

MANAGEMENT BOARD

MEETING MINUTES

December 12, 2018

VOTING MEMBERS PRESENT

Mr. John Knudson, Chandler, Vice Chairman
Mr. Brian Biesemeyer, Scottsdale
Mr. David Burks, Peoria
Mr. Craig Johnson, Glendale
Ms. Jessica Marlow, Gilbert
Ms. Karen Peters, Phoenix
Ms. Holly Rosenthal, Tempe
Mr. Javier Setovich, Goodyear
Mr. Jake West, Mesa

VOTING MEMBERS NOT PRESENT

Ms. Cindy Blackmore, Avondale

OTHERS PRESENT

Patrick J. Adams, AMWUA	Gretchen Erwin, Goodyear	Stuart Peckham, SRP
Anthony Beckham, SRP	Kathy Ferris, AMWUA	Diana Piña, AMWUA
Gregg Capps, Chandler	Brett Fleck, AMWUA	Clark Princell, Phoenix
Megan Casey, CAP	Sam Jaskolski, AMWUA	Kathy Rall, Scottsdale
Gina Conrow, Phoenix	Gina Kirklin, Scottsdale	Drew Swieczkowski, Glendale
Christian Delgado, Phoenix	Frank Milam, Phoenix	Warren Tenney, AMWUA
Brian Draper, Mesa	Andrea Odegard-Begay, Garver	Carol Ward-Morris, AMWUA

A. Call to Order

Mr. Knudson called the meeting to order at 10:02 a.m.

B. General Business – Items for Discussion and Possible Action

1. Approval of the Minutes from the November 14, 2018 Meeting

Upon a motion by Ms. Peters and a second by Mr. Burks, the AMWUA Management Board unanimously approved the November 14, 2018 meeting minutes.

2. Next meeting scheduled: Wednesday, January 9, 2019, 10:00 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 DCP Steering Committee. He reviewed DCP progress thus far, the Central Arizona Water Conservation District (CAWCD) Board's November 15th proposal, and the new AZ DCP Implementation Plan framework. He reported that the AMWUA Board of Directors unanimously approved AMWUA's position of being in support of the new DCP framework at its November 29th meeting. He noted that the CAWCD Board voiced support for the Implementation Plan on December 6th and the Governor has also publicly supported the plan.

Mr. Tenney discussed the new framework for Ag mitigation, Non-Indian Agriculture (NIA) mitigation, Intentionally Created Surplus (ICS) Offset Plan, balancing Lake Mead, and Municipal and Industrial (M&I) contributions. He stated that the new DCP framework meets AMWUA's priorities for DCP: it is a path forward for implementing DCP, respects and follows the priority system, has a clear timeframe, transitions Pinal Ag from Colorado River water to groundwater, protects Lake Mead, and does not weaken Arizona's long-term water management. Mr. Tenney reviewed the next steps and details to work out at the Colorado River Water Users Association Conference, at possible future DCP Steering Committee meetings, and at the Legislature.

Mr. Knudson and Mr. Tenney discussed the need to strengthen support for the AZ DCP Implementation Plan.

Ms. Peters recognized the time Mr. Tenney and staff have put into DCP issues. She also noted the importance of the issue and that it is not temporary because once the water is gone, it is gone.

4. Conservation Communications and Outreach

Mr. Tenney stated that AMWUA cities have been leaders in water conservation for at least 40 years, yet, as DCP plays out in media stories and shortage nears, questions have been raised as to what Arizona is doing in conservation. He said AMWUA cities are accomplishing a lot and there is a need to have a more visible message about water conservation and what the public can do. Mr. Tenney invited Christian Delgado, City of Phoenix Water Resources Specialist, to present on the City of Phoenix's water conservation campaign and then Carol Ward-Morris to present an update on *Water—Use It Wisely* and AMWUA's efforts.

Mr. Delgado shared a presentation overviewing the City of Phoenix's Water Conservation Campaign. He said the City's objective is to educate its residents on what it has been doing to prepare for shortage and the importance of ongoing water conservation. He added

that the City plans to do outreach efforts including radio, print and digital buys, billboards, strategic signage, social media advertisements, and partnering its PHX Water Smart brand with the *Water—Use It Wisely* campaign to increase visibility. Mr. Delgado also reviewed Phoenix’s continuous efforts including educational videos, workshops for residents, Spanish language efforts, Phoenix’s Green Business program, and more.

Ms. Ward-Morris discussed that despite ongoing drought and shortages on the Colorado River, the AMWUA members have sufficient supplies to meet demand and do not need to drive additional demand reductions at this time. She said the AMWUA cities recognize the need to reinforce the culture of conservation and to engage and encourage residents to keep up the effort. She explained that one of the challenges we face is that people tend to equate conservation with restrictions and wonder why we aren’t limiting the amount of water they can use. She said residents and businesses may not realize that restrictions are not necessary because we have been taking measured steps, day after day, year after year, to be increasingly efficient. She stated that these efforts have been driven by smart policy, by investment from the cities in professional staff and programs tailored to their communities, and by residents and businesses.

Ms. Ward-Morris reviewed the *Water—Use It Wisely* campaign, our regional water conservation campaign, which was launched by Mesa, Phoenix, and Scottsdale twenty years ago and has since been adopted by 38 Arizona partners and 400 partners nationwide. She said the campaign was based on market research undertaken by AMWUA that discovered residents don’t want to be told to conserve, but *how* to conservation. She also noted that research AMWUA undertook in 2007, found that residents familiar with the campaign have a much higher degree of confidence in their city’s water management efforts.

Ms. Ward-Morris described the incredible benefit of the City of Phoenix’s water conservation campaign partnering with elements of the *Water—Use It Wisely* campaign, as *Water—Use It Wisely*’s funding is limited. She stated that much of *Water—Use It Wisely*’s current budget is being focused on new creative and a traditional media buy that will launch January 7th, be split between January and early February, and then again in late March. She noted that digital advertising and social media will begin ramping up in advance of that and will continue through April. She stated that all *Water—Use It Wisely* partners have access to the campaign’s materials and are encouraged to utilize them however possible within their communities.

Ms. Ward-Morris reviewed *Water—Use It Wisely*’s new creative material: two thirty-second spots, two fifteen-second spots, eight short-looping animated videos for use on social media, and eight static banner images. She said as the material is finalized, AMWUA will be loading them into its digital asset management system for the partner staffs to access. She noted that some of the material will be translated in Spanish and additional collateral will be created specifically for the major social media platforms. She then previewed the two thirty-second videos for the AMWUA Management Board.

Ms. Ward-Morris thanked the *Water—Use It Wisely* Steering Committee members who have been working very hard to get messaging ramped up, and the City of Phoenix for the investment they are making in their campaign and for cross branding with *Water—Use It Wisely*. She also noted appreciation for ADWR's increased contribution to the campaign. She said the *Water—Use It Wisely* campaign is a very important part of our strategy as we face shortage, not just in the near term, but for the next several years.

Ms. Peters emphasized that the City of Phoenix partners with the *Water—Use It Wisely* campaign because it is very effective, well-known, and respected. She said Phoenix is making its water conservation campaign investment not only to give residents information about how to conserve, but to explain to them and visitors what Phoenix has already done in the field.

Ms. Ferris stated that she fields a lot of questions from reporters all over the country. She said it would be very helpful to have a one-page document of important conservation facts and figures pertaining to the AMWUA cities to share with reporters and with legislators. Ms. Ward-Morris said such a document exists and was discussed with AMWUA's Conservation Committee last week about updating the information with the members' communications staffs.

5. [AMWUA's 50th Anniversary](#)

Mr. Tenney reported that 2019 marks AMWUA's 50th anniversary. He said AMWUA would like to use its 50th anniversary as a platform to highlight its accomplishments and continued efforts to facilitate, educate, collaborate, and advocate on water issues for its members. He stated that AMWUA has brainstormed several potential approaches to celebrate its 50 years, including: presenting to each of its member's city councils, publishing anniversary blogs on the AMWUA website, and hosting a breakfast for Legislators to discuss water issues. Mr. Tenney then asked for the AMWUA Management Board member's feedback.

Mr. Biesemeyer said it's important to celebrate AMWUA's 50th anniversary and the timing couldn't be better. He welcomed Mr. Tenney to come present to Scottsdale's City Council.

Mr. Setovich commended AMWUA's reputation as an authority on Arizona water information.

6. [Recommendation for 2019 Management Board Chair and Vice-Chair](#)

On behalf of the Nominating Committee (Mr. Artz, Mr. Biesemeyer, and Ms. Peters), Ms. Peters announced that the Nominating Committee is in agreement to recommend Mr. John Knudson, Chandler, as Chair, and Mr. Javier Setovich, Goodyear, as Vice-Chair to the AMWUA Management Board for 2019.

Upon a motion by Ms. Rosenthal, and a second by Mr. Johnson, the AMWUA Management Board unanimously approved the Nominating Committee's recommendation of Mr. John Knudson, Chandler, to serve as Chair, and Mr. Javier Setovich, Goodyear, to serve as Vice-Chair to the AMWUA Management Board for 2019.

C. Management Board Members' Updates

The Management Board members were invited to report on water activities in their city/town.

Goodyear: Mr. Setovich reported that the City of Goodyear is reaching an important milestone in the design of its future surface water treatment facility. He said water is expected in the facility in December 2021.

Phoenix: Ms. Peters thanked the City of Mesa for its cooperation with the City of Phoenix to rehab the Val Vista transmission main. She also said the Phoenix City Council will consider the utility rate recommendation later this afternoon.

Glendale: Mr. Johnson thanked the cities of Peoria and Phoenix for joint efforts in interconnection discussions. Mr. Biesemeyer noted that AMWUA's platform helps these types of relationships go smoothly.

D. Executive Director's Report

Mr. Tenney reported that AMWUA staff has been working closely with its members' intergov staffs on DCP and in preparation for next year's legislative session. He said AMWUA will host an Intergov meeting next Monday.

Mr. Tenney stated that the December AMWUA Board of Directors meeting will be held next Thursday due to the holidays.

E. Future Agenda Items

Mr. Biesemeyer and Mr. Tenney discussed that Gina Kirklin, City of Scottsdale Enterprise and Finance Director, will present to the AMWUA Management Board in January on Scottsdale's budgeting and preparing for financial impacts due to shortage.

Mr. Knudson requested that a representative from the CAP present to the AMWUA Management Board on the Salt River Siphon Outage.

F. Adjournment

Upon a motion by Ms. Peters and a second, Mr. Knudson unanimously adjourned the meeting at 11:04 a.m.