

REGULAR MEETING OF THE LEGISLATIVE AND PUBLIC INFORMATION COMMITTEE
61750 CHOLLITA ROAD, JOSHUA TREE, CA 92252
WEDNESDAY, December 16, 2020, 9:30 AM

MINUTES

1. CALL TO ORDER at 9:39AM

(1) In Attendance (Via Zoom):

- 1) Director Tom Floen, V.P. Unger, GM Ban, K. Radnich
- 2) CAC Members: Barbara Delph
- 3) Staff: Jim Corbin
- 4) Public: Dawn Davis, Jane Jarlsberg, Barb Delph, Stacy Doolittle

2. APPROVAL OF AGENDA

- (1) Approved: Director Floen (1st) / V.P. Unger (2nd)

3. PUBLIC COMMENT

- (1) Dawn Davis (resident on Morningside and Sunset) attended. She addressed a complaint of noise coming off the nearby JBWD (District Office) generator routinely during hours of sleep. Jim Corbin assured her he would look into it and resolve the problem.

4. APPROVAL OF DRAFT MINUTES from April 1st, 2020

- (1) Approved: Director Floen (1st) / V.P. Unger (2nd)

5. LEGISLATIVE REPORT – Vice President Unger/Director Floen

- (1) V.P. Unger did not have any new legislative information. She did reference and speak on our continued COVID-19 compliance efforts. GM Ban shared that we had several field staff report exposure to the virus. All necessary protocols were activated to protect the staff (and District.).
- (2) V.P. Unger gave a brief report on her ACWA attendance. She shared how utilizing alternate technology/communication tools (videos, i.e.) have been the favored outreach tool.

6. PUBLIC INFORMATION & OUTREACH REPORT – Kathleen Radnich

(1) District Tours Grant via MWA/AWAC

- 1) Radnich reported on tentative approval to divert the MWA Grant Tour bus monies towards creating a tour video.

(2) W.E.D. Grant

- 1) Radnich shared that W.E.D. will again be postponed due to COVID. A plant sale will still be held in its place, and the grant monies will fund the promotion of this.

(3) BLM Grant

- 1) All signs are installed. Three (installed) arrived damaged. The company is replacing them at no cost. We will install them shortly after arrival.
- 2) The balance of the grant to be executed is the promotion of, and the execution of the plant sale and one more Wildcrafting course. Thereafter, what remains are the final reports.

- 3) A 13th sign may be considered (and paid for by JTNP) on Invasive Plants. Their proceed funds would be diverted from the Fall 2020 and coming Spring 2021 Plant Sales to cover the expense.
- (4) Swamp Cooler Study
 - 1) The report is in limbo. I have been told delays were caused by a computer hard drive failing that had the raw data on it. They were optimistic it could be recovered.
- (5) Farmers' Market Update
 - 1) December's theme is "Water Holiday Gifts that Keep Giving."
 - 2) Customers appreciate our presence (due to no lobby CS access).
- (6) General Radio Promotion Status
 - 1) We have engaged services this past 6 months with Z107. These funds were not from any grant. Z107 is pushing us to commit to a 1 year contract. Radnich is not comfortable with funding this expense at this time. V.P. Unger emphasized the cost for radio ads was very pricey.
 - 2) Radnich explained the plans to utilize Z107 for "targeted" campaigns, of which grant funds were already set aside for Spring's plant sale.
 - 3) The group discussed inquiring for potential "deals" were we to attempt a year-round campaign. Radnich said she would look into it, and report back at the next meeting.
- (7) Tier Drop Newsletter
 - 1) Radnich shared the topics to be covered in the December Tier Drop newsletter, and a few being planned for January, as well. She encouraged topics of interest to be sent to her from the committee for future consideration.
- (8) 2021 Workshops
 - 1) Aside from the late spring Wildcrafting course, one class (to date) has been slated (date TBD, but probably February) and that is, "Desert Edible Gardening." The course would be provided by the Mojave Desert Regional Conservation District and AWAC.
- (9) United Way of the Desert
 - 1) UWD came up on the last Saturday of November to do personal "intakes" for our low-income assistance program. This opportunity was promoted on Social Media, in our November Tier Drop newsletter and on Z107 radio. Only four individuals took advantage of it.
 - 2) The committee questioned why (with a whole month of promotion) we had so little "takers?". Radnich felt much had to do with the fact that many are taking advantage of the fact there is no sense of urgency since we cannot disconnect their water due to COVID rules. GM Ban supported this theory.

7. STAFF REPORT – GM Ban

- (1) GM Ban gave an update on Well 14. DWR took 8 months to approve the 4-log treatment. The well is about 450 ft. deep, and the seepage pit goes about 40ft. down. The CIRP crew has been splitting time on this project and on setting up for the Tilford Pipe installation project.
- (2) GM Ban confirmed the Auto camp broke ground on the corner of Verbena and Sunburst.

8. FUTURE AGENDA ITEMS: (none)

9. NEXT MEETING DATE – February 3, 2021.

10. ADJOURNMENT: 10:30 AM

Respectfully Submitted,



Kathleen J. Radnich