

**MINUTES OF THE BOARD CONSERVATION COMMITTEE MEETING
OF THE JORDAN VALLEY WATER CONSERVANCY DISTRICT**

(Approved June 3, 2024)

Held May 6, 2024

A regular meeting of the Conservation Committee of the Board of Trustees of the Jordan Valley Water Conservancy District was held on Monday, May 6, 2024, at 3:05 p.m. at the District office located at 8215 South 1300 West, West Jordan, Utah.

This meeting was conducted electronically in accordance with the Utah Open and Public Meetings Act (Utah Code Ann. (1953) §§ 52-4-1 et seq.) and Chapter 7.12 of the Administrative Policy and Procedures Manual ("Electronic Meetings").

Trustees Present:

Barbara Townsend - Chair
Karen D. Lang
Corey L. Rushton
John H. Taylor
Andy Pierucci - electronic
Mick M. Sudbury
Zach Jacob - electronic

Trustees Not Present:

Dawn Ramsey (excused)
John Richardson (excused)

Staff Present:

Alan Packard, General Manager
Jacob Young, Deputy General Manager
David Martin, CFO/Treasurer
Shazelle Terry, Assistant General Manager
Shane Swenson, Chief Engineer
Mark Stratford, General Counsel
Kurt Ashworth, Human Resources Manager
Jason Brown, Information Systems Department Manager
Travis Christensen, Engineering Group Leader
Mindy Keeling, Executive Assistant
Lisa Wright, Administrative Assistant
Kelly Good, Communications Division Manager
Shaun Moser, Conservation Garden Park Manager
Cheyenne Davis, Customer Service
Courtney Brown, Conservation Division Manager
Jeannette Perry, Customer Services Supervisor – Electronic
Margaret Dea, Senior Accountant - Electronic

Ms. Barbara Townsend, Chair, called the meeting to order at 3:05 p.m. Ms. Dawn Ramsey and Mr. John Richardson were excused.

Approval of the minutes of the Conservation Committee meeting held February 12, 2024

Ms. Townsend called for a motion to approve the minutes of the April 8, 2024, Conservation Committee meeting. Mr. Mick Sudbury moved to approve the minutes. Following a second by Ms. Lang; the minutes were approved as follows:

Ms. Karen Lang – aye
Mr. John Taylor – not present
Mr. Andy Pierucci – aye
Mr. Mick Sudbury – aye
Mr. Zach Jacob – aye

Mr. Corey Rushton – aye
Ms. Barbara Townsend - aye
Ms. Dawn Ramsey – not present
Mr. John Richardson – not present

Public Comments

There were no public comments.

Mr. John H. Taylor arrived at 3:06 p.m..

Wait to Water Media Campaign

Ms. Kelly Good presented water use data from the past few years and indicated that the District is trying to keep the public using water as they did in 2022. To encourage Salt Lake County residents to conserve water, the Community Engagement Department is running "Wait to Water" radio Ads on KSL News Radio, x96, Bob FM, and FM100. The three ad themes are Great Salt Lake messaging, Hold your Horses, and Lawn Care Tips. Mr. Jacob Young mentioned that Ms. Good's team purchased WaitToWater.com to promote this media campaign. Mr. Corey Rushton asked if shoulder season watering should be accounted for in the retail rate structure. Mr. Alan Packard mentioned Denver Water may have seasonal change pricing which may be a useful reference for the District.

Reporting Items

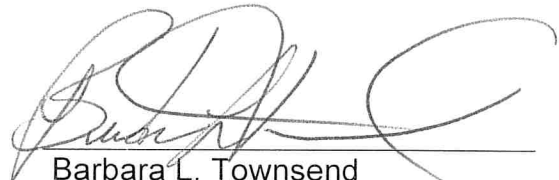
Mr. Jacob Young presented information on each Reporting Item:

- a. 2024 Garden Education Programs Report: There are 46 classes scheduled for the current year and reported there have been a total of 787 attendees to date.
- b. Mr. Young described the participation in Utah Water Savers for this year. There are currently 1,085 participants in Landscape Incentives and almost \$44,000 dollars has been paid for their completed projects. Localscapes Reward – Mr. Young explained that many of the active participants from last year will gradually fall off as projects are completed and this program is phased out.

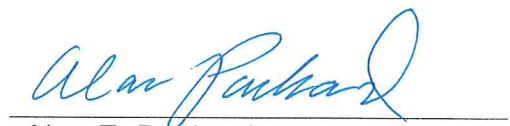
- c. Member Agency Grant Program Update: Member Agency grant program updates. Mr. Young told the committee that there are two forms of incentives for our member agencies that are reported under this reporting item. One is the grant program and there are three tiers to that program. The tiers influence the percent match that Jordan Valley will pay. The other is the Water Efficiency Standards Implementation Supplement. Mr. Young gave examples of how the program could work for some Member Agencies.
- d. Fundraising Progress Report: Mr. Young summarized the history of fundraising to current date of the foundation and explained that those efforts have recently been focused more on grants and less on individual donors.
- e. Foundation Activities Report: Mr. Young provided an accounting of Foundation activities and provides an accounting of how funds are being used in different, various activities through the foundation including maintaining the Garden and employing seasonal staff.

Adjourn

Ms. Barbara Townsend called for a motion to adjourn the meeting. Mr. Mick Sudbury moved to adjourn. Following a second by Ms. Karen Lang, the meeting was adjourned at 3:23 p.m.



Barbara L. Townsend
Chair of the Board of Trustees



Alan E. Packard
District Clerk