

**MINUTES OF THE BOARD CONSERVATION COMMITTEE MEETING
OF THE JORDAN VALLEY WATER CONSERVANCY DISTRICT**

(Unapproved and subject to change)

Held on February 8, 2021

A regular meeting of the Board Conservation Committee of the Jordan Valley Water Conservancy District (JVWCD or District) was held on Monday, February 8, 2021 at 3:00 p.m. at the District office located at 8215 South 1300 West, West Jordan, Utah.

This meeting was conducted electronically in accordance with the Utah Open and Public Meetings Act (Utah Code Ann. (1953) §§ 52-4-1 et seq.) and Chapter 7.12 of the Administrative Policy and Procedures Manual (“Electronic Meetings”).

Trustees Present:

Lyle C. Summers, Conservation Committee Chair
Corey L. Rushton
Greg R. Christensen
Barbara Townsend
Karen Lang
Sherrie L. Ohrn
Reed Gibby
John H. Taylor
Dawn R. Ramsey

Trustees Not Present:

Others Present

Staff Present:

Bart Forsyth, General Manager/CEO
Dave Martin, CFO/Treasurer
Alan Packard, Assistant General Manager
Shazelle Terry, Assistant General Manager
Matt Olsen, Assistant General Manager
Martin Feil, Database Administrator
Jason Brown, Information Systems Department Manager
Reid Lewis, General Counsel
Kurt Ashworth, Human Resources Manager
Shane Swenson, Engineering Department Manager
Brian McCleary, Controller
Brian Callister, Maintenance Department Manager
Gordon Batt, Operations Department Manager
Todd Schultz, Analytics & Outreach Manager
Linda Townes, Public Information Manager
Margaret Dea, Senior Accountant
Beverly Parry, Executive Assistant
Jessica Morgan, Administrative Assistant
Shaun Moser, Conservation Garden Park Manager
Clifton Smith, Business Data Analyst

Amanda Strack, Conservation Coordinator
Bailey Petty, Conservation Coordinator
Megan Hatch, Marketing Communications Coordinator
Mike Lorenc, Lead Garden Horticulturist
Natalie Boyack, Garden Horticulturist

The meeting was brought to order at 3:00 p.m. by Mr. Lyle Summers

**Approval of the minutes of the Conservation Committee meeting held
January 11, 2021**

Mr. Summers asked for a motion to approve the minutes of the January 11, 2021 Conservation Committee meeting. Ms. Sherrie Ohrn moved to approve the minutes. Mr. Reed Gibby seconded the motion. The minutes were approved as follows:

Mr. Lyle Summers – aye
Mr. Reed Gibby – aye
Mr. Corey Rushton – aye
Ms. Dawn Ramsey – not present
Ms. Karen Lang – aye

Ms. Sherrie Ohrn – aye
Mr. Greg Christensen – aye
Mr. John Taylor – aye
Ms. Barbara Townsend – aye

Public Comments

No public comments.

Ms. Dawn Ramsey joined at 3:02 p.m.

Discuss proposed changes to the Rules and Regulations for Retail Water Service

Mr. Matt Olsen stated that the purpose of the proposed revisions to the Rules and Regulations for Retail Water Service is to support the formal adoption of the District's Water Efficiency Standards (Standards) throughout the retail service area. Key elements of the approach include: 1) all new connections for all customer classes (residential, commercial, industrial, institutional) are to comply with the Standards, 2) a landscape performance bond is to be posted for new service connections and may be released after successful inspection of the landscaping, 3) a 4th tier is to be added to the retail rate structure to encourage sustained compliance with the Standards, and 4) a new meter size category is to be added with a lower impact fee and tier thresholds. The proposed changes are to be effective July 1, 2021.

Mr. Summers identified a date in the policy revisions that should be changed from January 1, 2021 to July 1, 2021. Mr. Olsen confirmed the correction will be made.

Mr. Greg Christensen sought clarification on whether a new owner of a property with an existing service connection will be required to meet the Standards and suggested a revision be made to section 1.3.1 of the policy. Mr. Olsen clarified that the Standards are only applicable for new service connections and committed to have staff review the entire policy to ensure consistency.

Mr. Reed Gibby requested details about who will conduct inspections for landscape compliance. Mr. Olsen stated that the initial plan is to have conservation staff perform inspections.

The Committee expressed general support for the proposed adoption method and implementation schedule. Formal consideration is tentatively planned for the March Board meeting.

Discuss concepts for frontage and undeveloped land of the headquarters campus on 1300 West

Mr. Olsen started by reminding the Committee of the October 2020 Jordan Valley Conservation Gardens Foundation meeting, where staff was asked to consider options for expanding the Conservation Garden Park (Garden) to the west of the stream. Mr. Olsen explained that while researching ideas, staff met with West Jordan City and was given information about the City's plans to widen 1300 West in the next 2 to 3 years. The widening project will likely remove 14 feet of the Garden frontage that borders 1300 West.

Mr. Christensen asked for clarification about at which point the 14 feet of land is to be removed. Mr. Shaun Moser, Conservation Garden Park Manager, stated it will be 14 feet moving east, from the top of the curb.

Ms. Sherrie Ohrn suggested that the engineering plans of West Jordan City be carefully reviewed to ensure that none of the District's new construction conflicts with the widening project. Mr. Olsen agreed and stated that staff recommends that any Garden expansion coincide with the widening project.

Mr. Olsen then introduced three concept plans for development based on initial staff discussions. The first concept would provide dense frontage plantings to screen the undeveloped field area and include new park strips, sidewalks, and monument signs. The estimated cost for this concept is \$500,000 in capital costs and an additional \$20,000 in annual operations and maintenance. Mr. Olsen next described the second concept plan which includes everything in the first concept plus an overflow parking lot, a pedestrian sidewalk from 1300 West, a pedestrian bridge, and perimeter fencing. The estimated cost for this concept is \$1 million in capital costs and an additional \$40,000 in annual operations and maintenance.

Mr. Christensen asked if the overflow parking lot would accommodate needs for the Garden's annual Party in the Park event. Mr. Olsen explained that the parking area should accommodate events like Party in the Park and that the gravel area could also be extended to the length of the undeveloped area if additional parking is needed.

Ms. Ohrn asked if the undeveloped land could be used for agricultural production and education.

Mr. Olsen stated that ideas are still being vetted and that West Jordan City has also expressed interest in some form of community vegetable garden. He suggested that an effective way of evaluating new ideas is to ensure that the concepts support water conservation and water savings.

Mr. Olsen described the third concept plan which includes everything from the second concept plus a small arboretum, a boardwalk, plant trial plots, and a teaching/demonstration area. The estimated cost for this concept is \$2.5 million in capital costs, an additional \$90,000 in annual operations and maintenance, and a new full time horticulturist position.

Mr. Olsen reviewed potential fundraising opportunities which included West Jordan City, the Utah Division of Forestry, Fire, & State Lands, and the Rocky Mountain Power Foundation. However, due to the scope of these concept plans, fundraising options appear to be limited. The District would likely need to fund the bulk of any additional Garden expansion independently.

Ms. Ohrn suggested staff look to the Farm Bureau for possible funding opportunities.

Mr. Olsen concluded with the following staff recommendations: 1) any additional expansion of the Garden is recommended to coincide with the 1300 West expansion project, 2) building out the Garden at this point would remove flexibility to address future needs, 3) due to the cost staff recommends enhancing the frontage along 1300 West, screening the undeveloped areas, and installing more informative monument signs that encourage public visitation, and 4) Continue to explore options for the undeveloped areas and further refine concept plans.

Mr. Summers suggested that the development and design of this area could be completed in multiple phases over many years.

Mr. Gibby suggested staff look into the possibility of receiving federal funding for the loss of 14 feet of land along 1300 West. Mr. Olsen stated that federal funding is unlikely, however staff will continue to assess multiple fundraising opportunities.

Mr. Corey Rushton expressed interest in the next phase of Garden development including a tree exhibit or an arboretum. He pointed out that an arboretum may lead to additional funding opportunities. He supports developing the Garden in phases and continuing to assess future needs.

Ms. Karen Lang agreed with the need to use the area for a practical teaching and demonstration area. She also expressed her support for the ideas intended to provide additional education about trees and gardening.

Based on the Committee's recommendations and feedback, staff will continue to investigate development options for this area. Further discussion will be planned for a later meeting.

Report on results of 2020 digital marketing efforts

Ms. Megan Jenkins, Marketing and Communications Coordinator, provided an overview of marketing efforts in 2020. These efforts aimed to increase visitation to the Utah Water Users website, improve the number of completed program applications, and generate interest in other programs from existing program participants. She then described how Facebook, YouTube, and Google advertisements were used to accomplish these purposes.

Ms. Jenkins explained that District staff has identified marketing goals for 2021, which include: 1) improving ad content to lower cost and increase overall reach, 2) creating an email schedule so emails coincide with when users are most likely to take further action, and 3) exploring additional advertising platforms to improve results.

Ms. Lang asked how quickly users received emails following an action taken on the website and suggested that automated email notifications could be useful.

Ms. Jenkins responded that during 2020, emails were sent manually without a defined time frame; however, staff intends to improve timing in the future by quickly sending emails out based on specific visitor actions.

Reporting Items

Due to time constraints, the reporting items were not verbally reported on and are provided in the packet as follows:

- a. Localscapes Status Report
- b. 2021 Garden Education Programs Report
- c. 2021 Landscape Leadership Grant Update
- d. 2021 Utah Water Savers Program Update
- e. 2021 Homebuilder Rewards Update
- f. Member Agency Grant Program Update
- g. Public Outreach Update
- h. Fundraising Progress Report
- i. Foundation Activities Report

Adjourn

Mr. Summers asked for a motion to adjourn the meeting. Ms. Townsend moved to adjourn. Mr. Reed Gibby seconded the motion. The meeting was adjourned at 4:03 p.m.

Lyle C. Summers, Conservation Committee Chair

Date

Matthew D. Olsen, Assistant General Manager

Date