



Spokane Aquifer Joint Board

December 17, 2020

1:30 pm

Zoom Meeting

In memory of
SAJB Founding President
Gregory Ty Wick
October 20, 1951
December 11, 2020

[Obituary](#)





2/24/20 Service Truck Rodeo Irrigation & Backflow Education Strand (Draft)

- 9:30 -10:30 am **Irrigation and landscape Design Standards** class
Bijay Adams and Terry Pickel
- **10:40 – 11:40 am Backflow Education and Media Campaign** class
 - Education
 - City of Spokane infographic “[Why Backflow Protection is Important](#)”
 - Risks List
 - SRC4 – [Education](#)
 - [SAJB Cross Connection Control Backflow Protection Page](#)
 - Media Campaign Blue Sky Marketing & KSPS
 - [Liberty Lake Backflow Education Video](#)
 - [IWAC Residential Video](#)
 - [City of Spokane Fire Hydrant Backflow Protection Video](#)
 - [SAJB Fire Hydrant Backflow PSA](#)

Aqua Duck New Costume – Promo Costumes

P.O. No.	Terms	Due Date	Rep	FOB	Project	Ship date
	50% deposit, Bal...	2/11/2021	Ed	Marion, OH		8-10 Weeks
Qty	Description				Rate	Total
1	Aqua Duck character head with cooling fan					0.00
1	Muscle body shirt with logo					0.00
1	Cape					0.00
1	Muscle pants w/ brief and belt					0.00
2	Character mitts - pair					0.00
1	Character shoes w/ shoe bags					0.00
1	Complete custom Aqua Duck character costume				4,200.00	4,200.00
1	Prototype Development (pattern and design changes)				250.00	250.00
1	Duffel bag				195.00	195.00
1	ProMo Pack Cooling System with gel inserts				170.00	170.00
1	Custom shipping trunk				450.00	450.00
	Optional :					
	Muscle body shirt - \$675					
	Muscle pants w/briefs and belt - \$395					
	Character feet - \$375					
	Cape logo (Aqua Duck Defender of the Aquifer) - \$275					
	Red items are not essential.					

- Total with all options \$6,985.00
- Total for minimum items \$5,270.00

BLUE SKY MARKETING

2021 BUDGET RECOMMENDATIONS

SPOKANE AQUIFER JOINT BOARD – 2021 PARTNERSHIP RECOMMENDATION

	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT
TEACHERS	1700	1700		1700					1700
TARGETED DISPLAY & RETARGETING	800	800		800					800
SOCIAL DISPLAY	900	900		900					900
BACKFLOW PROTECTION			3100			3100		3100	
TARGETED DISPLAY & RETARGETING			500			500		500	
TARGETED VIDEO DISPLAY			1500			1500		1500	
SOCIAL DISPLAY			1100			1100		1100	
WATER CONSERVATION					1300	1300	1300		
TARGETED DISPLAY & RETARGETING					600	600	600		
SOCIAL DISPLAY					700	700	700		
TOTAL: \$20,000	1700	1700	3100	1700	1300	4400	1300	3100	1700

Spokane Aquifer Joint Board
2021 DRAFT Budget 12/17/20 Actuals

REVENUE SOURCE	2020 Budget	Actual 12/17/20	2021 DRAFT Budget
Annual Income from SAJB Public Purveyors	\$131,387.36	\$132,651.68	\$132,651.68
Kaiser (Trentwood)	\$2,000.00	\$2,000.00	\$2,000.00
Honeywell	\$2,000.00	\$2,000.00	\$2,000.00
SB&IP - Crown West Realty	\$2,000.00	\$2,000.00	\$2,000.00
Uncategorized Income (IWAC)	\$2,500.00	\$2,500.00	\$2,500.00
Interest Income	\$630.00	\$699.65	\$630.00
TOTAL REVENUE	\$140,519.87	\$141,851.33	\$141,781.68

EXPENDITURES BY COMMITTEE	2020 Budget	Estimated 12/17/20	2021 DRAFT Budget
Education and Awareness	\$73,510.00	\$68,997.81	\$77,150.00
Conservation -SRF 2021 Water Conservation & Aquifer Protection Directory	\$1,000.00	\$0.00	\$5,000.00
Household Contaminant Disposal	\$0.00	\$0.00	\$2,500.00
Potential Contaminant Source Inventory (2021 is not a map/letter year)	\$11,000.00	\$6,494.44	\$7,000.00
Pro-Active Business Assistance	\$10,000.00	\$10,000.00	\$2,500.00
All Committees Shared Expenses	\$47,370.00	\$44,633.43	\$47,370.00
Unbudgeted - Approved SAJB Science Fair Extravaganza Website Hosting Fees & Design 2021 maintenance is in Education budget	\$7,601.00	\$6,942.25	\$0.00
TOTAL EXPENDITURES	\$150,481.00	\$137,067.93	\$141,520.00

FUNDS	Estimated By 12/17/20
Washington Trust Bank Checking	\$33,623.10
Spokane County Pool	\$47,010.02
Total Funds Remaining	\$80,633.12

After December Bills

Committee	Project	2020 Budget	Cost YTD 12/17/20	2021 DRAFT Budget
All	Program Manager	\$45,150.00	\$43,000.09	\$45,150.00
	Mileage	\$1,500.00	\$836.37	\$1,500.00
	Bank Fees	\$20.00	\$8.14	\$20.00
	Postage/Reimbursables	\$700.00	\$428.95	\$700.00
	Uncategorized - Laptop and software for Treasurer	\$0.00	\$359.88	\$0.00
	Idaho Purveyor Outreach - IWAC included in PM above and noted here just as an FYI. IWAC will be invoiced for all PM's work over \$1,500.	\$1,500.00	\$4,318.29	\$1,500.00
All Total		\$47,370.00	\$44,633.43	\$47,370.00

Committee	Project	2020 Budget	Cost YTD 12/17/20	2021 DRAFT Budget
Pro-Active Business Assistance	Spokane River Forum EnviroCertified Program and H2O Breakfast	\$10,000.00	\$10,000.00	\$2,500.00
Business Total		\$10,000.00	\$10,000.00	\$2,500.00

Committee	Project	2020 Budget	Cost YTD 12/17/20	2021 DRAFT Budget
Household Contaminant Disposal	Spokane River Forum Public Awareness - Waste & Recycle Directory	\$0.00	\$0.00	\$2,500.00
	Household Total	\$0.00	\$0.00	\$2,500.00

Committee	Project	2020 Budget	Cost YTD 12/17/20	2021 DRAFT Budget
Potential Contaminant Source Inventory 2021 is not a map and letter year.	Contract with Boese Water Resources. 2020 Purveyor Service Area Map update. Education & Awareness	\$10,000.00	\$5,491.57	\$7,000.00
	mailing service and postage	\$1,000.00	\$1,002.87	\$0.00
PCSI Total		\$11,000.00	\$6,494.44	\$7,000.00

Committee	Project	2020 Budget	Cost YTD 12/17/20	2021 DRAFT Budget
Conservation	2020 Sprinkler Retrofit or conservation kits.	\$1,000.00	\$0.00	\$0.00
	SRF New Water Conservation and Aquifer Protection Directory	\$0.00	\$0.00	\$5,000.00
Conservation Total		\$1,000.00	\$0.00	\$5,000.00

Committee	Project	2020 Budget	Cost YTD 12/17/20	2021 DRAFT Budget
Education	KSPS Contract	\$40,000.00	\$40,000.00	\$40,000.00
	Drippy the Water Drop - Develop & Print New Coloring Book	\$0.00	\$0.00	\$1,800.00
	2019 New Media Campaign - digital ads, social media, website and video promotion	\$20,000.00	\$20,900.00	\$20,000.00
	Graphic Design of Digital Ad Artwork	\$3,000.00	\$2,243.25	\$3,000.00
	Website Technical Assistance	\$1,500.00	\$1,471.75	\$5,000.00
	Website Hosting Fees	\$350.00	\$359.88	\$400.00
	New AD Costume - ProMo Costumes also made the original costume.			\$5,915.00
	AD Costume & tablecloth Cleaning	\$270.00	\$153.93	\$160.00
	AD Performances	\$1,200.00	\$142.50	\$500.00
	Updated Display Booth	\$0.00	\$277.70	\$0.00
	2020 Giveaways: pencils (1500), pens(1,000)	\$1,200.00	\$0.00	\$0.00
	Comics #3, #7, #8, Reprinting 2,500 each	\$3,000.00	\$3,298.80	\$0.00
	Aquifer Folders 5,000	\$2,500.00	\$0.00	\$0.00
	Ice Age Floods Institute	\$50.00	\$0.00	\$50.00
	Ground Water Foundation	\$150.00	\$150.00	\$150.00
	Booth - Millwood Daze	\$50.00	\$0.00	\$50.00
	Booth -Unity Community	\$75.00	\$0.00	\$75.00
	Booth - Interstate Fair	\$75.00	\$0.00	\$0.00
	Booth - Earth Day	\$40.00	\$0.00	\$0.00
	Booth -Valley Fest	\$50.00	\$0.00	\$50.00
Education Total		\$73,510.00	\$68,997.81	\$77,150.00
WIP	Committee Expenditures Totals	\$142,880.00	\$130,125.68	\$141,520.00

**Aqua Duck
Costume**

Total with all options
\$6,985.00
Total for minimum items
\$5,270.00



**Wellhead
Implementation
Program Manager's Report**

December 17, 2020



AQUIFER OUTREACH & EDUCATION PARTNERSHIP

2020 Report

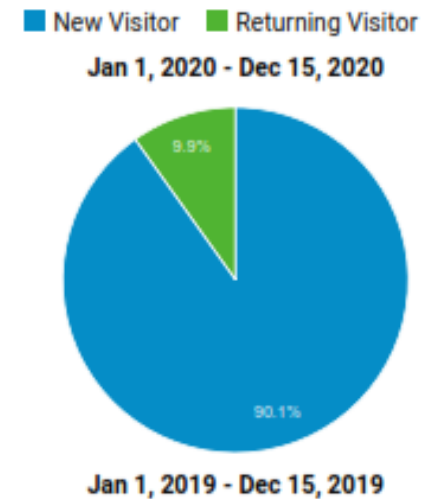
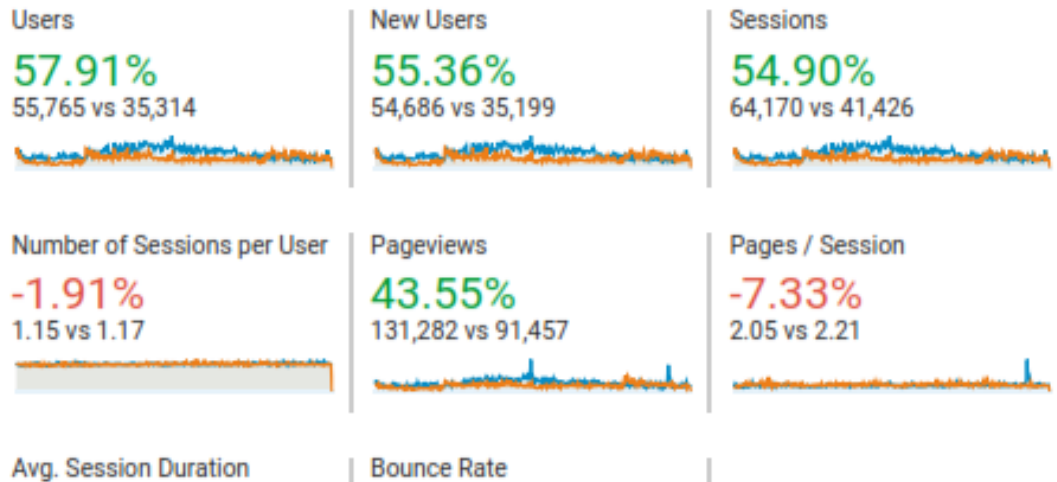
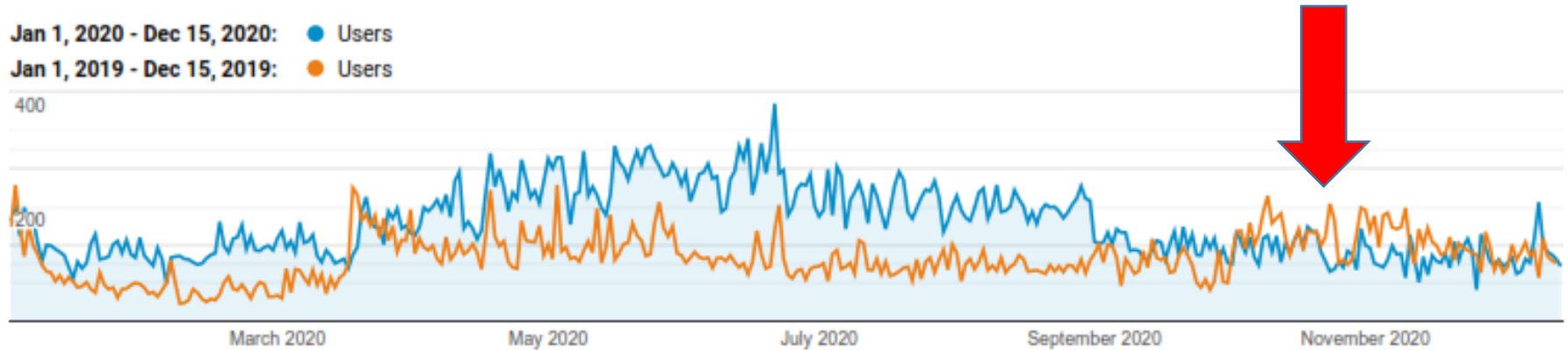
Feb 1, 2020 - Jan 31, 2020

December 17, 2020

Dawn Bayman

Spokane Kootenai Waste & Recycle Directory Relunched November 1, 2020

SRF estimates Google will take 6 months to re-establish search algorithms.





VIRTUAL SCIENCE FAIR

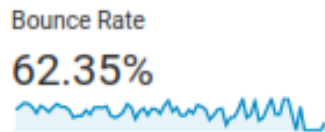
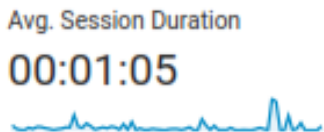
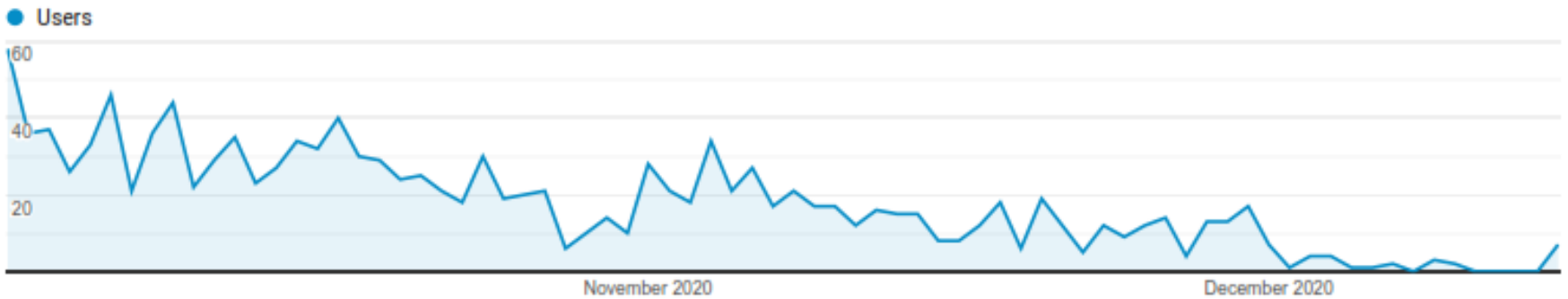
Open to all!
extravaganza

SAJB

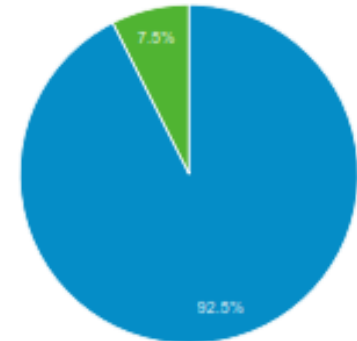
VISIT NOW!

www.sajblearning.org

10/1/20
to
12/15/20



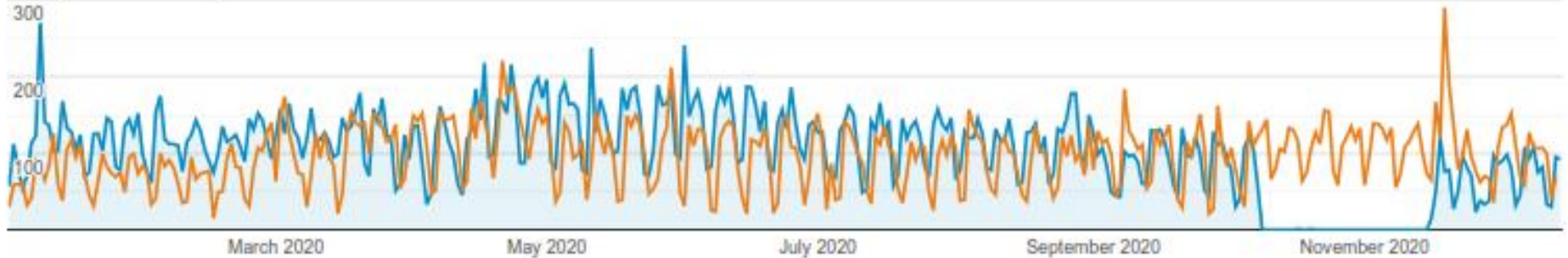
■ New Visitor ■ Returning Visitor



1/1/ to 12/15 2019 compared to 2020

Jan 1, 2020 - Dec 15, 2020: ● Sessions

Jan 1, 2019 - Dec 15, 2019: ● Sessions



Sessions

5.20%

35,950 vs 34,174



Users

5.20%

23,908 vs 22,726



Pageviews

-0.56%

55,176 vs 55,487



Pages / Session

-5.47%

1.53 vs 1.62



Avg. Session Duration

-6.50%

00:01:04 vs 00:01:08



Bounce Rate

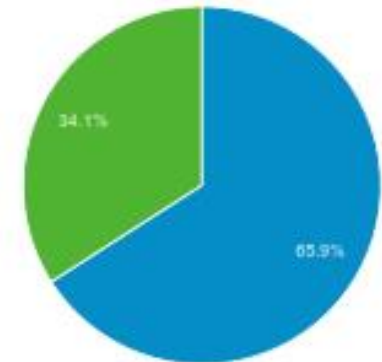
0.39%

77.97% vs 77.67%

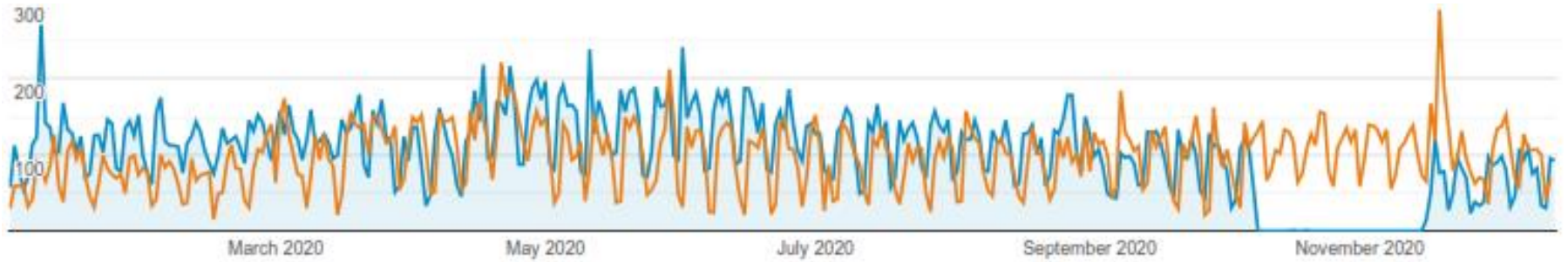


■ New Visitor ■ Returning Visitor

Jan 1, 2020 - Dec 15, 2020



2020



Year	Sessions	Users	Pageviews
2019	34,714	22,726	55,487
2020	35,950	23,908	55,176
% increase	5.20%	5.20%	-0.56%

10/7-11/20/19	5,170	3,930	7,842
Est. 2020	41,120	27,838	63,018
Est % increase	18.50%	22.50%	13.57%

Happy Holidays



See You
January 28,
2021