

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

(Approved August 11, 2025)

Held July 7, 2025

A regular meeting of the Conservation Committee of the Board of Trustees of the Jordan Valley Water Conservancy District was held on Monday, July 7, 2025, at 3:01 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:

Barbara L. Townsend, Conservation Committee Chair
Andy Pierucci (electronic)
Corey L. Rushton
Dawn Ramsey (electronic)
John Richardson
John H. Taylor (electronic)
Karen Lang (electronic)
Mick Sudbury
Zach Jacob (electronic)

Staff Present:

Alan Packard, General Manager
Ben Stanley, General Counsel
Brian Callister, Maintenance Department Manager
Brian McCleary, Controller
David Martin, Chief Finance Officer/Treasurer
Gordon Batt, Operations Department Manager
Jacob Young, Deputy General 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
Courtney Brown, Conservation Division Manager
Erik Wermel, Conservation Programs Supervisor
Jason Brown, Information Systems Department Manager
Lisa Kasteler, Administrative Assistant II
Martin Feil, Database Administrator (electronic)
Natalie Boyack, Senior Garden Horticulturist
Shaun Moser, Conservation Garden Park Manager

Also present:

Greg Christensen, Trustee, Kearns Improvement JVVCD
Darrell Child, Executive Vice President, Olympus
Brian Child, Account Executive, Olympus

Welcome

Ms. Barbara Townsend, Chair, called the meeting to order at 3:01 p.m.

Consider approval of the minutes of the Conservation Committee meeting held June 2, 2025

Ms. Barbara Townsend called for a motion to approve the minutes of the Conservation Committee meeting held on June 2, 2025. Mr. John Richardson moved to approve the minutes. Following a second by Mr. Mick Sudbury, the minutes were approved as follows:

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

Mr. John Taylor – aye
Ms. Karen Lang – aye
Mr. Mick Sudbury – aye
Mr. Zach Jacob – aye

Public Comments

There were no public comments.

Member Agency Grant Applications

1. **City of Bluffdale:
Water Use and Leak Detection Outreach Campaign**
2. **City of South Jordan:
Conservation Rebate Programs**
3. **City of South Jordan: Water Efficiency Standards Supplemental Grant**

Mr. Courtney Brown, the Conservation Division Manager, presented three grant applications from two cities for the Member Agency Grant program. Mr. Corey Rushton and Mr. Andy Pierucci arrived at 3:05 p.m.

Mr. Brown stated that the City of Bluffdale is eligible for a grant amount of \$57,200. He noted the City of Bluffdale is requesting \$11,320 for a Tier Three public outreach campaign that will focus on leak detection and alerts. The application is for an educational campaign to drive water customers to their customer web portal. The campaign for Water Use and Leak Detection Outreach includes bill stuffers, postcard mailers, social media posts, city newspaper articles, website posts, and physical banners.

Mr. Brown provided details on South Jordan's applications for rebate programs, which have potential funding of \$86,000, and explained that they are requesting the full amount for three ongoing programs: water-saving toilet rebates, indoor water fixture rebates, and turf conversion rebates. He stated that the City of South Jordan sends quarterly invoices and links both its programs and Utah Water Savers for residents to access.

Mr. Brown also presented South Jordan's application for a \$86,000 Water Efficiency Standards supplemental grant. He noted that the grant will help the city continue to implement water efficiency standards. Mr. Brown stated that the city plans to continue funding a Water Conservation Coordinator who manages water efficiency, handles rebates, and meets with builders. He stated this award marks South Jordan's fifth and final year for the grant eligibility for the Water Efficiency Standards grant.

Mr. Rushton asked about South Jordan's toilet rebate program invoicing based on actual participation. Mr. Brown noted a decline in toilet and WaterSense fixture rebates, possibly due to market saturation, while turf conversion rebates remain strong. Mr. Rushton inquired about the pros

and cons of rebate versus voucher methods for distributing toilets, as well as the length of time the program should continue. Mr. Brown explained that Kearns stopped its similar program when participation declined and discussed the pros and cons of each method. Mr. John Taylor raised concerns about eligibility for homes built before 1992 and the potential for "double-dipping." Mr. Brown confirmed that South Jordan verifies toilet installation dates to prevent double-dipping.

Granite School District Updates

Mr. Jacob Young, Deputy General Manager, noted that the District has reached a critical point with no unclaimed water available in the state. He emphasized the shift from "solving the water problem for the community" to "solving it with the community," highlighting the need for community involvement in water resource development and use. He stated that the work we are doing with the school districts is an indication of this shift.

Ms. Kelly Good provided an update on Granite School District's conservation efforts. She stated JWWCD's 2024 conservation goals include reducing water use per person, removing grass areas, and increasing program participation. Ms. Good indicated that schools are ideal for reaching these goals due to their visibility in the community, and that engaging students early helps teach them to save water. She indicated that a consultant previously analyzed water use in schools, assessing areas for watering, usage, and weather patterns, whose recommendations included grass removal, better irrigation, and student involvement. Ms. Good said the Granite School District has shown the most interest among the three districts. She noted that there are three initiatives Jordan Valley can assist with, including grass removal, smart controller installation, and curriculum development.

Mr. Shaun Moser, Conservation Garden Park Manager, presented an example waterwise landscape plan at Hunter High School. He explained that the plan for 25,000 square feet of water-efficient landscaping could save about 400,000 gallons of water annually. Mr. Moser indicated that the conservation staff would work with the school district on funding options. This initiative will enhance sustainability and improve the school environment.

Ms. Good shared that JWWCD has started developing a new curriculum focused on water conservation, successfully partnering with the Granite School District's curriculum office. Ms. Good stated that Mr. Trenton Young, a Botany and Biology teacher at Hunter High School, will pilot the curriculum in the fall. JWWCD will evaluate its effectiveness for potential district-wide implementation.

Mr. Rushton highlighted Hunter High School's non-functional turf as a concern and suggested that landscape projects should be completed while support and financial incentives remain available, reminding that possible future mandates may require removal of non-functional turf during droughts. He emphasized the importance of public perception, as residents are discouraged by visible water waste in public spaces. Mr. Young mentioned Hunter High School as a pilot site for expanding

these efforts to Jordan and Canyons school districts. Ms. Dawn Ramsey expressed strong support for the initiatives, noting their potential to set a new precedent for water conservation and positively impact water usage.

**Garden Expansion
Project Update**

Mr. Moser provided an update on the Garden expansion project, highlighting that the Board will consider contract amendments during the July 9, 2025, Board meeting. He noted that the three-acre, undeveloped field between 1300 West and the garden is viewed as a barrier to community connection and stated that the project also aligns with West Jordan City's plan to widen 1300 West. Initially discussed in October 2020, the expansion features new exhibits that aim to educate the public on why water conservation is important and then point them to the existing part of the Garden that teaches them how to conserve.

Mr. Moser presented a plan for Conservation Garden Park that includes a Garden Master Plan and an Interpretive Master Plan. He said the Garden Master Plan will improve layout and accessibility, while the Interpretive Master Plan will enhance visitor understanding. Mr. Moser emphasized engaging the critical 60% of visitors who may or may not care about landscaping, but who can be positively influenced to conserve water. He noted that in the past year, staff have advanced the expansion plan by conducting research, including a visit to the Watershed Education Center in Boise, Idaho, which features interactive displays. Mr. Moser stated that GSBS Consulting completed an interpretive analysis, which examined the garden audience, and recommended updates such as a new name, enhanced storytelling, and the integration of technology. He said the expansion project is currently in the planning phase. Meanwhile, upcoming Garden and Interpretive Master Plans will focus on cohesive improvements, with consultants' deliverables aimed for 2025-2026.

Ms. Kelly Good outlined a funding plan for construction costs, aiming to form a committee of seven to ten community members, including a Board member and local business leaders, and noted that the committee will set fundraising goals and identify potential funders. She indicated that a formal plan will be presented to the Board by year-end, with fundraising beginning next year and a groundbreaking set for summer 2027. Ms. Good shared that funding sources will include public grants, corporate partnerships, major donations, and possibly naming rights, with a goal to raise 50% of capital costs by August 2027.

Mr. Andy Pierucci appreciated the fundraising efforts for community engagement in the garden. Mr. Rushton raised concerns about balancing design and play activities due to liability issues. Mr. Moser highlighted the focus on interactive learning and confirmed the garden will be fenced, with Mr. Young noting they will consult Boise's model and legal team. Mr. Rushton stressed enhancing the garden's pollinator focus, which Moser supported, mentioning a pollinator exhibit. The Board also discussed reviewing fundraising policies for clear donor agreements and sponsorship filtering.

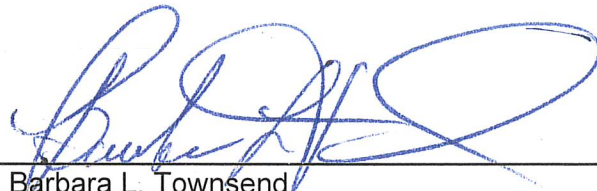
Reporting Items

Mr. Jacob Young invited questions on the reporting items, acknowledging the meeting's length.

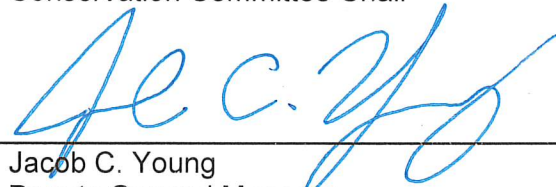
Mr. Corey L. Rushton mentioned attending the ACE conference in Denver last month with several staff members, noting it was a large conference with many good conservation-related sessions and ideas. He suggested developing "Utah-appropriate names" for landscape designs, like how the Long Beach Water Department uses California-themed names. Mr. Young confirmed that he and Mr. Rushton had compiled several ideas from the ACE conference that would be incorporated.

Adjourn

Ms. Townsend called for a motion to adjourn the meeting. Mr. Mick Sudbury moved to adjourn. Following a second from Mr. John Richardson, the meeting adjourned at 4:14 p.m.



Barbara L. Townsend
Conservation Committee Chair



Jacob C. Young
Deputy General Manager