



FEBRUARY 13, 2019
WATER CONSERVATION AND DROUGHT MANAGEMENT
ADVISORY BOARD
REGULAR MEETING 2:00 P.M.

City Council Chambers
217 East Center Street
Moab, Utah 84532

1. Call To Order
2. Approval Of Minutes
 - 2.I. January 9, 2019 Meeting

Documents:

[WATER BOARD MINUTES 2019-01-09 DRAFT.PDF](#)

3. Citizens To Be Heard
4. Other Business

- 4.I. Election Of Officers

Possible Action to Elect Chair and Vice-Chair for 2019.

- 4.II. Outdoor Watering Campaign

Possible Action to Approve Outdoor Watering Campaign materials.

Documents:

[WATERING CAMPAIGN DRAFT.PDF](#)
[SUGGESTED WEB LINKS FOR THE IRRIGATION EDUCATION INITIATIVE.PDF](#)

- 4.III. Water Conservation Budget Requests

Possible action to formalize funding requests the Water Board has for the 2019-2020 year including publications, workshops or travel.

5. Board And Staff Reports
6. Adjournment

In compliance with the Americans with Disabilities Act, individuals needing special accommodations during this meeting should notify the Recorder's Office at 217 East Center Street, Moab, Utah 84532; or phone (435) 259-5121 at least three (3) working days prior to the meeting. Check our website for updates at: www.moabcity.org

MOAB CITY
WATER CONSERVATION AND DROUGHT MANAGEMENT ADVISORY BOARD
REGULAR MEETING MINUTES--DRAFT
January 9, 2019

Regular Meeting Called to Order & Attendance: The Moab City Water Conservation and Drought Management Advisory Board held its Regular Meeting on the above date in the Council Chambers at the Moab City Center, located at 217 East Center Street, Moab, Utah. A recording of the meeting is archived at <http://www.utah.gov/pmn/index.html>. Board Chair Arne Hultquist called the Meeting to order at 2:32 PM. In attendance were board members Kara Dohrenwend, John Gould, Denver Perkins, Kyle Bailey, and Mike Duncan, whose term had expired. Board member Jeremy Lynch was absent. Also in attendance were City Parks Superintendent Mike Huts, Public Works Director Pat Dean, Project Specialist Eve Tallman, Sustainability Director Rosemarie Russo and Communications and Engagement Manager Lisa Church. Dana Van Horn of the Grand Water and Sewer Services Agency (GWSSA) and three members of the public and press also attended.

Approval of Minutes: Perkins moved to approve the minutes of the November 14, 2018 meeting. Dohrenwend seconded the motion. The motion carried 5-0 aye, with Board members Bailey, Perkins, Hultquist, Dohrenwend and Gould voting aye.

Citizens to be Heard: Van Horn reported that the GWSSA voted to purchase more than 250 acre-feet (AF) of groundwater rights from the Beeman family with the intention of diversion to irrigation purposes. She added that GWSSA had purchased the Beeman and Corbin wells in approximately 2010 for the same purpose. She added the water has not been in use and she cautioned about protesting the State Engineer's decision. Discussion ensued about the Natural Resources Conservation Service (NRCS) projections for the area in the 12th percentile, the stability of the GWSSA wells, and the City's spring flows.

Outdoor Watering Educational Campaign and Work Plan:

Boardmembers and guests discussed a planned outdoor watering educational campaign. March was determined to be the month for the rollout of the plan. The Water Board, City Staff, GWSSA, the Moab Irrigation Company (MIC), Parks Department and Public Works were represented. The following formats were mentioned as possibilities for conveying the watering campaign message: resident or business challenge; box ad in the newspapers; direct mailings; radio public service announcements (PSAs); City billing inserts; a column in *Moab Happenings*; social media including Facebook; video; *Ad-Vertiser* PSAs and newspaper sidebars. Dohrenwend stated she did not envision a challenge. Content for the year's work plan was presented tentatively as irrigation in the Spring; water facts and the United States Geological Survey (USGS) Study in Summer; Stormwater in Fall and Rainfall & water supply statistics in the fourth quarter.

Examples of content for the irrigation program included a link to the state water data and water conservation information, offerings from the Utah State University (USU) Extension, the Desert Botanical Gardens, guidance on how much to water for various plantings, how much to water if it rains, targeting turf grass and automatic sprinklers.

It was discussed that the plan would be an action item at the next meeting and that Tallman would serve as the Board's liaison and Communications Director Lisa Church would approve all content. Other ideas that were brought up included a lawn tour, rain gauges, and an award system. Working with community liaisons and professional landscapers was mentioned. The following persons volunteered to work on the subcommittee: Van Horn, Russo, Dohrenwend, Dean, Tallman, Huts and Church.

Nomination for Re-appointment: Bailey moved to nominate Mike Duncan for a new term to the Water Board. Gould seconded the motion. The motion carried 4-0 aye, with Board members Perkins, Hultquist, Bailey and Gould voting aye. Hultquist commented that Duncan is prepared for meetings, informed about water issues, responsive to Board communications and is a valued member of the Board.

United States Geological Survey (USGS) Groundwater Study Executive Summary—Approved

Bailey moved to approve The Executive Summary with one edit. Gould seconded the motion. The motion passed 5-0 with Bailey, Gould, Hultquist, Dohrenwend and Perkins voting aye.

Discussion ensued regarding a cover letter and Perkins volunteered to draft the letter. Timing of the delivery of the executive summary was also considered.

Other Business:

Public Works Director Dean stated his department was looking for capacity for storage not increased production of culinary water supply.

Future Agenda Items: Outdoor watering campaign action item, election of officers, and National Resources Conservation Service (NRCS) data.

Adjournment: Bailey moved to adjourn the meeting. Dohrenwend seconded the motion. The motion carried 5-0 aye, with Board members Bailey, Perkins, Hultquist, Dohrenwend and Gould voting aye. The meeting was adjourned at 4:09 PM.

Outdoor Watering Campaign 2019

A Joint Venture Between the City of Moab Water Conservation and Drought Management Advisory Board and the Grand Water and Sewer Services Agency

On Wednesday, January 23, a watering campaign committee met to discuss publicity opportunities. In attendance were Kara Dohrenwend, Lisa Church, Pat Dean, Mike Huts, Rosemarie Russo and Eve Tallman. In Section 3 of this report is a “HOMEWORK” assignment for interested members of the Water Board.

Section 1: The following vehicles for publicity were discussed:

- Flyers/Mailing inserts (requires funding)
- Postcards (requires funding)
- Chamber “blasts” to businesses
- Box Ads in newspaper(s) (included in Communications budget 1 time per quarter)
- USU Extension (Mike Johnson) newspaper column
- City newsletter/e-newsletter
- Ad-Vertiser blurbs
- Workshop
- Webpages of the Water Board and Sustainability Dept.
- Radio PSA
- KZMU news story
- City billing blurb
- Happenings column (Rosemarie will work on this)
- Facebook items
- Tweets
- Outreach visits

Section 2: The group then brainstormed ideas for messages and topics, followed by a synthesis of these ideas.

“Deep and infrequent watering favors perennials”

“Deep and infrequent watering reduces unwanted weeds”

“Water turf between 8PM and 6AM”

“Nothing needs watering every day except people and animals”

“Deep and infrequent watering saves water and money”

“Have healthier plants by watering less frequently”

“Get rebates for watering timers at <https://rockymountainpower...>” (Rosemarie will work on this)

Essay topics: “How can you wean your turf off daily waterings?” (Lisa will find out word limit)

“How do you prepare your yard for new plantings?”

Workshop topic: How do you program your timer for landscaping zones? (Pat will work on this)

Section 3: The group determined some topics for in-depth information that can be made available on the City's website. **Committee and Water Board members are invited to research** the web to find links to outstanding materials that can be referenced. Links can be sent to Eve or to the entire Water Board for consideration. **Please find attachments** that may also serve as resources, provided by Kara and Dana. We'll want to publicize items that we all agree upon. Possible sources for articles to link to include waterwiseutah.org, bewaterwise.com, dbg.org, www.epa.gov/watersense/outdoors. Topics include:

“What are the signs of overwatering?”

“Do you have questions about outdoor watering?”

Section 4: A compilation of other suggestions was also recorded. In no particular order, they are listed here:

- What month to start watering? (mid-April some years?)
- A calendar of watering and fertilization
- “zeroscape” versus “xeriscape”
- Make or buy a rain/moisture gauge

Suggested web links for the Irrigation Education Initiative:

<http://www.askbobcarr.com/top-5-signs-youre-overwatering-your-lawn/>

<https://www.gardeningknowhow.com/garden-how-to/soil-fertilizers/testing-moisture-in-plants.htm>