

SAN GORGONIO PASS WATER AGENCY
1210 Beaumont Avenue
Beaumont, California 92223
Minutes of the
Water Conservation and Education Committee
June 14, 2022

IN AN EFFORT TO PREVENT THE SPREAD OF COVID-19
(CORONAVIRUS), AND IN ACCORDANCE WITH THE GOVERNOR'S
EXECUTIVE ORDER N-29-20, THIS MEETING WAS HELD VIA ZOOM.

Committee Members Present:

Robert Ybarra, Chair
Ron Duncan, Member
Mickey Valdivia Member

Staff Present:

Lance Eckhart, General Manager
Cheryle Stiff, Executive Assistant

1. **Call to Order and Flag Salute:** The scheduled meeting of the San Gorgonio Pass Water Agency Water Conservation and Education Committee was called to order by Committee Member Valdivia by conferencing/video, at 1:35 pm, June 14, 2022. Mr. Eckhart led the Committee in the Pledge of Allegiance. A quorum was present.
2. **Adoption and Adjustment of the Agenda.** The Agenda was adopted as published.
3. **Public Comment:** There were no other members of the public who wished to address the Committee at this time.
4. **Approval of the Minutes of the April 12, 2022 Committee Meeting.** Director Valdivia moved to approve the minutes of the April 12, 2022 committee meeting. Director Duncan seconded the motion. Motion passed 3-0.
5. **Status Report on IERCD Programs:** Crystal Cortez (Education Programs Manager – IERCD) and Shari Tindall (Conservation Educator) were in attendance. Ms. Tindall updated the Committee on the tracking of school outreach for FY 2021-2022. IERCD completed twenty-six programs that were presented at eleven schools. IERCD and the school districts are looking forward to offering this program in-person. One of her goals for the next FY is to get into private schools. Ms. Tindall will continue her efforts in outreaching schools in Banning to offer the program. Director Valdivia and Director Duncan provided contact names for the Banning elementary and high schools. Ms. Cortez updated the Committee on the Agency's Social Media content and profile performance. She noted that from August 1, 2021 – May 31, 2022, the audience had increased by 34%, and posts increased by 48%.

6. IERCD Contract Renewal

Ms. Cortez provided presented additional items that could be in the contract renewal for FY 2022-23. With the schools returning to in-person classrooms, there are many more requests for the program. There is an increase in community events where SGPWA messaging can be promoted. Webinars to help the public make informed decisions about water use and landscaping. Outreach to HOA's, and commercial centers, to demonstrate water-wise landscaping. IERCD could provide outreach to different groups to get drought messaging to the public. The committee members asked clarifying questions. The contract would increase from \$20k to \$35k. After discussion, it was the consensus from the Board that they were agreeable to the additional programs being added. IERCD was instructed to provide a draft contract to the general manager.

7. Cherry Festival Report

General Manager Eckhart remarked that he had received a report from Director Walton. The informational booth was a successful collaboration between SGPWA, BCVWD, and IERCD.

8. Drought Messaging

General Manager Eckhart stated that the Agency is leasing a Lamar billboard located where the 1-10 & 60 Highway meet. The lease begins in the next week and ends in September. There will be a redesign on the messaging and spacing for others to add their logo. Mr. Eckhart meets with a stakeholder group whose emphasis is on the Annual Assessment and Drought Messaging. A report was given by Gwyn-Mohr (Zanjero) at the June 15th Board meeting that stated that the area is not going to run out of water and, as a region, we are in good shape. CV Strategies has been included in these meetings so they could be in on the drought messaging and talking points. There will be another billboard (electronic) in Banning that will also have our messaging. There will also be some co-messaging press releases with SBVMWD. In addition, CV Strategies will be working on a series of co-messaging.

9. Announcement: Water Conservation & Education Committee Meeting: August 9, 2022 at 1:30 p.m.

10. Adjournment. The Water Conservation and Education Workshop of the San Gorgonio Pass Water Agency was adjourned by Director Valdivia at 2:12 p.m.

Draft - Subject to Committee Approval

Lance Eckhart, Secretary to the Board

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