
- 03/06/09:** 1141 La Sombra Dr. Lake San Marcos (residential)
- 03/10/09:** 2198 Coast Ave., San Marcos (residential)
- 03/12/09:** 820 Wild Lilac Cir, San Marcos (residential)
- 03/13/09:** 2173 Coast Ave., San Marcos (residential)
- 03/17/09:** 779 Fulton Rd., San Marcos (residential)
- 03/17/09:** 733 Helmsdale Ave., San Marcos (residential)
- 03/18/09:** Misty Sea Way, San Marcos (residential)
- 03/18/09:** 6861 Camino de Amigos, San Marcos (residential)
- 03/24/09:** 1997 White Oak Ct., San Marcos (residential)
- 03/24/09:** 1329 Hampton Road, San Marcos (residential)
- 03/31/09:** 1251 Via San Jacinto, San Marcos (residential)

03/30/09: 559 Sonoma Street, San Marcos (residential)

Public Information/Conservation Supervisor Urabe also provided the following information:

- A drought display will be set up in the VWD lobby as well as the City of San Marcos lobby.

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

PROGRAM REPORTS

A. RESTAURANT AND HOTEL OUTREACH

Public Information/Conservation Supervisor Urabe reported that VWD has been approved for a grant from the SDCWA in the amount of \$2,800. The grant will fund a program in which biodegradable cups will be provided to restaurants who choose to participate in the program. Staff will purchase 25,000 cups for the program.

B. CINEMEDIA UPDATE

Public Information/Conservation Supervisor Urabe stated that the City of Escondido and Olivenhain Municipal Water District have partnered with VWD in cost sharing for advertisements in two theaters. This partnership reduces VWD's cost by one half.

C. CSDA SCHOLARSHIPS

VWD received ten applications for the CSDA Scholarship. The Committee selected one application out of the ten to be forwarded to CSDA for consideration. Staff delivered the application on Thursday, April 2, 2009. The results will be presented on April 24, 2008.

D. POSTER CALENDAR CONTEST

Public Information/Conservation Supervisor Urabe stated that fifty entries were received from fourth graders in VWD's service area. Of the fifty entries, eight were selected for the Committee to review and select three from. The three entries selected will be forwarded to the North County Water Agencies group to be considered for inclusion in the calendar.

Items A and B were for information only. Action was taken as noted above on Items C and D.

SPLASH SPRING 2009

Public Information/Conservation Supervisor Urabe stated that staff researched the cost of mailing the SPLASH newsletter open in lieu of folded. It would cost an additional \$7,000 to mail the SPLASH newsletter open, therefore, staff will continue to mail the newsletter folded. Upon review of the newsletter, the Committee had no additional comments or suggestions; the newsletter looked great as presented.

The Public Awareness/Personnel/Policy Committee recommended that the Spring 2009 SPLASH Newsletter be submitted to the Board for consideration and approval.

NATIONAL GEOGRAPHIC PARTNERSHIP

Public Information/Conservation Supervisor Urabe stated that upon additional research into the cost of participating in this opportunity, it has been determined that the twice a year cost to VWD would be \$45,600 for a total annual cost of \$91,200. Staff proposed that VWD purchase a total of 2,250 copies to be distributed as follows:

- 1,000 to the top 1,000 water users.
- 1,000 for distribution to San Marcos High School science students
- 100 to be displayed in VWD lobby
- 100 to be displayed in the City of San Marcos lobby
- 100 for distribution at public outreach events
- 50 for distribution during water audits

Public Information/Conservation Supervisor Urabe further stated that the SDCWA will automatically distribute 100 copies to VWD. The total estimated price for 2,250 copies is \$788 (\$.35 each) plus a delivery charge. The funds are available in the program budget and due to the time limitations of ordering the copies, the General Manager will utilize his discretion within the budget to take advantage of this resource as recommended by staff.

The Public Awareness/Personnel/Policy Committee supports the General Manager's decision to purchase 2,250 copies for a total estimated cost of \$788 plus the delivery charge.

WATER CONSERVATION TASK FORCE

General Manager Rucker stated that a Water Conservation Task Force was jointly formed between VWD and the City of San Marcos in 1991, however, the Task Force was never actually put into service. An opportunity has arisen for the Water Conservation Task Force to be resurrected in which Public Awareness/Personnel/Policy Committee members would be participants along with staff.

The Public Awareness/Personnel/Policy Committee supports the activation of the Water Conservation Task Force. Additional information will be presented at the May 11, 2009, Public Awareness/Personnel/Policy Committee meeting.

IDENTIFY THEFT PREVENTION PROGRAM POLICY AND PROCEDURES

Director of Finance Scaglione stated that the Federal Trade Commission (FTC) requires “Financial Institutions” and “Creditors” with “covered accounts” to implement a written Identity Theft Prevention Program. Due to time constraints, the District utilized a consultant to assist staff in developing the Draft Identity Theft Prevention Program Policy and Procedure.

The Fair and Accurate Credit Transaction Act of 2003 (“FACTA”), as implemented by the Red Flags Rules, issued by the FTC along with other federal agencies requires creditors of customer accounts to implement this Program. “FACTA” will become effective May 1, 2009.

Director of Finance Scaglione presented and reviewed the Draft Identity Theft Prevention Program Policy and Procedures. He stated that a copy has been provided to Legal Counsel for review and comments to produce the final documentation. He further stated that staff would like to present this item to the Board at the April 15, 2009, Board meeting. Staff further requested that the Committee recommend that the Draft Identity Theft Prevention Program Policy and Procedure be forwarded to the Board for consideration and approval following Legal Counsel review. Upon approval by the Board, Customer Service staff and management will be trained on the policy and procedures.

The Public Awareness/Personnel/Policy Committee recommended that the Draft Identity Theft Prevention Program Policy and Procedure be submitted to the Board for consideration and approval following review and finalization by Legal Counsel.

OTHER BUSINESS

Public Information/Conservation Supervisor Urabe shared the following information:

- KRC Rock will be providing free training classes on how to install artificial turf.
- A “Kudos” letter was received from customer Ed Kearey who had requested a water survey.
- As a result of staff’s education outreach to Discovery Elementary Kindergarteners at their Community Helper Day event, many “thank you” letters were sent to Public Information Representative Webb from the Kindergarteners.

There being no further business to discuss, the meeting was adjourned at the hour of 4:00 p.m.