



*Public Notice Pursuant to A.R.S. § 38-431.02*

**ARIZONA MUNICIPAL WATER USERS ASSOCIATION  
BOARD OF DIRECTORS**

**MEETING NOTICE AND AGENDA**

**Thursday, October 25, 2018 – 11:00 a.m.**

**Arizona Municipal Water Users Association  
Board Conference Room  
3003 North Central Avenue, Suite 1550  
Phoenix, Arizona 85012**

**A. Call to Order**

**B. General Business—Items for Discussion and Possible Action**

1. Approval of the Minutes from the September 27, 2018 Meeting
2. Schedule Next Meeting Date: Thursday, November 29, 2018, **10:00 a.m.**
3. Status of Lower Basin Drought Contingency Plan and DCP Steering Committee
4. Agenda for 2019 Legislative Session
5. Communication Efforts and Communications Specialist Position
6. Nominating Committee for Officers

**C. Executive Director's Report**

**D. Future Agenda Items**

**E. Adjournment**

\*The order of the agenda may be altered or changed by the AMWUA Board of Directors. Members of the AMWUA Board of Directors will attend either in person or by telephone or internet conferencing.

More information about AMWUA public meetings is available in the AMWUA office, online at [www.amwua.org/what-we-do/public-meetings](http://www.amwua.org/what-we-do/public-meetings), or by request.

**Arizona Municipal Water Users Association**



## **BOARD OF DIRECTORS**

### ***MEETING MINUTES***

**September 27, 2018**

#### **VOTING MEMBERS PRESENT**

Mayor Jim Lane, President, Scottsdale  
Councilmember Eddie Cook, Vice President, Gilbert  
Councilmember Pat Dennis, Avondale  
Vice Mayor Lauren Kuby, Tempe  
Vice Mayor René Lopez, Chandler  
Councilmember Kevin Thompson, Mesa  
Councilmember Bart Turner, Glendale, via teleconference  
Mayor Thelda Williams, Phoenix

#### **VOTING MEMEBERS NOT PRESENT—EXCUSED**

Mayor Cathy Carlat, Secretary-Treasurer, Peoria

#### **OTHERS PRESENT**

Barry Aarons, The Aarons Co.	Pat Kossan, AMWUA
Patrick J. Adams, AMWUA	Frank Milam, Phoenix
Gretchen Baumgardner, Tempe	Andrea Odegard-Begay, Garver
Jessica Blazina, Avondale	Diana Piña, AMWUA
Cynthia Campbell, Phoenix	Clark Princell, Phoenix
Gregg Capps, Chandler	John Raeder, Goodyear
Miranda Dewitt, Mesa	Kathy Rall, Scottsdale
Alan Dulaney, Peoria	Tony Staffaroni, CAP
Gretchen Erwin, Goodyear	Brad Strader, RWCD
Kathy Ferris, AMWUA	Warren Tenney, AMWUA
Brett Fleck, AMWUA	Heather Turrentine, Gilbert
Lacey James, Avondale	Theresa Ulmer, Ulmer Consulting
Sam Jaskolski, AMWUA	Carol Ward-Morris, AMWUA

#### **A. Call to Order**

Mayor Lane called the meeting to order at 11:03 a.m.

## **B. General Business – Items for Discussion and Possible Action**

### 1. Approval of the Minutes from the September 6, 2018 Meeting

Upon a motion by Vice Mayor Lopez and a second by Mayor Williams, the AMWUA Board of Directors unanimously approved the September 6, 2018 meeting minutes.

### 2. Next meeting scheduled: Thursday, October 25, 2018, 11:00 a.m., in the AMWUA office

### 3. Status of Lower Basin Drought Contingency Plan and DCP Steering Committee

Mr. Tenney shared an update on the Lower Basin Drought Contingency Plan (DCP) and the DCP Steering Committee. He stated that while a consensus has not yet been found on DCP, the goal to reach an agreement has been moved up to November 9th. He said AMWUA is engaged and looking for solutions even though the Association does not have a seat on the DCP Steering Committee.

Mr. Tenney stated that implementing DCP in Arizona hinges on the issue of ag mitigation. He noted that homebuilders also want mitigation for DCP impacts. He reported that in response, the Arizona Department of Water Resources (ADWR) and the Central Arizona Project (CAP) have emphasized a set of tools to pull water together for a “mitigation pool,” which includes incentivizing existing users to order less of their Non-Indian Agricultural (NIA) water so it can go to Pinal County Ag. Mr. Tenney said this ag mitigation proposal bypasses the priority system, a system that provides certainty for how Colorado River water is delivered by CAP. He noted that NIA water is a critical component of the AMWUA members’ water portfolios and seven of AMWUA’s members have NIA water that is being used today. He added that being asked to modify the priority system sets a troubling precedent for the future.

Mr. Tenney stated that some have suggested that cities do not want to feel the effects of DCP; however, under DCP municipalities are already agreeing to earlier supply cuts as shortage progresses, to lose certainty on recent allocations for additional NIA water, and to pay higher costs for water delivered by CAP during DCP shortages.

Mr. Tenney noted that AMWUA is willing to be engaged in ag mitigation efforts because it knows the impacts and understands ag’s concerns about losing Colorado River water sooner than expected. He said AMWUA feels these mitigation efforts can be done without asking cities to undermine the work they have done over the last 35 years. He stated that AMWUA has been suggesting mitigation tools that benefit Pinal farmers and been supportive of two-way agreements and securing funding mechanisms that will allow farmers to access and develop their existing water rights to the groundwater supplies that they currently do not fully utilize.

Mr. Tenney said as the DCP process progresses, AMWUA needs its members to continue to convey the message that they are willing to support DCP as long as it protects the Colorado River system as well as Arizona's established priority system and water rights. He stated that both can be achieved if all parties continue to focus on what benefits Arizona long-term.

The AMWUA Board of Directors, Mr. Tenney, Ms. Ferris, Mr. Aarons, and Ms. Ulmer discussed the history and importance of the priority system and recognized the need to assist ag transition off of Colorado River water while protecting the municipalities' investments in water and infrastructure.

4. [Avondale and Phoenix Storage, Recovery & Exchange Agreement and Treatment & Delivery Agreement](#)

*This agenda item was tabled for a future meeting due to time constraints.*

### **C. Executive Director's Report**

Mr. Tenney stated that Ms. Joanne Toms, City of Glendale, and Ms. Leeann Yacuel, Salt River Project (SRP), will be presenting on the collaborative effort between AMWUA and SRP in 2017 to provide and organize commercial facility water audit trainings at three valley resorts for AMWUA conservation staffs at the 2018 WaterSmart Innovations Conference and Exhibition. He said the presentation will also include the recommended actions from the audits and potential water and money savings for the resorts if the recommended actions are taken.

Mr. Tenney reported that AMWUA will be an agency sponsor of the 2018 WaterSmart Innovations Conference and Exposition, an event which draws more than 1,000 participants across the country and 21 foreign nations.

Mr. Tenney stated that the October AMWUA Board of Directors meeting will have a full agenda consisting of DCP updates, legislative strategy, and AMWUA communications efforts.

Mr. Tenney stated that Brett Fleck, water policy analyst, has been with AMWUA for nearly three years and in that time has produced solid work and served as a strong resource on water policy issues. Mr. Tenney is revising Mr. Fleck's title to Senior Water Policy Analyst to more accurately describe his contributions to the Association.

### **D. Future Agenda Items**

There were no requests for future agenda items.

## **E. Adjournment**

Upon a motion by Councilmember Thompson and a second by Vice Mayor Lopez, Mayor Lane unanimously adjourned the meeting at 12:11 p.m.

## BOARD OF DIRECTORS

### INFORMATION SUMMARY

October 25, 2018

## Status of the Lower Basin Drought Contingency Plan and DCP Steering Committee

### ANNUAL PLAN REFERENCE

#### Colorado River Drought / Shortage

*Strategic Plan:* Objectives – Prepare for Impacts of Drought & Shortage, Minimize Financial Impacts; Collaboration – Arizona Department of Water Resources, Central Arizona Project, Business Community

#### Actions:

- Remain engaged with developments to protect the Colorado River from drought and address the structural deficit.
- Seek ways AMWUA and its members can best individually and cooperatively respond to the increasing probability of a shortage declaration.

### SUMMARY

The Drought Contingency Plan (DCP) Steering Committee has held six meetings since its inception in July. The Steering Committee is tasked with developing a plan for implementing DCP in Arizona by the end of November. The Steering Committee is focusing on mitigation for Pinal Ag and the development sector along with how an Intentionally Created Surplus (ICS) program would work for Tribes and other Arizona contractors.

At the October 10, 2018 Steering Committee meeting, it was acknowledged that mitigation for Pinal agriculture will need to be less than the “full mitigation” amount originally requested by Pinal. This was in large part due to the recognition that shortages under DCP will cut deeper into Non-Indian Ag (NIA) priority water. This has raised concerns by the Gila River Indian Community and municipalities about how to ensure that mitigation efforts for Pinal agriculture do not negatively impact tribal and municipal supplies. The Steering Committee continued to discuss mitigation tools to reduce the impact of proposed DCP cuts to the Pinal Ag water users.

AMWUA has been encouraging tools that mitigate agriculture but do not weaken our ability to manage our water. This includes redirecting some of our storage activities in a way that would benefit Pinal farms. Also, securing funding to allow farmers to transition to having access to their existing water rights to the groundwater supplies they currently do not fully utilize.

At the October 10<sup>th</sup> meeting, the U.S. Bureau of Reclamation's hydrologist presented projections that highlighted the risk to the Colorado River system and emphasized the need for DCP to reduce that risk.

AMWUA staff will provide an overview at the AMWUA Board of Directors meeting regarding the current status of the DCP Steering Committee and the Lower Basin Drought Contingency Plan.

### **RECOMMENDATION**

The AMWUA Board of Directors is encouraged to ask questions and provide direction regarding its members' support or opposition to various components of Arizona's efforts to implement the Lower Basin Drought Contingency Plan.

**BOARD OF DIRECTORS**  
***INFORMATION SUMMARY***  
**October 25, 2018**

## **Agenda for 2019 Legislative Session**

### **ANNUAL PLAN REFERENCE**

#### **Legislation**

Strategic Plan: Objectives – Advocate for Solutions, Safeguard Water Supplies, Reinforce Groundwater Management, Prepare for Impacts of Drought & Shortage; Collaboration – Legislature, Arizona Department of Water Resources, Central Arizona Project, Salt River Project, Water Community, and Business Community

Actions:

- Identify and track water legislation and other legislation of interest to our members.
- Analyze and respond to legislation that impacts our members by taking positions, working with legislators and Congressional Delegation, and engaging the media and public as needed.

#### **Regional Recharge Efforts**

Strategic Plan: Objectives – Augment Supplies, Elevate the Benefit of Water Reuse; Collaboration – Arizona Department of Water Resources, Water Community

Actions:

- Lead effort to amend State statute to ensure long-term storage credits will continue to be earned from effluent storage beyond 2025.

### **SUMMARY**

In May 2015, the AMWUA Board of Directors approved a statement of legislative policies and procedures that outlined general positions AMWUA would take at the Legislature (see attached). This general policy statement allowed the Executive Director and AMWUA's Legislative Contractor to react quickly and take positions on introduced legislation or participate in on-going deliberations about legislation before the Board could take formal action.

This statement of legislative policies and procedures has increased AMWUA's effectiveness at the Legislature. To build on this approach, AMWUA staff, with the assistance of its Legislative Contractor, has developed a legislative agenda for the upcoming session. The legislative agenda is to specify our legislative focus for 2019. However, it does not preclude the more broad general statements in the attached Board's approved legislative policies and procedures. By specifying legislative objectives, the agenda can then be used by AMWUA members to incorporate into their



individual legislative agendas. The intent of the legislative agenda is to increase collaboration and coordination between AMWUA and its members' intergovs in accomplishing these objectives.

The following list describes AMWUA's proposed state legislative agenda for 2019.

*Colorado River System –*

Support for the implementation of the Lower Colorado River Basin Drought Contingency Plan if such implementation protects existing priorities and rights and ensures water left in Lake Mead benefits the Colorado River system.

*Reclaimed Water & Recharge –*

Advance legislation to enhance the value of reclaimed water by removing the 2025 sunset for the ability to earn long-term storage credits by recharging effluent and set the amount of credits earned from recharging effluent in a managed recharge project equivalent to Central Arizona Project (CAP) water.

*Arizona Water Management –*

Continue to take positions that strengthen Arizona's water management in accordance with the AMWUA Board's 2015 statement of legislative policies and procedures.

**RECOMMENDATION**

At its October 10<sup>th</sup> meeting, the AMWUA Management Board unanimously recommended that the AMWUA Board of Directors adopt the proposed agenda for the 2019 legislative session and consider including these issues into their respective municipal legislative agendas.

**ARIZONA MUNICIPAL WATER USERS ASSOCIATION  
LEGISLATIVE POLICIES & PROCEDURES**

**Approved by the Board of Directors  
May 28, 2015**

Policies

The Board of Directors of the Arizona Municipal Water Users Association (AMWUA):

1. Supports the 1980 Groundwater Management Act and its management goal of safe-yield for the Phoenix, Tucson and Prescott Active Management Areas.
2. Opposes efforts that would result in increased groundwater mining or impede achieving safe-yield.
3. Supports sound aquifer management.
4. Asserts that water resources development must be:
  - Safe and sustainable.
  - Efficient.
  - Not impact existing water rights.
  - Include measuring and monitoring of the resource.
  - Paid for by those who benefit from the resource.
5. Supports the ability of local water providers to manage, plan, conserve, and acquire water resources for their customers.
6. Opposes efforts to erode the ability of local governments to manage and administer water and land use planning within their service areas.
7. Supports funding for the Arizona Department of Water Resources (ADWR) at a level that will enable the Department to carry out its statutory responsibilities.
8. Opposes sweeps of funds from regulatory fees or other dedicated funding sources.
9. Supports rule-making authority for ADWR for the protection of the public health and safety.

## Procedures

1. If legislation is introduced that is the same as or similar to legislation on which the Board of Directors took a position in a previous legislative session, the AMWUA Executive Director and the Legislative Contractor may act in accordance with that position unless and until the Board of Directors changes that position.
2. If the AMWUA Executive Director and the Legislative Contractor think that legislation would be adverse to AMWUA or its members in accordance with the legislative policies set forth above, the Executive Director may authorize the Legislative Contractor to take initial action for or against the legislation pending formal action by the Board of Directors.
3. The AMWUA Executive Director and the Legislative Contractor may participate in on-going deliberations on any legislation on which the Board of Directors has taken a position, including stakeholder meetings and efforts to develop compromise solutions that are consistent with the legislative policies set forth above.

**BOARD OF DIRECTORS**  
**INFORMATION SUMMARY**  
October 25, 2018

## **Communications Efforts & Communications Specialist Position**

### **ANNUAL PLAN REFERENCE**

#### **AMWUA's Day-to-Day Operations**

Strategic Plan: Operational Principles – Facilitate our Strength in Numbers, Excel as an Expert and Resource, Manage an Efficient and Effective Association

Action:

- AMWUA will continue to communicate about water and its members to increase awareness among the public and decision makers

#### **Colorado River Drought / Shortage**

Strategic Plan: Objectives – Prepare for Impacts of Drought & Shortage, Minimize Financial Impacts; Collaboration – Arizona Department of Water Resources, Central Arizona Project, Business Community

Actions:

- Coordinate communications efforts among agencies and the membership to promote clear, consistent messaging to the public regarding drought and shortage.

### **SUMMARY**

Five years ago, AMWUA recognized the need to directly give residents useful, understandable, and reliable information about our members' water departments, water conservation programs, and water policies. AMWUA entered into a professional services agreement with Pat Kossan to assist with this effort to elevate our communications. This effort has raised awareness about our members' water efforts and successes. AMWUA has also become a go-to source for news media, which sends our message to more people and helps to influence policy makers.

Pat Kossan and AMWUA staff have significantly raised AMWUA's communications efforts. This has included expanding AMWUA's social media outreach. During 2017, the AMWUA Facebook posts had 6,500 engagements. During the first six months of 2018, AMWUA Twitter posts were linked to, "liked", or shared 3,000 times, indicating another expanding year. Another key effort has been producing a weekly blog that is sent by email every Monday to 560 water professionals, journalists, elected leaders, businesses, and interested citizens. With the help of member water professionals, the AMWUA blog tells stories about the people who provide residents with clean, reliable water, offer useful conservation advice to consumers, and explain the complicated business of water in terms your next-door neighbor can appreciate. With AMWUA's new website,

more than 200 AMWUA blog posts are collected, which our readers often share in their newsletters and press releases and on their social media.

In addition to these efforts, Carol Ward-Morris has worked closely with our members and with the Arizona Department of Water Resources (ADWR), the Salt River Project (SRP), the Central Arizona Project (CAP) and others to develop messaging and ensure coordination on regional and state messaging about conservation, drought, and shortages. Carol also oversaw the development of AMWUA's new website. This new website requires content management, which is an on-going effort.

This December, Pat Kossan will retire and AMWUA will no longer be able to use her services. This provides an opportunity for AMWUA to build on what has been accomplished to date along with expanding and improving its communications outreach.

I would like to propose that AMWUA move from using a consultant to having an in-house Communications Specialist. The Communications Specialist would build on what Pat Kossan and AMWUA staff have done to significantly raise AMWUA's communications efforts. This would include expanding AMWUA's social media outreach, writing the weekly AMWUA Blog, maintaining and expanding content on AMWUA's website, and creating increased media awareness about water management, issues, and policy. The Communications Specialist will assist in developing and coordinating messaging among the members and other water agencies. The Communications Specialist would also address the growing awareness among the public about water issues facing our members and Arizona as well as utilize the continual changing and expanding technology that impacts communication. Attached is the draft job posting.

This position would be an important step forward for AMWUA's mission and role. Communications about water among the public and with decision makers will only become more critical. It is important for AMWUA to be able to effectively respond as well as actively promote our message.

AMWUA currently includes in the budget \$40,000 for the communications professional services agreement. Based on a salary survey, the salary range for a Communications Specialist would be \$55,000 to \$70,000. In looking at having this position filled for the second half of Fiscal Year 2019, the budgetary difference at the high end would be approximately \$18,500, which includes benefits and taxes. This difference in the FY2019 budget could be made whole from the contingency fund. For a full 12 months, the increase to the budget would be less than \$40,000, a 2% overall increase.

## **RECOMMENDATION**

At its October 10<sup>th</sup> meeting, the AMWUA Management Board unanimously recommended that the AMWUA Board of Directors approve the Communications Specialist position.

***A unique opportunity to work and communicate on the major water issues of our time***

AMWUA is a non-profit corporation established in 1969 with offices located in Phoenix, Arizona. AMWUA members are the cities of Avondale, Chandler, Glendale, Goodyear, Mesa, Peoria, Phoenix, Scottsdale, and Tempe, and the town of Gilbert.

Our mission is to protect our members' ability to provide assured, safe and sustainable water supplies to their communities, and to advocate responsible water stewardship that supports economic prosperity and safeguards Arizona's water supplies for future generations.

For nearly five decades, the Arizona Municipal Water Users Association (AMWUA) has helped shape solutions to Arizona's water supply and management issues. AMWUA routinely collaborates with ADWR, SRP, CAWCD, USBR, the Arizona Legislature, and others to advance sound water policy for Arizona and the Colorado River Basin.

**Position Description**

The Communications Specialist position builds on AMWUA's current communications efforts. This position assists AMWUA with advocating and communicating proposed policies and positions on water issues affecting its members. The position develops and oversees short-term and multi-year public relations projects to increase awareness among elected officials and the public about water management issues and policies; to communicate member cities' successes in water management, including conservation, planning, and building and maintaining infrastructure; and to enhance AMWUA's public visibility to promote our members' ability to provide their residents and businesses with water now and for the future. To accomplish this, the Communications Specialist works closely with member public information officers and other member staffs and coordinates with water agencies and related organizations.

Major duties include but are not limited to the following:

- Drafts weekly blog posts; maintains and develops website content; creates and delivers articles, news releases, and other related communications for publication; develops other outreach materials, graphics and videos.
- Monitors traditional and social media outlets for relevant content.
- Manages all social media accounts on behalf of AMWUA and responds to inquiries on those accounts. Strategically elevates AMWUA's social media presence, developing content, and adding platforms as appropriate.

- Works with AMWUA staffs to develop communication goals and strategies for the organization.
- Responds to inquiries from the media and the public.
- Works with AMWUA members and partners to coordinate and strengthen messaging and establishes new relationships with organizations to raise AMWUA's profile.
- Establishes relationships with relevant media to create more visibility for AMWUA, including written, online and radio news outlets, podcasts and blogs.
- Attends meetings and interacts with individual members and others in the water community to understand the issues.
- Organizes and promotes occasional special events, such as legislative forums.
- Any other duties identified to communicate and strengthen the overall mission of AMWUA.

A well-qualified candidate will possess the following knowledge, skills, and abilities:

- Strong, well-honed, professional writing skills, including a knowledge of AP style and an ability to concisely explain complicated topics to a general audience.
- Strong oral communication skills, the ability to communicate clearly with a wide variety of professionals and to present effectively to individuals, small groups, and members of the media.
- A keen interest in learning about often complex issues and policies.
- Ability to think critically, research, dig into the details, understand, and explain the nuances of issues.
- Knowledge and command of the most effective and engaging social media platforms. This includes following social media research and analytics, measuring and quantifying the impact of AMWUA's social media, and adapting as needed.
- Ability to work independently and to analyze, organize, and prioritize workload while meeting multiple deadlines.
- Knowledge of current practices, techniques and objectives of public information and relations programs.

Preferred education and experience:

- A bachelor's degree in journalism, mass media communications, public relations, marketing or related field.
- Three years of experience in journalism, mass media communications or public relations.
- Experience working with graphic design, video editing, Adobe Photoshop, and InDesign.

If you are interested in this opportunity, please submit a cover letter, your resume and a writing sample to Diana Pina [dpina@amwua.org](mailto:dpina@amwua.org). The first review of resumes will be **November 16, 2018**. Position remains open until filled.

If you have questions about this position, please contact Warren Tenney at [wtenney@amwua.org](mailto:wtenney@amwua.org).

**BOARD OF DIRECTORS**  
***INFORMATION SUMMARY***  
**October 25, 2018**

## **Nominating Committee for Officers**

### **STRATEGIC PLAN REFERENCE**

Operational Principles – Facilitate our Strength in Numbers

### **SUMMARY**

The AMWUA Board of Directors is to elect a President, Vice President, and Secretary-Treasurer by its December meeting. The officers serve from January 1, 2019 through December 31, 2019. To meet this requirement, the current President of the Board is to appoint a three-member nominating committee to recommend a slate of officers.

According to the AMWUA By-laws, the Officers are to each have served on the current Board of Directors at least from January 1, 2018 through December 31, 2018. Each officer is to be able to serve for a one year period. Specifically for the position of President, the President must have been Vice President or Secretary-Treasurer of the Association for at least twelve months. Each officer may serve a minimum of one year and a maximum of two consecutive years in the same position.

Per the Board's action last year, the Executive Director sent a letter explaining that any Board member interested in serving as an officer should submit a letter that would be forwarded to the nominating committee, which would be appointed at the October 25<sup>th</sup> meeting.

The Board members who meet the requirements to serve as President are as follows: Mayor Cathy Carlat of Peoria; Councilmember Eddie Cook of Gilbert; and Mayor Jim Lane of Scottsdale.

The Board members who meet the requirements to serve as Vice President are as follows: Mayor Cathy Carlat of Peoria; Councilmember Eddie Cook of Gilbert; Councilmember Pat Dennis of Avondale; Vice Mayor Lauren Kuby of Tempe; Mayor Jim Lane of Scottsdale; Vice Mayor Rene Lopez of Chandler; Councilmember Kevin Thompson of Mesa; Councilmember Bart Turner of Glendale; and Mayor Thelda Williams of Phoenix.

The Board members who meet the requirements to serve as Secretary-Treasurer are as follows: Mayor Cathy Carlat of Peoria; Councilmember Eddie Cook of Gilbert; Councilmember Pat Dennis of Avondale; Vice Mayor Lauren Kuby of Tempe; Mayor Jim Lane of Scottsdale; Vice Mayor Rene



Lopez of Chandler; Councilmember Kevin Thompson of Mesa; Councilmember Bart Turner of Glendale; and Mayor Thelda Williams of Phoenix.

### **RECOMMENDATION**

The President of the AMWUA Board of Directors is requested to appoint three members as a nominating committee to recommend a 2019 slate for President, Vice President and Secretary-Treasurer.