

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

Held on April 11, 2022

A regular meeting of the Conservation Committee of the board of Trustees of the Jordan Valley Water Conservancy District (JVWCD or District) was held on Monday, April 11, 2022, 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  
Karen Lang  
Corey L. Rushton  
Barbara Townsend  
Sherrie L. Ohrn  
John H. Taylor  
Greg Christensen  
Reed Gibby  
Dawn R. Ramsey (Joined electronically at 3:09)

**Trustees Not Present:**

**Others Present**

**Present:**

Bart Forsyth, General Manager  
Dave Martin, CFO/Treasurer  
Alan Packard, Assistant General Manager  
Shazelle Terry, Assistant General Manager  
Matt Olsen, Assistant General Manager  
Jason Brown, Information Systems Department Manager  
Martin Feil, Database Administrator (electronic)  
Mark Stratford, General Counsel  
Alicia Sekiller, Administrative Assistant  
Courtney Brown, Conservation Programs Manager  
Shane Swensen, Engineering Department Manager (electronic)  
Clifton Smith, Business Data Analyst (electronic)

Shaun Moser, Conservation Garden Park Manager (electronic)  
Bailey Petty, Conservation Coordinator (electronic)  
Cynthia Bee, Outreach Coordinator (electronic)  
Mindy Keeling, Administrative Assistant (electronic)  
Amanda Strack, Conservation Coordinator (electronic)  
Megan Jenkins, Marketing Specialist  
Kurt Ashworth, Human Resources Manager (electronic)  
Brian McCleary, Controller (electronic)  
Brian Callister, Maintenance Department Manager  
Gordon Batt, Operations Department Manager  
Todd Schultz, Analytics & Outreach Manager  
Linda Townes, Public Information Manager  
Beverly Parry, Executive Assistant

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

**Approval of the minutes of the Conservation Committee meeting held February 7, 2022**

Mr. Summers asked for a motion to approve the minutes of the February 7, 2022, Conservation Committee meeting. Ms. Barbara Townsend moved to approve the minutes. Ms. Sherrie Ohrn seconded the motion. The minutes were approved as follows:

Mr. Lyle Summers – aye	Ms. Sherrie Ohrn – aye
Mr. Reed Gibby – aye	Mr. Greg Christensen – aye
Mr. Corey Rushton – aye	Mr. John Taylor – aye
Ms. Dawn Ramsey– not present	Ms. Barbara Townsend – aye
Ms. Karen Lang – aye	

**Public Comments**

No public comments.

**Report on 2021 water use results**

Mr. Matt Olsen introduced Mr. Todd Schultz whose staff oversees collecting, compiling, and reporting on water usage results in JVVCD's service area. Mr. Schultz began by describing the annual process and acknowledged the staff activities that made this presentation possible.

Mr. Schultz provided an overview of recorded temperatures from the last year, which continued the trend of being higher than normal. He noted that the temperature in 9 of the last 10 years has been higher than the 30-year average. He then reported that precipitation from 2021 was similar to the 30-year average. Mr. Bart Forsyth added that the extra precipitation in October really added to the soil moisture which should help with snowpack runoff.

Mr. Schultz then showed the per capita use from 2021, which went from 204 gallons per capita per day (gpcd) in 2020 to 175 gpcd in 2021. He also noted that the system's peak water usage generally occurs in July or August, but it was in June 2021. He acknowledged that drought messaging could have played a part in this and that the Slow the Flow campaign was revamped from general conservation to persistent drought messaging in June. The public responded strongly to this messaging, which contributed to the reduction in per capita use.

Ms. Ohrn recognized that residents were actively going out and turning off sprinklers during rainy days in August.

### **Discuss expenditure for the statewide media campaign and results from 2021**

Mr. Olsen reported on the Slow the Flow campaign results and discussed the related expenditure listed on the Board Meeting agenda for the board's regular meeting on Wednesday. Due to the Governor's drought declaration in 2021, the campaign was shifted to be entirely about drought messaging.

Mr. Olsen continued by describing how Slow the Flow is geared toward residential homeowners aged from 18-49 years old. The media plan includes social media, television, digital advertising, and billboards. The campaign ran from April to October. A summary of results includes:

- 117,588,332 total impressions to the public
- 306 TV spots on KSL and 249 bonus spots were added for a total of 555 TV spots
- 76,000 visits on slowtheflow.com of which 25,000 went on to engage in other programs

Mr. Rushton inquired about reaching out to younger ages and referenced fourth grade education on recycling as an example. Mr. Olsen explained that the target age range for the campaign was selected because the group is capable of making financial decisions and purchases. As homeowners, they would have more disposable income to replace landscaping, and making other waterwise decisions.

Ms. Lang suggested using fourth grade students to encourage conservation within the home and that it would be easier to build habits in younger demographics. Mr. Olsen described how JVVCD offers educational classes and tours for school age children to accomplish this purpose and that any change in the statewide campaign must be considered by multiple partners.

### **Reporting Items**

The reporting items were covered in the presentation by Mr. Courtney Brown and are included in the packet as follows:

- a. LocalScapes® Status Report

- b. 2022 Garden Education Programs Report
- c. 2022 Landscape Leadership Grant Update
- d. 2022 Utah Water Savers Programs Update
- e. 2022 Homebuilder Rewards Update
- f. Member Agency Grant Program Update
- g. Fundraising Progress Report
- h. Foundation Activities Report

**Adjourn**

Mr. Summers asked for a motion to adjourn the meeting. Ms. Townsend moved to adjourn; Ms. Lang seconded the motion. The meeting was adjourned at 3:59 p.m.

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Lyle C. Summers, Conservation Committee Chair

Date

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Matthew D. Olsen, Assistant General Manager

Date