

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

(Approved July 7, 2025)

Held June 2, 2025

A regular meeting of the Conservation Committee of the Board of Trustees of the Jordan Valley Water Conservancy District was held on Monday, June 2, 2025, at 3:05 p.m. at JVVCD's 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:

Karen Lang, Acting Conservation Committee Chair
Andy Pierucci (electronic)
John Richardson (electronic)
John H. Taylor (electronic)
Zach Jacob (electronic)

Trustees Not Present:

Barbara L. Townsend, Conservation Committee Chair
Corey L. Rushton
Dawn Ramsey
Mick Sudbury

Staff Present:

Alan Packard, General Manager
Ben Stanley, General Counsel
Brian Callister, Maintenance Department Manager
Brian McCleary, Controller
David Martin, Chief Finance Officer/Treasurer
Jacob Young, Deputy General Manager
Jason Brown, Information Systems Department Manager
Kelly Good, Community Engagement Department Manager
Kurt Ashworth, Human Resource Manager
Lisa Wright, Administrative Assistant III
Mindy Keeling, Executive Assistant
Shane Swensen, Chief Engineer
Shazelle Terry, Assistant General Manager
Travis Christensen, Engineering Group Leader
Alisha Kimmerle, Administrative Assistant II
Shaun Moser, Conservation Garden Park Manager
Jeanette Perry, Customer Services Supervisor
Courtney Brown, Conservation Division Manager
Erik Wermel, Conservation Programs Supervisor
Becca White, Customer Services Billing Lead (electronic)
Cheyenne Davis, Customer Services Representative (electronic)
Clifton Smith, Senior Business Data Analyst (electronic)
Kyle Alcott, Communications Section Supervisor (electronic)
Madeline Suelz, Community Outreach Coordinator (electronic)

Martin Feil, Database Administrator (electronic)
Valerie Millette, Conservation Coordinator (electronic)
Cory Collins, Administrative Assistant I / Receptionist (electronic)
Sophie Byde, Conservation Coordinator (electronic)
Christina Bennion, Conservation Coordinator (electronic)

Also present:

Greg Christensen, Trustee, Kearns Improvement District

Welcome

Ms. Karen Lang, Chair, called the meeting to order at 3:05 p.m.

**Consider approval
of the minutes of
the Conservation
Committee
meeting held on
May 12, 2025**

Ms. Lang indicated that the minutes from the May 12, 2025, meeting could not be presented for approval due to a lack of quorum.

Public Comments

There were no public comments.

**Conservation Plan
Implementation
Update**

Mr. Jacob Young, Deputy General Manager, reported that Jordan Valley Water Conservancy District (JVWCD) is tracking a troubling 11.5% increase in water usage, projecting 211 gallons per capita per day, exceeding the 204 gallons in 2020. A percentile analysis indicated that the top 10% of water users account for 60% of total consumption, while the top 20% of users account for 70% of the consumption. The largest users are primarily among commercial and multi-family sectors, while single-family homes represent the highest overall usage group. Mr. Young highlighted the opportunity to maximize return on messaging efforts by targeting high users.

Mr. Young underscored the urgency of reversing usage trends, citing potential loss of political capital with legislators and other governing entities, and significant financial implications for capital planning if conservation goals are not met. He indicated that the Conservation Plan identified two main categories for enhanced or new programs with the highest potential to drive behavioral changes: conservation-oriented rates and tailored conservation messaging. For conservation-oriented rates, the scope of work was presented in February, and the conservation staff are currently working with a consultant to develop new potential rates. For tailored conservation messaging, Mr. Young presented multiple forms of messaging that JVWCD and its member agencies could implement. explained three options that JVWCD could use to encourage its member agencies to use tailored conservation messaging to drive conservation.

Board members expressed a preference for the option that included a turnkey member agency grant program and that gave member agencies the flexibility to implement it in a way that they felt would be most

effective for their service area. The board also encouraged staff to expand the percentile analysis to include member agencies' retail customers to verify that a tailored messaging approach would be effective before investing in a turnkey program. They also suggested considering messaging for agricultural users.

Mr. Zach Jacob arrived at 3:09 p.m.

**Discuss Member
Agency Grant
Application from
Granger-Hunter
Improvement
District**

Mr. Courtney Brown, Conservation Division Manager, presented a grant application for several projects from the Granger-Hunter Improvement District. The projects include: a leak detection system, a customer water usage portal, a continuous flow program, a welcome packet and promotional material, and a conservation calendar. The total grant application is \$84,000. He stated the application will be recommended for award in the June 4th board meeting.

**Consider approval
of the minutes of
the Conservation
Committee
meeting held on
January 13, 2025**

Ms. Lang noted that a quorum was present and called for a motion to approve the May 12, 2025, minutes. Mr. Andy Pierucci moved to approve the minutes. Followed by a second by Mr. John Taylor, the motion was unanimously approved by those present as follows:

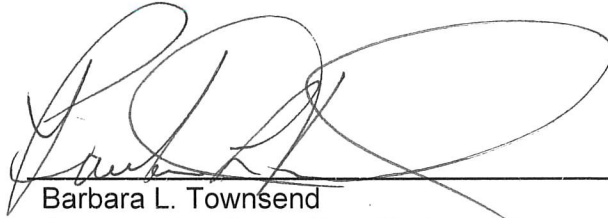
Mr. Pierucci – aye	Mr. Taylor – aye
Ms. Townsend – not present	Ms. Lang – aye
Mr. Rushton – not present	Mr. Sudbury – not present
Ms. Ramsey – not present	Mr. Jacob – aye
Mr. Richardson – aye	

Reporting Items

Ms. Kelly Good, Community Engagement Department Manager, provided updates on several reporting items, noting that they have been updated to align with the conservation plan goals. She explained that the 2025 Garden Education Programs Report remains the same as last month, showing the number of classes taught, attendees, and recorded/virtual class views. She remarked that the 2025 Garden Visitation Report shows a cumulative garden visitation over the year, with a goal of 35,000 visitors by year-end. Ms. Good said that a breakdown by city, based on informal random sampling of 260 visitors, indicates that while many visitors are from West Jordan City, the majority of visitors come from outside the City. Mr. Jacob Young added that maximizing the Garden's value and driving visitors from across the entire service area is important, and this metric will guide outreach efforts. Ms. Good noted a new program application chart, which shows cumulative daily conservation program applicants and turf removed, with a goal of 550 applications, and a total turf removal goal of 792,000 square feet this year.

Adjourn

Ms. Lang called for a motion to adjourn the meeting. Mr. John Taylor moved to adjourn. The meeting adjourned at 3:48 p.m.



Barbara L. Townsend
Conservation Committee Chair



Jacob C. Young
Deputy General Manager