



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

**ARIZONA MUNICIPAL WATER USERS ASSOCIATION
MANAGEMENT BOARD**

MEETING NOTICE AND AGENDA

Wednesday, October 10, 2018 – 10:00 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 12, 2018 Meeting
2. Schedule Next Meeting Date: Wednesday, November 14, 2018, 10:00 a.m.
3. Status of Lower Basin Drought Contingency Plan and DCP Steering Committee
4. Agenda for 2019 Legislative Session
5. Communications Efforts & Communications Specialist Position

C. Management Board Members' Updates

D. Executive Director's Report

E. Future Agenda Items

F. Adjournment

*The order of the agenda may be altered or changed by the AMWUA Management Board. Members of the AMWUA Management Board 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, or by request.

Arizona Municipal Water Users Association

MANAGEMENT BOARD

MEETING MINUTES

September 12, 2018

VOTING MEMBERS PRESENT

Mr. Kevin Artz, Avondale, Chairman
Mr. John Knudson, Chandler, Vice Chairman
Ms. Gretchen Baumgardner for Ms. Holly Rosenthal, Tempe
Mr. David Burks, Peoria
Ms. Cynthia Campbell for Ms. Karen Peters, Phoenix
Mr. Craig Johnson, Glendale
Ms. Jessica Marlow, Gilbert
Mr. Kevin Rose for Mr. Brian Biesemeyer, Scottsdale
Mr. Javier Setovich, Goodyear
Mr. Jake West, Mesa

OTHERS PRESENT

Patrick J. Adams, AMWUA	Pat Kossan, AMWUA
Anthony Beckham, SRP	Laura Magnus, The Aarons Co.
Jessica Blazina, Avondale	Stuart Peckham, SRP
Gregg Capps, Chandler	Diana Piña, AMWUA
Brian Draper, Mesa	Kathy Rall, Scottsdale
Alan Dulaney, Peoria	Tony Staffaroni, CAP
Kathy Ferris, AMWUA via phone	Drew Swieczkowski, Glendale
Brett Fleck, AMWUA	Warren Tenney, AMWUA
Lacey James, Avondale	Carol Ward-Morris, AMWUA
Sam Jaskolski, AMWUA	

A. Call to Order

Mr. Artz called the meeting to order at 10:01 a.m.

B. General Business – Items for Discussion and Possible Action

1. Approval of the Minutes from the August 8, 2018 Meeting

Upon a motion by Mr. Johnson and a second by Mr. West, the AMWUA Management Board unanimously approved the August 8, 2018 meeting minutes.

2. Next meeting scheduled: Wednesday, October 10, 2018, 10:00 a.m., in the AMWUA office

Upon a motion by Mr. Setovich and a second by Mr. Rose, the AMWUA Management Board unanimously scheduled the next AMWUA Management Board meeting for Wednesday, October 10, 2018, at 10:00 a.m. in the AMWUA office.

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

Mr. Tenney reported that the AMWUA Board of Directors voted to send a letter to the Arizona Department of Water Resources (ADWR) and the Central Arizona Project (CAP) regarding the exclusion of AMWUA from the Drought Contingency Plan (DCP) Steering Committee.

Mr. Tenney reviewed a presentation on the current status of the Lower Basin DCP. He discussed that the U.S. Bureau of Reclamation's August 24-Month Study projected no shortage declaration in 2019, though there was increased probability of shortage that would impact municipalities in 2020.

Mr. Tenney stated that the DCP Steering Committee has held three meetings to date and the fourth meeting will be held tomorrow. He said the Steering Committee has formed two working groups: CAP Ag Mitigation Working Group and Tribal Intentionally Created Surplus (ICS) Working Group.

Mr. Tenney reviewed graphics showing the cuts to the priority pools under the 2007 Interim Shortage Sharing Guidelines in comparison to the cuts under the Lower Basin DCP. He then discussed potential framework to use tools including Lake Pleasant, existing and anticipated CAP ICS, compensated system conservation, Tribal ICS, underground storage facility (USF) to groundwater savings facility (GSF), and groundwater and infrastructure development.

Mr. Setovich stated that the City of Goodyear voiced an opinion on some of those tools and brought up the idea of using groundwater because Ag will not have surface water available in the future. He said there were some positive responses from the group, so the next step is for the team to conceptualize what that solution would look like.

Ms. Campbell discussed legal issues surrounding compensated system conservation and CAP priority pools.

Mr. Tenney reviewed Ag mitigation framework questions including: full vs. partial mitigation, mitigation volumes, fixed vs. annual, and commitments for water and funding. He then shared a graphic comparing straight priority cuts and reductions and mitigation under implementing the Lower Basin DCP in Arizona. Mr. Tenney shared thoughts on Ag mitigation and asked the AMWUA Management Board for their feedback.

Mr. Setovich agreed with Mr. Tenney that if the right tools are implemented, Ag mitigation would be feasible. Mr. Setovich said if we focus on Ag mitigation only, there could be a solution ahead of us, but going beyond that would be very difficult to find a solution that involves city contributions.

Mr. Tenney asked if any of the AMWUA Management Board members believe ICS or existing CAP ICS should be considered as a tool for Ag mitigation. The AMWUA Management Board members discussed issues and questions surrounding ICS. There was general sentiment among the AMWUA members of not being supportive of using CAP ICS as an Ag mitigation tool.

Mr. Tenney asked for feedback on potentially discussing Ag mitigation in second tier shortage. With no responses, Mr. Tenney stated that AMWUA would emphasize addressing first tier shortage and that going beyond that would be problematic. There were no disagreements.

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

Ms. James and Ms. Campbell co-presented on the two intergovernmental agreements (IGAs) between the City of Avondale and the City of Phoenix. They explained that these IGAs demonstrate regional water solutions that enhance each other's water systems by providing Phoenix a way to store more of its water and Avondale another way to put its Colorado River to use.

Ms. Baumgardner commended the efforts and asked if the IGA details communication between the two cities regarding the interconnect and peaking or stresses on the distribution systems. Ms. James said communication between the two cities' operations was one of the most important things that they looked at.

Mr. Tenney commented that throughout AMWUA's history there have been many positive partnerships between the Association's members and this is another great example of that collaboration.

C. Management Board Members' Updates

There were no member updates shared.

D. 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 training 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 Exhibition, an event which draws more than 1,000 participants across the country and 21 foreign nations.

Mr. Tenney introduced Patrick Adams, AMWUA's new water policy analyst.

E. Future Agenda Items

There were no requests for future agenda items.

F. Adjournment

With no further items to discuss, upon a motion by Mr. Johnson and a second by Mr. Burks, Mr. Artz unanimously adjourned the meeting at 10:57 a.m.

MANAGEMENT BOARD

INFORMATION SUMMARY

October 10, 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 five 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.

Mitigation for Pinal Ag is the key issue to resolve. The Arizona Department of Water Resources (ADWR) and the Central Arizona Water Conservation District (CAWCD) are continuing to pursue a mitigation framework that includes tools to reduce the impact of proposed DCP cuts to the Pinal Ag water users. Those tools include:

- Using Colorado River water stored in Lake Pleasant from prior years
- Using Central Arizona Project (CAP) ICS currently in Lake Mead
- Compensate higher-priority users to reduce orders as contribution to shortage reductions
- Redirection of storage from Underground Storage Facilities (USF) to Groundwater Storage Facilities (GSF) i.e., irrigation districts and increase storage in Pinal GSFs
- Finance local groundwater rights development and infrastructure

AMWUA has expressed concerns with this framework including the logic of using existing ICS water when Lake Mead is stressed, requesting NIA subcontractors to sign a waiver of their delivery rights under the priority system, and not keeping the focus on mitigating agriculture within a Tier 1 shortage.

AMWUA staff plans to 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 Management Board 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.

MANAGEMENT BOARD
INFORMATION SUMMARY
October 10, 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 the 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 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

It is recommended that the AMWUA Management Board discuss the proposed agenda for the 2019 legislative session.

It is requested that the Management Board recommend to the AMWUA Board that they 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.

MANAGEMENT BOARD
INFORMATION SUMMARY
October 10, 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 ADWR, SRP, 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

The AMWUA Management Board is requested to consider making a recommendation to the AMWUA Board to 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. 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.