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

Approved June 5, 2023

Held April 10, 2023

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 10, 2023, 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:

Sherrie Ohrn, Chair

Reed Gibby

Karen Lang

Dawn Ramsey

Mick Sudbury

John H. Taylor (electronic)

Barbara Townsend

# Trustees Not Present:

Corey L. Rushton

Zach Jacob

Others Present:

Matt Berry, Utah Rivers Council

Greg Christensen, Kearns Improvement District

Todd Schultz, Schultz Ventures (electronic)

# Staff Present:

Alan Packard, General Manager

Jacob Young, Deputy General Manager

Dave Martin, CFO/Treasurer

Shazelle Terry, Assistant General Manager

Matt Olsen, Assistant General Manager

Gordon Batt, Operations Department Manager

Jason Brown, Information Systems Department Manager

Shane Swensen, Engineering Department Manager (electronic)

Martin Feil, Database Administrator (electronic)

Mark Stratford, General Counsel

Brian McCleary, Controller

Brian Callister, Maintenance Department Manager

Beverly Parry, Executive Assistant

Mindy Keeling, Administrative Assistant (electronic)

Alicia Sekiller, Administrative Assistant

Courtney Brown, Conservation Division Manager

Kelly Good, Communications Division Manager

Clifton Smith, Senior Business Data Analyst

Shaun Moser, Conservation Garden Park Manager (electronic)

Eric Wermel, Conservation Coordinator (electronic)

Jeanette Perry, Customer Services Supervisor (electronic)

Cynthia Bee, Public Information Officer

Amanda Strack, Conservation Supervisor

Kurt Ashworth, Human Resources Manager

Valerie Millette, Conservation Coordinator

Madeline Sueltz, Conservation Coordinator

Margaret Dea, Senior Accountant (electronic)

The meeting was brought to order at 3:00 p.m. by Ms. Sherrie Ohrn.

# Approval of the minutes of the Conservation Committee meeting held February 6, 2023

Ms. Sherrie Ohrn called for a motion to approve the minutes of the February 6, 2023, Conservation Committee meeting. Ms. Lang moved to approve the minutes. Mr. Sudbury seconded the motion. The minutes were approved as follows:

Ms. Barbara Townsend – aye Ms. Sherrie Ohrn – aye Ms. Dawn Ramsey – aye Mr. Zach Jacob – not present

Mr. Reed Gibby – aye Mr. Mick Sudbury – aye  
Mr. Corey Rushton – not present Mr. John Taylor – aye   
Ms. Karen Lang – aye

# Public Comments

No public comments.

**Report on 2022 water use results**

Mr. Matt Olsen introduced Mr. Clifton Smith who coordinates with the District’s member agencies in gathering annual water use information.

Mr. Smith opened the discussion by describing the sources of data used for the presentation, which include water use and population figures provided by the member agencies and weather data from The Salt Lake International Airport.

Mr. Smith reported on important drivers for water use: weather and precipitation. He noted that the last ten years have shown higher than average temperatures, and that 2022 was particularly hot and dry. He also described that precipitation in 2022 was lower than average, which did not provide much relief to the impacts of higher temperatures.

Mr. Smith then compared monthly gallons per capita per day (gpcd) for 2020, 2021, and 2022. The results demonstrate the public's positive response to drought messaging and campaigns. In 2022, the annual gpcd total ended up being 160, the lowest per capita use to date.

# Update on 2023 landscape incentive marketing and press event

Ms. Ohrn introduced Ms. Kelly Good to provide an update on the 2023 landscape incentive marketing and press event. Ms. Good explained how she has been working with CUWCD to coordinate several marketing campaigns, including the “Grass Doesn’t Belong Everywhere” ads.

Ms. Good added that campaign efforts are shared among the four largest water conservancy districts and the state. A release schedule is being prepared for media pushes to maximize the effectiveness of messaging.

Ms. Good presented a few billboards with the slogan "Grass Doesn't Belong Everywhere." She expressed that the slogan is meant to show the public that the District isn't against grass, but rather nonfunctional turf.

Ms. Good then showed some of the campaign videos, explaining that these short videos will be played on platforms like YouTube, social media, and streaming services, and serving as commercials on subscriptions such as Hulu, Netflix, and Peacock.

Ms. Good mentioned that there are other visual assets available to the District, such as local buses for bus wraps and social media posts, with a call for organic content from viewers.

Ms. Good announced that a Press Event will take place on May 1st at 9:30 am at Conservation Garden Park. Several speakers are scheduled, including Governor Spencer Cox, Senator Scott Sandall, and Representative Doug Owens, among others, along with additional media videos.

# Reporting Items

Mr. Courtney Brown covered the reporting items from the packet as follows:

1. 2023 Garden Education Programs Report
2. 2023 Landscape Leadership Grant Update
3. 2023 Utah Water Savers Program Update
4. Member Agency Grant Program Update
5. Fundraising Progress Report
6. Foundation Activities Report

# Adjourn

Ms. Ohrn asked for a motion to adjourn the meeting. Mrs. Ramsey moved to adjourn. Mr. Sudbury seconded the motion. The meeting was adjourned at 3:44 p.m.

Sherrie L. Ohrn, Conservation Committee Chair Date

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Matthew D. Olsen, Assistant General Manager Date