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JOSHUA BASIN WATER DISTRICT
REGULAR MEETING OF THE CITIZENS ADVISORY COMMITTEE
TUESDAY MARCH 12, 2013 7:00 PM
61750 CHOLLITA ROAD, JOSHUA TREE, CA 92252

AGENDA

1. CALL TO ORDER
2. PLEDGE OF ALLEGIANCE
3. DETERMINATION OF QUORUM
4. APPROVAL OF AGENDA
5. PUBLIC COMMENT
6. CONSENT CALENDAR
 - A. Approve Minutes of September 25, 2012 Regular Meeting of the Citizens Advisory Committee
7. GENERAL MANAGER REPORT
8. DEMONSTRATION GARDEN IMPROVEMENTS
Recommend that the Committee discuss and provide comments to the Board regarding improvements to the Demonstration Garden.
9. STRATEGIC PLANNING
10. CONFIRM DATE FOR NEXT CITIZENS ADVISORY COMMITTEE MEETING
Next meeting is scheduled for Tuesday, May 7, 2013
11. COMMITTEE COMMENTS/REPORTS
12. ADJOURNMENT

INFORMATION

During "Public Comment", please use the podium microphone. State your name and have your information prepared and be ready to provide your comments to the Committee. The District is interested and appreciates your comments. A 3-minute time limit may be imposed. Thank you.

Any person with a disability who requires accommodation in order to participate in this meeting should telephone Joshua Basin Water District at (760) 366-8438, at least 48 hours prior to the meeting to make a request for a disability-related accommodation.

Materials related to an item on this Agenda submitted to the Board of Directors after distribution of the agenda packet are available for public inspection in the District's office located at 61750 Chollita Road, Joshua Tree, California 92252 during normal business hours.

JOSHUA BASIN WATER DISTRICT
Minutes of the
REGULAR MEETING
OF THE CITIZENS ADVISORY COMMITTEE
September 25, 2012

1. **CALL TO ORDER** 7:00 PM
2. **PLEDGE OF ALLEGIANCE**
3. **DETERMINATION OF QUORUM:**
- | | |
|-----------------|---------|
| Jay St. Gaudens | Present |
| Victoria Fuller | Present |
| Penny Mason | Present |
| Karen Tracy | Present |

BOARD MEMBERS: Vice President, Mickey Luckman

STAFF PRESENT: Joe Guzzetta, General Manager
Susan Greer, Assistant General Manager/Controller

4. **APPROVAL OF AGENDA**

MSC Fuller/Tracy 4/0 to approve the agenda for the September 25, 2012 Regular Meeting of the Citizens Advisory Committee.

5. **PUBLIC COMMENT**

None.

6. **CONSENT CALENDAR**

MSC Fuller/Tracy 4/0 to approve the Consent Calendar

7. **BAD DEBT/OWNER RESPONSIBILITY**

This item was continued from the prior meeting. The CAC considered whether or not the District should continue the policy of allowing tenants to open water service rather than requiring the property owner to sign up for service. Following extensive discussion the CAC identified the following provisions for a policy:

- Do not require all property owners to take out service
- Require property owners to sign for service when multiple incidents of bad debt have been recorded for property owned by the property owner.
- Clarify that for property owners with multiple incidents of bad debt, tenants can once again sign for service after 5 years with no bad debt, or if the owner pays all prior bad debt.

MSC Fuller/Mason 3/1 (Tracy opposing) to require any property owner to take service in the property owner's name once there have been three incidents of bad debt at all properties owned by such property owner within the District; further, owners will have the opportunity to pay off all bad debt attributable to such properties after which tenants will

be allowed to take service. After five years with no bad debt at any property within the District, a property owner may request once again to allow tenants to take out service.

CAC Member Karen Tracy clarified for the record that her opposition was based on wanting all owners to take out service to reduce the amount of bad debt with a simpler administrative process.

8. DISTRICT 2012 STRATEGIC PLAN

The Board reviewed in detail the final 2012 Strategic Plan adopted by the Board of Directors, and requested that an update be given at the February CAC meeting.

9. CITIZEN ADVISORY COMMITTEE APPOINTMENT AND MEMBERSHIP GUIDELINES

The CAC reviewed final guidelines for Committee appointment and membership guidelines as approved by the Board of Directors. MSC Fuller/Tracy 4/0, to accept the approved guidelines.

10. NEXT MEETING DATE

The CAC set the next meeting for Tuesday, November 13, 2012, and requested that following meetings be on the second Tuesday of each month (or on the Tuesday, one week before the second Board meeting of the month if that is not always the second Tuesday).

11. ADJOURNMENT

The meeting was adjourned at 8:45pm.

Respectfully submitted;

Joe Guzzetta, General Manager

JOSHUA BASIN WATER DISTRICT
SUPPLEMENTAL DATA SHEET

Meeting of the Citizens Advisory Committee

March 12, 2013

Report to: Chair and Committee Members
From: Joe Guzzetta, General Manager

TOPIC: DEMONSTRATION GARDEN IMPROVEMENTS

RECOMMENDATION: That the Committee discuss and provide comments to the Board regarding improvements to the Demonstration Garden.

ANALYSIS: During the last budget \$10,000 was allocated to Demonstration Garden improvements. The Citizens Advisory Committee recommended that the District investigate using some of the money for a cloth shade structure given that the permanent shade structure designed for the Garden is expected to cost in the \$25,000 range. It was also anticipated that some of the funds would be used for signage in the Garden. The shade structure within the Garden is intended to be a place for 20 to 30 people to hear lectures or presentations about low water usage irrigation, drought resistant and native plants, water conservation practices etc.

Several months ago a small shade structure was installed outside of the Garden for employee breaks. Although the cloth sails cost only about \$1,248, the cost of properly installing the structure brought the total cost to \$4,348. We realized that a shade structure inside the garden would have to be much larger to provide adequate shade, and at a much greater cost.

Staff, the board Public Information Committee (President Luckman and Director Fuller) the Public Information Specialist, and the Water Conservation Specialist have all suggested that the \$10,000 be used for an educational program at the Garden that would provide appropriate plant and water conservation messages. Presently, there is nothing printed in the Garden to identify plants or tell the Public about the five landscape templates, the irrigation system, or other features.

Deborah Bollinger will give a presentation on the educational materials proposed for the Garden. It is also proposed that staff explore the possibility of grant funding for a permanent shade structure and gateway portals at the corner and main entrance of the Garden as designed originally by the landscape architect.



Joshua Tree Water Wise Demonstration Garden Interpretive Plan and Proposal

Prepared for:

Joshua Basin Water District

Prepared by:

Deborah Bollinger and Pat Flanagan

Revised February 7, 2013

Project Description:

Provide interpretive signs and plant identification signs for the Joshua Tree Water Wise Demonstration Gardens. The objective for the gardens is to provide homeowners with design resources that will serve as a catalyst for the installation of attractive desert-appropriate landscapes that use 1/3 the water of conventional landscapes, and encourage adoption of water-efficient landscaping early in the design build process in order to achieve the highest potential water savings at the lowest practical cost. The signs will give visitors the information they need in order to make water smart choices in their landscapes, before and after landscapes are installed.

Project Scope:

1. Interpretive Signs – Eleven 18x36 signs

- Plan creation
- Research
- Graphic design, text development, and review
- images (photos and gathered images, no original drawings)
- fabrication and installation

2. Plant Identification Signs – 52 signs (3 plants each)

- Graphic design and text development
- Plant images
- Printing, fabrication, and installation

Schedule:

Action Steps	Responsibility	Start	Finish
1 Prepare sign concepts and determine costs for budgetary purposes	Deb	2/1/12	4/1/12
2 Budget approval – by Citizens Advisory Council and Board	Staff	4/1/12	6/15/12
3 Present concepts to Public Information Committee	Deb	6/15/12	7/9/12
4 Determine cost of shade structure and budget available for signs	Deb	7/9/12	8/30/12
5 Research resources for artwork, graphic & text design	Deb	8/30/12	10/8/12
6 Prepare interpretive plan (number, messages, etc.). Incorporate PI comments.	Deb & Pat	9/10/12	10/30/12
7 Prepare proposal for PI Committee meeting on 11/12	Deb & Pat	10/30/12	11/12/12
8 Compile info needed for each sign	Deb	11/12/12	3/30/13
9 Prepare text for each sign	Pat	11/12/12	3/30/13
10 Select graphics and coordinate w/designer	Pat	3/30/13	4/30/13
11 Prepare draft signs for review (real size)	Pat	4/30/13	5/15/13
12 Sign fabrication by Fossil Industries	Deb	5/15/13	6/15/13
13 Install signs	Staff?	6/15/13	6/30/13
14			
15			
16			

Note: Items in red will be scheduled upon approval of the Interpretive Plan by the PI Committee. The entire sign development process is estimated to take 6 to 7 months from the date of approval contingent on team schedules.

Costs

1. Interpretive Signs

Description	Unit Price	Total (11 signs)
Conservation Consultant (topic research & plan)	\$0	\$0
Text and Graphic Designers	\$413	\$4540
Fabrication, signs	\$250	\$2750
Fabrication, 6 metal frames	\$200	\$1200
TOTAL		\$8490

2. Plant Identification Signs

Description	Unit Price	Total (75 Signs)
Conservation Consultant	\$0	\$0
Fabrication by Popsignage	\$112/25	\$422
Subscription to Popsignage		\$300
TOTAL		\$722

Interpretive Plan:

Introductory message signs (main ideas) – 3 signs, size varies

- 1) Where our water comes from – an illusion of abundance – (graphic: faucet turned on)
 - a. Ancient aquifers – Ice Age water (between 1950s and late 1980s down 35')
Graphic in background: Pleistocene scene
 - b. California Water Project – Aquifer recharge and storage (MWA map)
 - c. Watershed – surface water – watershed
- 2) We can live with a lot less water...starting with our landscaping (irrigation message here?)
 - a. Most of our potable water is used in the landscape, much of it is wasted due to inefficient irrigation methods and poor scheduling), selection of high water use plants
- 3) Nature can show us the way. It starts in your back yard.
 - a. Working with nature to reduce water use and work (maintenance).

Signs for individual gardens – 5 signs, each 18" x 36"

Themed gardens: Native & Wildlife, Desert Ranch, Mediterranean, Thornless, Rock Garden slope

For each individual garden sign there will be a **main message** relating to garden design followed by **water/gardening tips** relative to that garden. All garden signage will be available on the JBWD **website**. Visitors are encouraged to **take pictures**. Students (and adults) will be provided with **Observation cards*** containing questions that can only be answered by observing plants and reading the signage. When the Q & A sheet is complete students will be **rewarded** with a token water saving device.

Other Garden features: 3 signs, size not yet determined- Message determined by need

1. Riparian Area
2. Smart Irrigation
3. Attracting Wildlife (to go with Certified Wildlife Habitat sign)

*Additional educational component

APPENDIX

Fossil Industries High Pressure Laminate Signs

Popsignage Database and Templates Subscription



Niagra Falls State Park
New York State Parks



Los Angeles State Historic Park
California State Parks



Yosemite Visitors Center
National Park Services



San Luis Obispo Creek
City San Luis Obispo

Fossil is the most durable graphic made... guaranteed.

FOSSIL combines the most advanced graphic imaging with the proven durability of High Pressure Laminate. Using extreme heat and pressure, the final product is a permanent fusion of image and HPL that can never delaminate, separate, crack or peel. FOSSIL dHPL signs and murals are graffiti proof, impervious to moisture, and are extremely resistant to UV rays, scratching, impact, and cigarette burns. In fact, they're so durable we guarantee them for 10 full years. Even in the harshest conditions, the original beauty of your FOSSIL graphic will live on.

FOSSIL INDUSTRIES EXTERIOR GRADE HIGH PRESSURE LAMINATE



The screenshot shows the Popsignage website interface. At the top, there's a navigation bar with the Popsignage logo and a search bar. Below the logo, there are links for 'Login', 'How it Works', 'Pricing', 'Card Templates', 'Characteristic Icons', and 'Garden Center Banners'. The main content area is titled 'Cost effective, customized plant bench cards on demand' and features a '\$300 Annual Subscription + per card fees' offer. It includes a 'Subscriber Pricing' table, a 'NON-Subscriber Pricing' table, and sections for 'Bench Card Pricing', 'Minimum Order Charge', and 'Order Fulfillment'. The website is framed by a decorative border of purple flowers.

Subscriber Pricing

	Card Size		
	5"x7"	7"x11"	8.5"x11"
Ordered Cards	\$ 0.95	\$ 1.95	\$ 1.95
Downloading PDFs	\$ 0.25	\$ 0.45	\$ 0.45

NON-Subscriber Pricing

	Card Size		
	5"x7"	7"x11"	8.5"x11"
Ordered Cards	\$ 3.90	\$ 4.95	\$ 4.95
Downloading PDFs	\$ 2.50	\$ 3.25	\$ 3.25

All Products

- Blank Bannings
- Blank Sign Material
- Coroplast Corners
- Coroplast Signs
- Laser Printers
- Laser Toner
- Plant Icon Font
- Pot / Sign Labels
- Steel Sign Holders
- Step-Stake
- Vinyl Banners