

**SAN GORGONIO PASS WATER AGENCY**  
**1210 Beaumont Avenue**  
**Beaumont, California 92223**  
**Minutes of the**  
**Water Conservation and Education Committee**  
**November 9, 2017**

**Committee Members Present:**

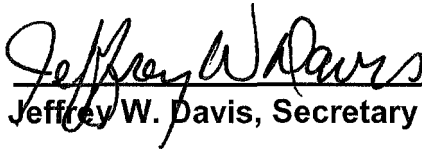
Mike Thompson, Chair  
Blair Ball  
Steve Lehtonen

**Staff Present:**

Jeff Davis, General Manager

1. **Call to Order:** The scheduled meeting of the San Gorgonio Pass Water Agency Water Conservation and Education Committee was called to order by Committee Chair Thompson in the Agency Conference Room, 1210 Beaumont Avenue, Beaumont, California, at 1:35 pm, November 9, 2017.
2. **Adoption and Adjustment of the Agenda.** There were no changes to the agenda proposed.
3. **Public Comment:** There were no members of the public present who wished to address the Committee at this time.
4. **Minutes of the September 28, 2017 Committee Meeting.** A copy of the minutes was included in the agenda package. Director Lehtonen moved, seconded by Director Ball, to approve the minutes of the September 28 meeting. The motion passed 3-0.
5. **Review of IERCD September Report.** A copy of the report was included in the meeting agenda package. General Manager Davis reviewed the monthly report with the Committee, noting that the Committee had taken an interest in the IERCD work and wanted to follow it more closely. The report showed that the IERCD has made 18 presentations this year (through September) and has 3 more scheduled, out of a total of 43 maximum per the agreement.
6. **Review of IERCD Proposed Addendum to Contract.** An outline of the proposed addendum was included in the agenda package. The Committee liked the outline, suggesting only that more detail be included in the area of cleaning and maintaining the models over the summer, and that a proposed cost be added. The Committee indicated that it would like to have a final proposal for review at the next Committee meeting.

7. **Discussion of Potential Media and Social Media Outreach Efforts.** A cost summary of half and full page ads for the Record Gazette was included in the agenda package. The Committee discussed what a series of large ads could accomplish, and how it could drive readers to additional social media platforms where additional educational items could be posted—such as videos, news releases, and other information of interest. General Manager Davis said that he needed to discuss this issue with retail managers to determine what types of information they might want to include in the ads. It was agreed that the Committee needs to decide on the exact content of the ads, as well as their size and frequency. It was decided that, at the next meeting, Chairman Thompson would show examples of social media to the Committee so that they could get a better idea of how this could be used. The Committee agreed to meet again in January.
8. **Adjournment.** Chairman Thompson adjourned the meeting at 2:37 pm.

  
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Jeffrey W. Davis, Secretary to the Board