



SPOKANE AQUIFER JOINT BOARD MEETING MINUTES

April 25, 2019

SAJB Officers:

President Jeremy Jenkins, VP Shane Sheppard, Secretary Todd Henry, Treasurer Doug Greenlund

1. CALL TO ORDER

The Board of Directors of the Spokane Aquifer Joint Board (SAJB) met in Regular Session at Modern Electric Water Company. A total of 17 attended the meeting including 10 SAJB voting representatives, 1 SAJB alternate voting representatives, 1 non-voting members, Program Manager Hanson and 4 guests. The sign-in sheet of SAJB members and guests is available upon request. The meeting was called to order at 1:34 pm.

Consideration of Regular Meeting Minutes

President Jeremy Jenkins called for any additions, corrections or deletions to the Minutes of March 28, 2019. Hearing none, Bryan St. Clair moved to approve the minutes as submitted and Lance Peterson seconded the motion. President Jenkins called for a vote and the motion carried unanimously.

2. FINANCIAL REPORT

Treasurer, Doug Greenlund presented the financial report for April 2019.

SAJB Administration Funds

The SAJB checking balance for April, 2019 is \$4,737.23.

SAJB Wellhead Implementation Plan (WIP) Funds

The Spokane County Investment Pool (Implementation) estimated balance is \$45,441.04

Administration and WIP Bill Payment Summary

The **April Bill Payment Summary** totaled \$5,489.32 paid with checks numbered 2422 through 2426. The April summary detailed SAJB Administration bills of \$0.00 and Wellhead Implementation Bills of \$2,220.25. The Program Manager Consulting Services including mileage and reimbursements for the month of April amounted to \$3,269.07.

Treasurer Greenlund reported that 20 of the 21 members have paid their dues and assessments. The one who has not yet paid has been contacted.

Those present reviewed the summary. Bruce Davidson moved to approve the April Bill Payment Summary as presented. Scott Inch seconded the motion. President Jenkins called for the vote, the motion carried unanimously.

3. OLD BUSINESS

IWAC Update – Irrigation & Landscape Standards SRF Conference Session Debrief. Here are links to the [SRF Conference Presentations](#) and the IWAC [Irrigation & Landscape Design Video](#).

Reflection, Debrief and Discussion:

- Great presentation but what are the next steps?
- Session was well attended.
- City of Liberty Lake personnel attended and took handouts.
- Have the Guidelines been discussed with irrigation designers?
- Provide a free symposium for awareness and buy-in with commercial landscapers and architects. Emphasize that it is not mandated but provides options for voluntary phase-in.
- Create a mass mailing campaign
- Start with schools and public lands by showing them the overheard view of their properties.
- The City of Spokane will check existing engineering design standards to ensure consistent messaging across the region.

2019 New Media Campaign - Ada Hargrove, owner of BlueSky Marketing, was introduced to the members. Ada detailed three important indicators to watch that will help in understanding the media campaign data: 1) Impressions Delivered, 2) Click Through Rate – the industry average is between 0.05 – 0.12%, and 3) number of New Users.

Data for the Teacher Resources campaign included: 1) 140,000 impressions delivered, 2) a click through rate of 0.23% and, 3) 1,170 new users.

Data for the Waste Directory Campaign included: 1) 21,350 impressions, 2) 0.60% click through rate, and 3) 1,893 new users. The Waste Directory campaign will be suspended from 4/21-6/1/19 due to six-week intensive campaign sponsored by the Spokane River Regional Toxics Task Force (SRRTTF). This will hopefully provide comparison data between the results of a sustained 7-month campaign and a short intense 6-week campaign. It can also provide a comparison between radio and Pandora ads, Facebook, Instagram and website banner ads.

From May 1st -June 30th the campaign will shift to EnviroCertified. July 1st – August 31st will be focused on Water Conservation. In addition to EnviroCertified and Water Conservation, the Waste Directory Campaign will resume on June 2nd and run through October 31st.

Growth Management (GMA) Steering Committee of Elected Officials Update - President Jenkins received a response to his inquiry from Kandace Watkins, a representative from Candice Mumm's office. Kandace confirmed that the water system representative must serve in an elected position. Susan McGeorge, retired General Manager of Whitworth Water District, was the previous GMASCEO representative. SAJB Members discussed possible candidates who met the elected requirement and who had the knowledge of

managing a water system. Bryan St. Clair, General Manager of Modern Electric Water Company (MEWCO), is an elected board member for Vera Water and Power. Bryan indicated that he would be willing to serve if he received approval from MEWCO.

Wellhead Implementation Plan Update – Tabled to May 23, 2019

4. NEW BUSINESS

Water Rights Pooling – Ty Wick, SAJB Past President and current Consultant for Crown West Realty, presented the idea of creating an SAJB Water Rights Pool (Pool). Ty shared examples of Pools in other locations such as the Cascade Alliance. The pool is not the same as a water bank. Purveyors with water rights in excess of their current needs could voluntarily share water with other SAJB members given all SAJB members draw water from within the SVRP aquifer boundary. This could potentially protect members' water rights that might be impacted by adjudication. Discussion followed. Ty suggested that SAJB, as a public entity, could form a joint board of control. Ty will work with the legal firm of *Wolff, Hislop and Crockett, PLLC*, and draft a resolution for consideration at the May 23, 2019 SAJB meeting.

Next Meeting Date – May 23, 2019

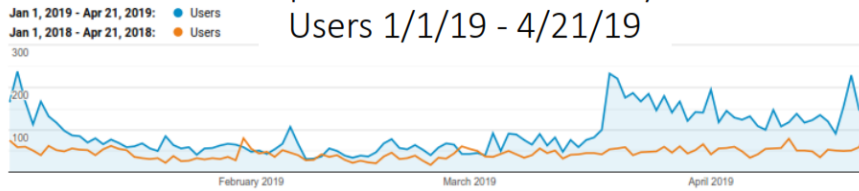
5. WELLHEAD PROGRAM IMPLEMENTATION PLAN –Program Manager's Report.

2019 Education and Awareness Events

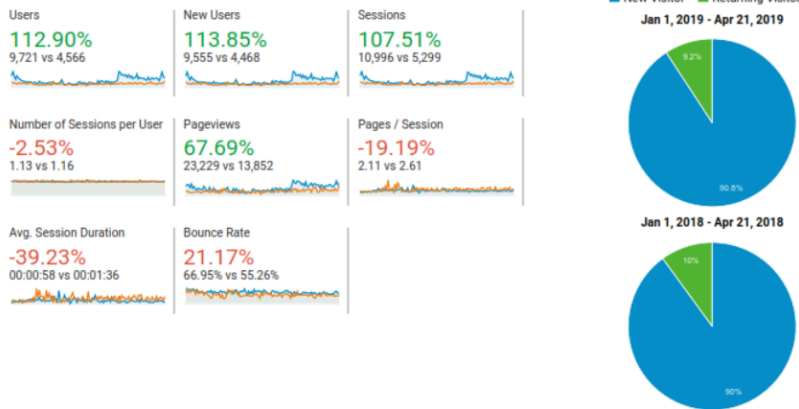
- 4/24/19 – Orchard Family Center Science Night
- 4/27/19 – Drug Take Back Event – North Spokane COPS
- 4/27/19 – Arbor Day at Finch Arboretum
- 5/18/19 – Dozer Days at Cabela's
- 5/21/19 – CDA Tribe Youth Water Summit – Judge
- 6/1/19 – Fire District 9 Wellness and Demo Day
- 6/4-6/5/19 - Mead Environmental Days at Bear Lake
- 8/17/19 – Unity in the Community
- 9/20/19 Valleyfest – Hearts of Gold Parade
- 9/21/19 Valleyfest at Mirabeau Meadows

SpokaneAquifer.org Website Updates - PM Hanson played KXLY radio and Pandora spots that will be aired in the Waste Directory Media Campaign. From 2018 to 2019 Waste Directory pageviews increased by 67.7%. Teacher resources pageviews increased by 13.5%. Below are graphs comparing 2018 and 2019 sessions and users from January 1st to April 21st. SpokaneWasteDirectory.org new users increased by 113.9% and SpokaneAquifer.org new users increased by 47.4%. To date the media campaign is very effective.

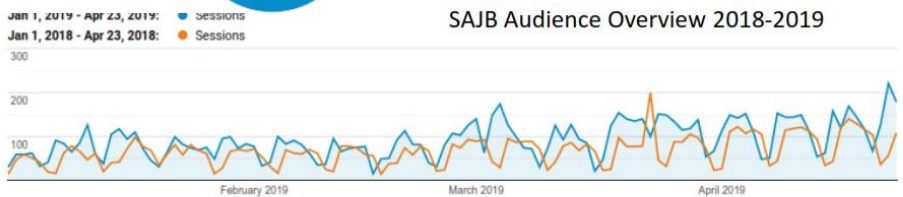
Spokane Waste Directory Users 1/1/19 - 4/21/19



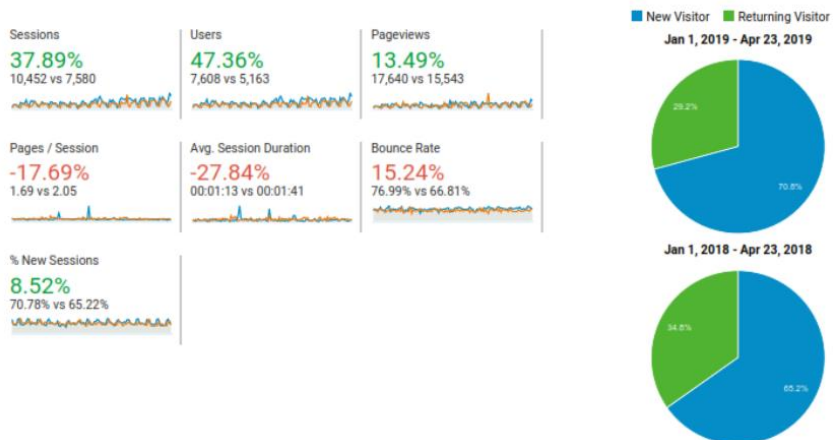
Spokane Waste Directory new users increased by 113.9%



SAJB Audience Overview 2018-2019



SpokaneAquifer.org new users increased by 47.4%



7. ADJOURN

There being no further business this 25th day of April 2019, President Jeremy Jenkins adjourned the meeting at 2:45 PM.

President Jeremy Jenkins

Vice President Shane Sheppard