



**BOARD OF DIRECTORS**  
**MEETING MINUTES**  
**December 20, 2018**

**VOTING MEMBERS PRESENT**

Mayor Jim Lane, President, Scottsdale  
Councilmember Eddie Cook, Vice President, Gilbert  
Vice Mayor Lauren Kuby, Tempe  
Councilmember Sheri Lauritano, Goodyear  
Vice Mayor René Lopez, Chandler  
Councilmember Bart Turner, Glendale  
Mayor Thelda Williams, Phoenix

**VOTING MEMBERS NOT PRESENT**

Mayor Cathy Carlat, Secretary-Treasurer, Peoria  
Councilmember Pat Dennis, Avondale  
Councilmember Kevin Thompson, Mesa

**OTHERS PRESENT**

Patrick J. Adams, AMWUA	Ryan Lee, Glendale
Gretchen Baumgardner, Tempe	Ian Linssen, Mesa
Anthony Beckham, SRP	Frank Milam, Phoenix
Rob Bohr, Goodyear	Stuart Peckham, SRP
Gregg Capps, Chandler	Ryan Peters, Chandler
Gina Conrow, Phoenix	Diana Piña, AMWUA
Christian Delgado, Phoenix	Alex Ponikvar, ASU Law
Yesenia Dhott, Phoenix	John Raeder, Goodyear
Kathy Ferris, AMWUA	Tony Staffaroni, CAP
Brett Fleck, AMWUA	Warren Tenney, AMWUA
David Iwanski, AZ Water Association	Heather Turrentine, Gilbert
Sam Jaskolski, AMWUA	Carol Ward-Morris, AMWUA
Pat Kossan, AMWUA	

## A. Call to Order

Mayor Lane called the meeting to order at 11:01 a.m.

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

### 1. Approval of the Minutes from the November 29, 2018 Meeting

Upon a motion by Councilmember Cook and a second by Councilmember Lauritano, the AMWUA Board of Directors unanimously approved the November 29, 2018 meeting minutes.

### 2. Next meeting scheduled: Thursday, January 24, 2019, 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 DCP Steering Committee. He reviewed DCP progress thus far and that the AMWUA Board of Directors unanimously approved AMWUA's position of being in support of the Arizona DCP Implementation framework at its November 29th meeting. He reported that since then, the Central Arizona Water Conservation District (CAWCD) Board, the Governor, and many stakeholders have voiced support for the plan.

Mr. Tenney discussed that the Arizona DCP Implementation Plan is a delicate compromise that provides Ag mitigation, Non-Indian Agriculture (NIA) mitigation, and protection for Lake Mead. He then reviewed the details of the plan: mitigation, Intentionally Created Surplus (ICS) Offset Plan, balancing Lake Mead, and Municipal and Industrial (M&I) contributions. He stated that the 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 by January 31<sup>st</sup>, the deadline United States Bureau of Reclamation (Reclamation) Commissioner Burman set for Arizona to settle DCP before the federal government steps in and sets a plan for Arizona.

Vice Mayor Lopez, Mayor Lane, and Mr. Tenney discussed Pinal Ag's positions on DCP and Reclamation's position to protect the river basin system.

Vice Mayor Lopez, Mayor Lane, Mr. Tenney, and Ms. Ferris discussed the logistics of meeting the January 31<sup>st</sup> deadline and the DCP agreements, both interstate and intrastate.

#### 4. 2019 Legislative Session

Mayor Lane and Mr. Aarons discussed the importance of passing DCP, protecting Lake Mead, the need to educate legislators on water issues, and legislative strategy.

Mr. Tenney reviewed some of AMWUA's legislative efforts, including informational handouts and working with its members' intergov staffs to coordinate efforts.

Vice Mayor Lopez, Mr. Tenney, and Councilmember Lauritano discussed the January 31<sup>st</sup> deadline.

Councilmember Turner, Mayor Lane, Councilmember Cook, and Mr. Tenney discussed Pinal Ag's interests, positions, and groundwater infrastructure.

Vice Mayor Kuby stated that it would be a good idea for AMWUA and its members to spread a positive message about their water efforts. Mayor Lane agreed.

#### 5. 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.

Vice Mayor Lopez and Mr. Delgado discussed that the City of Phoenix partners with its local school districts to host water festivals and educate students.

In response to a question from Councilmember Turner, Mr. Delgado stated that the Phoenix Water Smart public service announcement videos are available on YouTube and other cities will be able to share them, though they will not be representative of other cities' water portfolios.

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 7<sup>th</sup>, 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 reported that last week, AMWUA convened a meeting of communications and conservation staffs from the AMWUA membership, water agencies, and the *Water—Use It Wisely* partners to discuss communications and messaging efforts. She said the meeting was productive and will reconvene periodically as things evolve to continue coordinating, particularly ahead of Reclamation's April 24-month study.

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.

Vice Mayor Lopez suggested posting throwback *Water—Use It Wisely* campaigns to reinforce that Arizona does not currently have water restrictions due to all of the efforts and planning years ago.

#### 6. AMWUA's 50<sup>th</sup> 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 on January 30<sup>th</sup> for Legislators to discuss water issues. Mr. Tenney then asked for the AMWUA Board of Directors' feedback.

Mayor Lane was supportive of the potential approaches to celebrate AMWUA's 50<sup>th</sup> anniversary.

Councilmember Turner suggested including previous AMWUA Board of Directors members as well as seeking additional funding for anniversary events from sponsors.

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

Mr. Tenney recognized and thanked Ms. Pat Kossan for all of her hard work over the past five years as AMWUA's communications consultant as she retires at the end of December.

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

There were no requests for future agenda items.

#### **E. Adjournment**

Upon a motion by Councilmember Turner and a second by Vice Mayor Kuby, Mayor Lane unanimously adjourned the meeting at 12:44 p.m.