



NOTICE OF PUBLIC MEETING & AGENDA

**UPPER VERDE RIVER WATERSHED PROTECTION COALITION
TECHNICAL ADVISORY COMMITTEE (TAC) MEETING**

**Thursday, October 21st, 2008 – 1:00 p.m.
Yavapai County Administrative Services Building, Gladys Gardner Room
1015 Fair Street – Prescott, Arizona**

- ITEM NO 1. Discussion – Review Previous Board Meeting Minutes**

- ITEM NO 2. Discussion – Water Conservation Program – Water Smart Logo & Audits**

- ITEM NO 3. Discussion – Safe Yield Workgroup – Agricultural & Landscape/Nursery/Irrigation Positions**

- ITEM NO 4. Discussion – Future Coalition Efforts**

- ITEM NO 5. Discussion – Review Next Board Meeting Agenda Items**

- ITEM NO 6. Next Meeting Time / Location / Agenda Items**

Note: Comments from the public will be heard after each agenda item. Any such remarks shall be addressed to the TAC as a whole and not to any individual. Such remarks shall be limited to three (3) minutes unless additional time is granted by the Chair.



AGENDA ITEM NO. 1

DISCUSSION – REVIEW PREVIOUS BOARD MEETING MINUTES

The draft meeting minutes for the previous Board Meeting held on September 24, 2008, are attached.

AGENDA ITEM NO. 2

DISCUSSION – WATER CONSERVATION PROGRAM – WATER SMART LOGO & AUDITS

Discussion to review proposed purchase of Water Smart Logo and water usage audits. A proposal for the Water Smart Logo is attached.



AGENDA ITEM NO. 3

DISCUSSION – SAFE YIELD WORKGROUP – AGRICULTURAL & LANDSCAPE/NURSERY/IRRIGATION POSITIONS

Discussion regarding the possible addition of James Perey, Division Dean of AgriScience Technology department at Yavapai College as the agricultural representative. Also, a discussion regarding creating a Landscape/Nursery/Irrigation position on the Safe-Yield Workgroup and appointing Charles Hildebrant, Co-chairman Yavapai County Nursery and Landscape Association as the representative.

AGENDA ITEM NO. 4

DISCUSSION – FUTURE COALITION EFFORTS

Discussion regarding the focus of future Coalition efforts as a result of water conservation efforts underway, budget constraints, and discussions to date.



AGENDA ITEM NO. 5

DISCUSSION – REVIEW NEXT BOARD MEETING AGENDA ITEMS

The next regularly scheduled Board Meeting is on October 22, 2008, at 2:00 p.m., at the City of Prescott Town Hall, Council Chambers, 201 South Cortez Street, Prescott, Arizona. Agenda items proposed for the next Board Meeting include:

- Water Conservation Program – Purchase of Water Smart Logo
- Safe Yield Workgroup – Agricultural & Landscape/Nursery/Irrigation Candidates
- Potential Update on Future Coalition Efforts

AGENDA ITEM NO. 6

DISCUSSION – NEXT MEETING TIME / LOCATION / AGENDA ITEMS

The next regularly scheduled TAC Meeting is on November 12, 2008, at 1:00 p.m., at the Yavapai County Administrative Services Building, Gladys Garner Room, 1015 Fair Street, Prescott, Arizona. Agenda items proposed for the next TAC Meeting include:

- Water Conservation Programs – Grants & Implementation
- Recharge Discussion

**UPPER VERDE RIVER WATERSHED PROTECTION COALITION
PRESCOTT, ARIZONA
SEPTEMBER 24, 2008**

MINUTES

A MEETING OF THE UPPER VERDE RIVER WATERSHED PROTECTION COALITION WAS HELD ON SEPTEMBER 24, 2008 in the Prescott Municipal Building, 201 S. Cortez Street, Prescott, Arizona.

Chairman Fann called the meeting to order at 2:06 p.m.

ITEM NO 1. Introductions, Awards, or Presentations

Members Present:

Mayor Karen Fann, Town of Chino Valley, Chairman
Chairman Ernie Jones Sr., Prescott-Yavapai Indian Tribe
County Supervisor Carol Springer, Yavapai County
Councilman Bob Roecker, City of Prescott, filling in for Mayor Jack Wilson

Members Absent:

Councilman Floyd Wright, Town of Dewey-Humboldt
Councilman Mike Flannery, Town of Prescott Valley, Vice Chairman

Staff Present:

Ed Muccillo, Program Manager
John Munderloh, Town of Prescott Valley
John Rasmussen, Yavapai County

Guests Present:

Shaun Rydell, City of Prescott Water Conservation Coordinator
Charlie Hildebrant
Lou Bellesi
George Seaman
John Zambrano
Candace McNulty
Joanne Oellers

Chairman Fann said Member Flannery designated John Munderloh to act on behalf of Prescott Valley.

Mr. Muccillo said Member Flannery also asked him to pass along a Happy Birthday to Chairman Fann for tomorrow.

ITEM NO 2. Call to Public

Shaun Rydell, Water Conservation Coordinator for the City of Prescott, announced the Irrigation Audit Training available as part of the Bureau of Reclamation Grant. She said they have a training opportunity coming to Yavapai County that is typically held in the Valley. She said it is a two day event and she encourages the municipalities to send their parks and recreation staff and any other members of the community who might manage large lawn or turf areas, including golf courses and parks. Ms. Rydell said the dates are December 11 & 12, 2008 and the cost is \$99. She said the training is cosponsored by Salt River Project, the Bureau of Reclamation, the Town of Prescott Valley, City of Prescott, the Town of Chino Valley, and the Water Advisory Committee (WAC). She said

she can send the form out electronically in addition to providing the Board with a hard copy, Exhibit A attached hereto and made a part hereof.

Ms. Rydell said they currently have three members from Prescott Valley Parks and Recreation enrolled and the WAC is considering becoming a regional member, which would allow local government employees to take the exam at a reduced rate. She thanked the WAC for their consideration on that. She said they have several members from the Yavapai County Nursery and Landscape who have taken the course in Phoenix. Ms. Rydell said she is aware of the Board considering auditing as part of their conservation plan and would like them to consider only hiring certified landscape irrigation auditors to audit city and county facilities as well as training local government staff to encourage them to become local landscape irrigation auditors.

Charlie Hildebrant, Co-chairman of the Yavapai County Nursery and Landscape Association (YCNLA), said he is asking for the consideration of the Coalition to expand their advisory and safe yield panels to include more complete representation of industry experience from the multiple fields of horticulture. He said the horticulture industry of Yavapai County has been notably omitted from any position on the advisory panels on the Upper Verde River Watershed Protection Coalition. He said perhaps this is an oversight. Mr. Hildebrant said as horticulture water use is obviously part of any water conservation program a cross section of the industry must be involved to aid in the development of improvements. He said for over four years they have been actively involved with the City of Prescott's ground breaking water conservation program. He said this partnership has delivered more water savings in one year than any other outdoor conservation program the City has embarked on.

Mr. Hildebrant said their industry has pioneered the areas' water audit program. He said the YCLNA's program in the Prescott Lakes subdivision led by Common Ground Landscaping has saved over five and half months in excess of 2,500,000 gallons. He said when they cross over to nine months it is 5,600,000 gallons, or 17 acre feet. He said this is only one of three major outdoor water programs that they are responsible in both development and implementation. Mr. Hildebrant said their water audit program, which he personally has been taking part in, they has saved 532,000 gallons after meeting with only eight clients. He said they participate heavily in the planning of future proposals regarding outdoor water use education and legislation. He said their reach across city lines into the county is just as productive. Mr. Hildebrant said the Arizona Department of Water Resources recognizes and uses their knowledge. He said they are the consultants and authors of the Prescott AMA low water plant list. He said they also manage a consultation water audit program for Granite Oaks Water Users Association in the county and it has been so popular that there is currently a waiting list of over three weeks. He said they provide volunteers to speak and give information on outdoor water conservation at public events and local organizational meetings.

Mr. Hildebrant the YCLNA members are the nursery growers, the certified irrigation installers, and the horticulturists of the county. He said their knowledge and experience needs to be tapped by the Coalition. He said they know the answers to the questions from soil percolation rates to the latest technologies in the market in ET sensor timers. He said their involvement with the development of future policies and practices that will regulate the green industry will ensure that these proposals be accurate and effective. Mr. Hildebrant said today's agenda item regarding the consideration of a Safe Yield Workgroup candidate from agricultural academia, although they applaud academia's representation on the panel, is not a substitution for further development of an horticultural advisory panel that would have representation from the irrigation research and manufacturing industry, the nursery growing field and the landscape installation and design industry. He said they ask the Board to please consider the valuable asset available to such a panel if such a panel is to be utilized.

Chairman Fann asked Mr. Muccillo if they have representatives from the irrigation, horticulture, and landscaping industry on the Safe Yield and Water Conservation Workgroup.

Mr. Muccillo said they do not but this was discussed at the last TAC meeting because at the last Board meeting when they had the big water conservation discussion that was really the first time he saw that group engage. He said it is something the TAC has been considering.

Member Springer asked Mr. Muccillo to list all the entities or groups that are represented the Safe Yield Workgroup. Mr. Muccillo said they have the agricultural opening and a citizens' water group opening. He said they have an environmental representative, exempt well owners' representative, a growth interests representative, private water companies representative and ADWR was asked and said they will participate as needed but did not feel like they could commit to monthly meetings.

Member Springer said she thinks this group has a lot to contribute and would like to see them represented on the workgroup. She said she would like the TAC to select or identify a volunteer from the YCLNA who would like to serve on the committee. Chairman Fann said she agreed. Mr. Muccillo said if they will get him a name he will put it on the agenda for October and bring it before the Board in November.

Member Springer thanked Mr. Hildebrant and the group for stepping forward to volunteer because that is a really important committee and they need all the input they can get.

Chairman Fann said this group has also stepped forward to help the Town of Chino Valley with their first ever conservation effort, so they are really getting involved.

Mr. Muccillo asked what would be the preferred name for this group. The consensus was nursery, landscape and irrigation.

ITEM NO 3. Action – Approval of Minutes for Previous Board Meeting

MEMBER SPRINGER MOVED TO APPROVE THE AUGUST 27, 2008 MINUTES; SECONDED BY COUNCILMAN ROECKER; PASSED UNANIMOUSLY.

ITEM NO 4. Discussion – Program Manager's Report

Mr. Muccillo said the functions this month were typical. He said the only thing worth noting, which he will discuss later in the agenda, was the Recharge Concept Meeting that took place on September 10, 2008.

ITEM NO 5. Discussion – TAC Meeting Summaries – September 10, 2008

Mr. Muccillo said the three main topics of discussion were Water Conservation Programs, Recharge Efforts and Safe Yield Workgroup Agricultural Candidate and since all of those are on the agenda there is no need to be repetitive.

ITEM NO 6. Discussion & Possible Action – Safe Yield Workgroup Agricultural Candidate

Mr. Muccillo said they still have a workgroup opening for an agricultural candidate, which they have not had any candidates to consider until now. He said the candidate's name is James Perey, Division Dean of AgriScience Technology at Yavapai College. He said Mr. Perey has expressed interest in being involved in the Safe Yield Workgroup. Mr. Muccillo said if the Board approves having Mr. Perey on the workgroup then he will need a letter from Yavapai College stating that he is a representative authorized to speak on their behalf.

Member Springer said she would like to know about his background and asked if Mr. Perey was present. Mr. Muccillo said he had requested that Mr. Perey be present but it seems he is not.

Howard Mechanic, 309 Bloom Place, said the need for Mr. Perey getting a letter from Yavapai College indicating he is representing the College on the Safe Yield Workgroup does not apply here. He said with the other position people were representing groups but this individual is not representing Yavapai College.

Member Springer said she disagrees because if he works at the College there is an implication by his participation that he is representing the College so there should be something from the College that acknowledges whether he is or is not representing the College. She said she thinks it should be clear to the public what his position is.

John Munderloh said Mr. Perey has basically chosen to represent the agriculture industry and he happens to work at the College. He said it is somewhat similar to the person they have representing exempt well owners who happens to own an exempt well but cannot say he is speaking for everybody who owns an exempt well.

Member Springer said she has a bit of a problem with someone from the academic world representing farmers. She said they are not necessarily always on the same wave length.

Mr. Munderloh said Mr. Perey did present himself to the TAC and that he is a native of Mayer, Arizona and that he has been a Yavapai College employee for several years.

Councilman Roecker asked what the agricultural person who is already on the committee is supposed to be doing.

Mr. Muccillo said they do not have one and explained that position was created for someone to represent that interest but they never had any candidates apply.

Chairman Fann said since Mr. Perey is not present she would not want any of them to speak for him and maybe he does have agricultural background besides being an academic. She suggested they table the item until the next meeting and have Mr. Perey come to tell the Board about his background in the agricultural industry. She also asked that the TAC find out if he is serving as an individual or representing Yavapai College and if so, ask him to get a letter from the College.

Mr. Hildebrant asked if the Arizona Farm Bureau has been contacted. Mr. Muccillo said he knows for a fact that Rick Shroads did contact the Bureau.

COUNCILMAN ROECKER MOVED TO TABLE THIS ITEM UNTIL THE NEXT MEETING; SECONDED BY MEMBER SPRINGER; PASSED UNANIMOUSLY.

ITEM NO 7. Discussion – Recharge Efforts Update

Mr. Muccillo said he wanted to give an update to the Board on Recharge Efforts past, current and potentially future. He said he has been unhappy with their progress so he is trying to accelerate how they can make some progress. He said the recharge mapping will be complete probably next week and that will be submitted to the TAC at the October meeting. Mr. Muccillo said there has been some discussion as for the regulatory aspect of a potential recharge project or effort. He said if and when they end up doing something they want credit to legitimize it and get credit for it with ADWR. He said depending on the nature of the project ADEQ may also be involved with an aquifer protection permit depending on the source of water. Mr. Muccillo said the approximate time for the regulatory process would be nine to twelve months. He said it is possible to identify something ahead of time, implement it and then begin the regulatory process

after the fact so that does not stop them from starting but will be a hurdle they will eventually have to get through to get things legitimized.

Mr. Muccillo said regarding the question of how much progress they have made he has convened a small focus group of himself, Rick Shroads from CivilTec, John Munderloh, and Mark Holmes to have more frequent meetings and accelerate what they are doing. He said the intended approach is to develop a small scale pilot project from the terms of viability. He said some of the things they are talking about include an evapotranspiration interception and recharge concepts; more of macro level such as a subdivision or drainage area being developed by Doug McMillan at CivilTec. Mr. Muccillo said they have talked about harvesting of sheet flow from large commercial developments for recharge. He said they are also talking about recontouring of land to capture some sheet flow for recharge to reform the land on smaller parcels or acreages to have multiple small recharge facilities.

Mr. Muccillo said even if there were no Coalition funds spent on anything else it would still be a challenge to implement a recharge project or multiple projects of a scale that would really have an impact on safe yield. He said they are trying to think out of the box as far as another source of funds whether is be grants or public/private partnerships. He said the Sullivan Lake area has been discussed and although the hydrology appears to not be conducive for a basin recharge type project there is the possibility of a recharge well. Mr. Muccillo said that could be source water for a recharge project. He said they still have to determine the feasibility of how that area could play into the overall recharge picture. He said some other ideas they have talked about include Chino Valley's development of a recharge site in connection with a sand a gravel operation as potential model for a recharge project; in conjunction with an inventory of municipality properties as part of a water conservation effort evaluate the properties to see if they could be part of a recharge project. Mr. Muccillo said some suggestions include City of Prescott's Dugan Ranch and Prescott Valley's Library. He said they also talked about changing flood management and development ordinances in the area to really facilitate rainwater/sheet flow capture. He said if they end up implementing a pilot project in a specific development what may help things in the future is if they modify ordinances to encourage of force those types of efforts. Mr. Muccillo said there is a USGS study that Supervisor Springer brought to his attention in the upper San Pedro Basin for potential application, which may be described more as in stream recharge. He said they are taking a look at that and that John Munderloh has a lot of experience with that. He said he wanted to give everybody a thumbnail sketch of where they are going with this.

Member Springer said when they talk about recharge they should consider referring to two different areas: recharge in the AMA and recharge in the Big Chino, which is what this report refers to. She said when the TAC discusses this and when reports are given they need to have clear idea of what area they are talking about because the situations are very different. She said they know they are mining groundwater in the AMA so recharge is one of the options they currently have and are using. Member Springer said she has some other questions in the Big Chino including are they mining groundwater. She said all of the data they have had including the USGS water model report that they just saw the beginnings of at the WAC meeting indicated they are not and in fact are using less water now out of Big Chino than they did in 1970. She asked when the bath tub is full how do they keep putting more water in it or why should they.

Member Springer said the issue comes back to one she has continually harped on, which is if they do not know where they are starting from how will they know when they get to where they want to be. She said they need to take some basic data to use as a continual reporting position to the Board so they know in both areas, the AMA and the Big Chino, where they are starting from so the committee has something to measure by.

Mr. Muccillo said he agrees but he thinks they need to look back beyond today and look at some history because his understanding is they need to look at trend lines because

there is such a seasonal and cyclical impact of climate and precipitation. He said they do need to mine some existing data and he knows there are some other monitoring efforts underway that they need to leverage for some type of reporting.

Member Springer said she knows it is particularly important in Big Chino in regard to recharge and she is all in favor of recharge. She said the issue of actually doing the recharge has yet to be proven as far as the need.

Chairman Fann said regarding the frustration of the progress she sees is as a chicken and the egg type of situation. She said with the Prescott/Prescott Valley regional pipeline that is being proposed they are looking at monitoring existing wells and SRP is part of that discussion with additional wells as well as other discussions. She asked if it is the Coalition's intention to move forward with all or some of those aspects and are they waiting to see what transpires with the pipeline negotiations.

Mr. Muccillo said that is an excellent question because there are a lot of individual efforts underway. He wonders if they are there to report what those efforts are; are they to work in conjunction with those efforts; are they there to help coordinate those efforts. He said he is not sure he is the one to provide that direction.

Chairman Fann asked Mr. Munderloh, since he is involved in both areas and is fully aware of the issues, if there is any way he and his fellow TAC members envision how they are to work together so they do not duplicate efforts or step on each other's toes.

Mr. Munderloh said they certainly are not duplicating efforts. He said he sees the coalition effort as being outside of those individual efforts and developing additional sources for recharge. He said they two issues: one is finding a way into the aquifer and the other is finding the water to fill the aquifer with. Mr. Munderloh said he thinks they have done a pretty fair job of looking for that window, the recharge mapping that Mr. Muccillo referred to that Southwest Ground-water has done. He said this has really narrowed down the areas where they might find a window, although it was not detailed enough to find specific parcels of land but they know areas where they cannot. He said to Member Springer's point they found areas where the water table area is very high and there is no capacity for recharge, such as the area around the Big Chino Water Ranch.

Mr. Munderloh said they have transitioned into the other phase of looking for sources of water that can be used to recharge either the AMA or the Big Chino area. He said they involve things like intercepting evapotranspiration, making sure that the vast majority of water that lands on this area does not evaporate or catching it before it does. He said this work by the Coalition is taking care of the areas that are not specific to what the communities are doing. He said the communities have essentially identified their sources of water. Mr. Munderloh said in Prescott Valley they are nearing the end of one these investigation efforts where they have literally spent several hundred thousands of dollars over two to three years looking for recharge sites, drilling holes in the ground, digging trenches, consultant work and meeting with regulators to identify sites for recharge. He said they had already identified their water source so half of the work was done for them.

Member Springer said she comes back to what their mission is, which is to protect the base flow of the Upper Verde River and with that in mind she is not so concerned about the mitigation issues for pipeline by Prescott and Prescott Valley because she considers that to be in the upper valley area. She said it seems logical to her to achieve their mission that they need to concentrate on the lower area to the east where it is theorized that the water is from a lower level and it goes into the Verde River base flow.

Mr. Munderloh said Member Springer's presumptions are born out by the recharge mapping work that has been done by Southwest Ground-water, which allows them to focus with scientific certainty on certain areas.

Member Springer said that is where they need to concentrate their efforts because that directly affects the Coalition's mission, the base flow, and to let Prescott and Prescott Valley worry about mitigation for their pumping.

Chairman Fann said this brings them to their next dilemma, which is money and the Coalition fund is under one hundred thousand dollars. She said the State is now looking at a potential one billion dollar shortfall for this year, which means they will not be seeing much in the way of grants or the state helping. She said given the way the State has to keep taking away county and municipal revenues to keep the state going they are all in a very tight financial situation. Chairman Fann asked how do continue with this project given the limited financial resources they have to work with over at least the next 12 months.

Mr. Muccillo said that is part of what they are doing by looking at public/private partnerships for a pilot project. He said in comparing this project with the water conservation effort, although that is a relatively difficult effort it is relatively easy compared to recharge. He said he thinks they have been doing their best to slice away as much of this as they can and maybe the focus group needs to come back with a more succinct recommendation, which may take a little bit more time.

Councilman Roecker asked what the ballpark money figure they are looking at is. Mr. Muccillo said he would not be able to guess because a lot of it depends on participation. He said there is the regulatory aspect for getting credit for it but there is also the regulatory aspect for when they start moving dirt.

Chairman Fann said one thing she sees on the list that may not take a whole lot of money is looking at their flood management/development ordinances to facilitate the rainwater sheet flow capture. She asked if perhaps that is something they could get done before the building trades get busy again.

Mr. Muccillo said that is absolutely something they could do because it almost from a monetary capital standpoint and that it takes more of a political and growth capital to get the groups working together.

Chairman Fann suggested the TAC come back to the Board with some categories of short term inexpensive things they can get going on with the limited resources they have. She said they should compile an additional list of the other things with a rough estimate financial number to them and prioritize them as to what would be more advantageous.

Member Springer said as they discussed last month about creating their own branding or joining in Prescott's Water Smart program she thinks it is important that they recognize that all of their governments are doing a lot with regard to recharge. She said she has a great project out at Pioneer Park, which is storm water management program that is a \$650,000 project being done through a grant from ADEQ and the Yavapai County Flood Control District. She said they are not getting the word out about the significant projects they are doing. Member Springer said they are talking about doing little penny anti sort of things while each of their governments is spending hundreds of thousands of dollars on their current projects and they are not talking about them. She said she thinks they should make the public aware that each of these projects is contributing to recharge. She said they should determine what their branding should be because that is where they can spend a small amount of money and have a big impact.

Member Springer said they should be doing the same thing with the private sector, for example if any of the big box stores are doing water harvesting the should be recognized as a Water Smart project.

Councilman Roecker asked Ms. Rydell if they have considered what Member Springer is talking about.

Ms. Rydell said yes and that information has been brought forward. She said currently only City of Prescott has the right to use put Water Smart on their cards and city products. She said the information has been shared with the Board to purchase Water Smart by the Upper Verde Coalition and make that available county wide so that all of the county could make use of several years of work by the City of Prescott as well as some of the resources. Ms. Rydell said that name is coming up again and again in Nevada as well so it almost has a western brand aspect to it, at least in word but not necessarily in logo. She explained that purchase means there is an opportunity to have the right to use that visual logo on all county wide products with an investment of about \$3,000 from this group. She said the current Bureau of Reclamation grant will pay for part with a 50/50 split.

Councilman Roecker asked Ms. Rydell if she sees any down side to doing that.

Ms. Rydell said she does not see any down side to doing it with about 12 documents, the Smart Cards, already designed. She said she thinks there is a certain amount of recognition by using the words Water Smart.

Member Springer said Ms. Rydell has done so much work they ought to just steal it. Ms. Rydell said she encourages them to use it and to use her as a human resource in supporting their efforts.

Chairman Fann asked for clarification on the amount. Ms. Rydell said it would be \$3,000 from the Coalition and \$3,000 from the existing Bureau of Reclamation grant.

Chairman Fann asked who they pay the \$3,000 to. Ms. Rydell said they pay Sage Consulting, which has the trademark on the Water Smart logo.

Councilman Roecker said he suggests they put this on next month's agenda for consideration.

Mr. Muccillo said the TAC discussed it last month and they came to the conclusion that it would be much more economical and time efficient to use Water Smart.

Chairman Fann asked Mr. Muccillo to put that on the agenda.

Mr. Muccillo asked Ms. Rydell if there is any other limitation to using it, for example if Home Depot wants to do a big rainwater harvesting project and they want to put a plaque on there he does not want to tell them they did not buy the logo for that purpose.

Ms. Rydell encouraged them to read their contract as a group and negotiate their terms with that.

Member Springer asked if she can use it on a county project. Ms. Rydell said absolutely and she believes if they review their contract it goes county wide. She said the WAC would be a partner so everybody associated with the WAC would be able to use that. She said she encouraged Mr. Muccillo to take a look at the contract and to begin to negotiate with the consultant.

Mr. Hildebrant said their organization is made up of the leaders of the area and they are there to set policy and set an example rather than struggle to do this work on their own because they do not have the financial pull. He said if there is anything the YCNLA can do that does not cost the Coalition money that is the purpose of their involvement. He said it is not necessarily the Coalition's responsibility to put millions of dollars toward recharge rather they should be bringing all of the brains of the area together to write baseline suggestions and ordinances and it is up to the communities to come up with the funding.

Mr. Mechanic said regarding the use of a logo he thought it was the decision of the TAC to come before the Board with two options: one to buy into this logo and the other to start their own. He asked if the total of \$6,000 was per year or permanently. Mr. Muccillo said it was a one time fee. Mr. Mechanic said he thinks it will be advantageous for the Board to use the current logo.

Mr. Muccillo said they discussed this at the TAC and after considering the costs of creating a new one they determined it would be best to recommend using the existing Water Smart logo.

Member Springer suggested that they just go for it so that the only designing they will need to do is figure out how to place it on a sign and said Ms. Rydell could do that, too.

Chairman Fann asked Mr. Hildebrant to clarify his previous comments. Mr. Hildebrant said his group supports the idea of the Coalition utilizing the Water Smart brand. He said the YCNLA disagrees with the Coalition trying to implement and carrying the weight of the expenditures of the ideas the organization develops. He said it would be wiser for the entities of the Coalition to pay for the actual expenditures for such things as recharge projects.

Mr. Muccillo asked Mr. Hildebrant if he thinks the political and financial will of the people exists out there to implement this. Mr. Hildebrant said he thinks the towns are the big funds and all of them want to the big gallons saved. He said the YCNLA will not be able to come forward with big dollars rather the town budgets need to carry a lot of this responsibility.

Member Springer said that is actually what the Coalition is doing. She said they are looking for projects for this group to do in the realm of government because government should be doing those things that people cannot do. She said their objective is to come up with a plan for the projects and then go back to each of their boards and councils for the funding.

ITEM NO 8. Discussion – Water Conservation Program

Mr. Muccillo said at the last meeting the Coalition agreed to commit \$100,000 to water conservation programs. He said that would either be a \$100,000 program if no grant is achieved or a \$200,000 program if they receive a matching grant. He said the final conservation report has been prepared and they have each been given a hard copy, Exhibit B attached hereto and made a part hereof. He said it has also been posted on the website. Mr. Muccillo said Rick Shroads has taken the lead to coordinate with Keith Larson in preparing the grant applications. He said they are currently anticipating submitting two applications with one being more local in nature, the Arizona Field Services Program. He said the other is Water 2025, which is more of a national grant. He said it seems their chances at the local grant are a little bit better but it seemed worth the effort to apply for both.

Mr. Muccillo said they discussed the development of a model regional maintenance contract at the last TAC meeting. He said Mr. Mechanic brought this up and the TAC reacted pretty well. He said it appears some water conservation could be achieved through the municipal maintenance contracts, which at this time do not motivate **contractors** to consider how much water they are using for irrigation. He said developing a model regional maintenance contract with the contractors to include some type of incentive or penalty clause in order to prevent wasting water seems like low hanging fruit.

Mr. Muccillo said at the direction of the Board a list of municipal owned properties is going to be compiled. He said the discussed the best way to do the audits and they suggest providing an audit checklist and a format to ensure that they are getting effective

and consistent audits. He said once the entities bring their properties lists forward then the TAC can look at them and identify about 20 properties that have significant potential water savings and then have the individual entities conduct audits for those.

Member Springer suggested that members of the landscape community who are not yet certified could possibly donate their time in conducting the audits for training and write off the donation to governments as a tax deduction.

Mr. Hildebrant said the training program being offered is very good, that he has taken it himself but it is primarily designed for turf. He said they need to develop a training program specific to the area. He said the Irrigation Association that provides the format for the training does not have any recognized format for Northern Arizona. Mr. Hildebrant said the YCNLA would like to develop a curriculum that is more exact to cover this area. He said this going to take some time. He said they are currently doing audits for the City of Prescott for free and there is talk of charging in the future. He said the auditors are typically the advanced people in the company, usually the owners of superintendents, because the audits require a lot of experience. He said taking them off of the job site to drive possibly across the county to do an audit takes two to three hours is costly. Mr. Hildebrant said they do not want to make profits on doing the audits but there needs to be further development on the process.

Councilman Roecker asked what is meant by 'curriculum.' Mr. Hildebrant said the Irrigation Auditor Program as issued by the Irrigation Association, which is a nationally organized program, has vectored itself toward turf management. He said the problem is if they only train the auditors toward turf it leaves them short when talking about watering ponderosa pines. He said their auditors need to be trained more on the needs of local horticulture and vegetation than they do on turf.

Ms. Rydell reminded the Board that the irrigation auditors and YCNLA members are professionals and they do have value. She said she thinks they need to treat certified auditors in particular with value and the City of Prescott will not be looking to them to do any additional audits at no charge; the City will contract for their services just as they contract for any other professional service. Ms. Rydell said there is a sustainable economy to water conservation and she wants to make sure they are not negating that by asking them to do work at no charge.

Chairman Fann said she would love to see a water audit training program zero in on Northern Arizona. She said she bought an interim house 18 months ago and had low water landscaping and a small patch of grass put in but does not have the foggiest idea how much she is supposed to be watering or not. She referred to the Final Report that is now on the website and asked if there will be period of time for public input.

Mr. Muccillo said yes and there has already been a tremendous amount of public input to date and they are not against revising it with additional public comment. He said he thinks this is the launching pad given they now have a dollar amount and a broad picture of what they want to do with water conservation they can use the report to structure those. He said even though it is a "final" report it is simply closing out that scope of work but this is an ongoing living document.

Chairman Fann said she encourages additional input on the Final Report and having the news media put out something for everyone to view. She said she suggests putting this on a Chino Valley Council Agenda since the report impacts future ordinances and the citizens of the town.

Councilman Roecker said he fully concurs and will ask that the City of Prescott place this on a Council Agenda.

Member Springer agreed and said she will ask Mr. Rasmussen to prepare it for a future Yavapai County Board of Supervisors Agenda.

Mr. Muccillo said April 2009 is the expected date for grants to be awarded. He said this means that any funds they spend between now and then would not be eligible for matching. He said spending money before then may put them in jeopardy of spending more money than they intended if they spend money before April 2009. He said they can still develop their model ordinance and still have their plan.

Ms. Rydell said if they adopt the Water Smart brand because she does have existing Bureau of Reclamation grant funding and because the Coalition has some funds it could spend the Coalition can begin developing the Water Smart cards.

Mr. Muccillo said they can get ready but they would not be able to purchase radio spots and such things until they know about the grant. He said they may find out a little earlier than April 2009 if they are denied the grant. Chairman Fann said maybe they will spend the winter getting all of this ready for a kick on in spring.

Chairman Fann asked if the Board needs to have the Final Report placed on a future agenda for adoption.

Member Springer said she does not think they need to have their respective councils' and boards' support in order to approve it. She said it is just a report and that she does not think anybody is adopting these as projects.

Mr. Muccillo said they can consider it as a report from the consultant to the Coalition.

Member Springer suggested that they have the report placed on an agenda in a couple of months for approval after presenting the information to their boards and councils.

Mr. Mechanic asked if the grant application is going in based on a specific program and then one of the councils disagrees with a component of the program will that cause a problem with the grant.

Chairman Fann said this is a water conservation report and water conservation is a relative new concept for Yavapai County. She said it is important to her to make sure her council is on board with it and the citizens are on board with it. She said she does not like to get too far ahead of her council and the only way a program will work is if everybody buys into it.

Mr. Muccillo said there will be considerable information from the report used in the grant application and that Mr. Mechanic's point is valid. He said they paid for the report and they are going to use it to make a targeted, focused grant application. He said they are currently working on the grant application and it is due in mid-November.

Chairman Fann said it is imperative that those who want to take this back to their boards and councils need to do that in the next three to four weeks.

Mr. Muccillo said the Coalition should put approval of the Final Report on the October agenda because of the grant application being submitted in November.

ITEM NO 9. Discussion – Next Meeting Time / Location / Agenda Items

Mr. Muccillo said the next UVRWPC meeting will be Wednesday, October 22, 2008, 2:00 p.m. at Prescott City Hall.

He said they will give an update on water conservation grants, a potential update on recharge efforts, some potential action on the Water Smart logo, James Perey, and the

addition of a nursery/landscape/irrigation candidate to the Safe Yield Workgroup. He said the current TAC meeting that is scheduled for October 8, 2008 will likely be rescheduled for October 16, 2008 but that will come out in an email.

Meeting adjourned 3:31 p.m.

KAREN FANN, Chairman

ATTEST:

LORRI CARLSON, Administrative Assistant

DRAFT

Sage Consulting

Writing, marketing and fundraising for two decades

Mr. Ed Muccillo
Burgess & Niple, Inc.
Program Manager
Upper Verde River Watershed Protection Coalition.

September 26, 2008

Dear Muccillo:

Ms. Shaun Rydell, City of Prescott Water Conservation Coordinator, suggested that I forward the proposal for purchase of Rights of Use to the WaterSmart Logo and Reprints Rights for the existing WaterSmart Cards. The proposal she originally provided has been revised to include all municipal jurisdictions within Yavapai County, Yavapai County government, both tribal governments, Upper Verde River Watershed Protection Coalition, and the Yavapai County Water Advisory Committee.

Sage Consulting provides all manner of marketing, public relations, and fundraising services with particular expertise in public education, social marketing campaigns, technical and scientific proposals, affordable housing, publication and collateral print development, grant research and writing. Other areas of specialty include legal advice surrounding civil and water rights issues, and policy and procedure development and writing.

Please do not hesitate to contact me at 928-778-6759 or e-mail melody_reif@msn.com with questions or to schedule a meeting at your convenience. Thank you for your time and consideration.

Sincerely

Melody Reifsnyder

Melody Reifsnyder, President
Sage Consulting

3039 N. Date Creek Drive ♦ Prescott Valley, AZ 86314 ♦ 928-778-6759 ♦ melody_reif@msn.com

**PROPOSAL FOR PURCHASE OF RIGHTS OF USE TO THE
WATER SMART LOGO AND REPRINT RIGHTS TO THE WATERSMART CARDS**

The undersigned, hereinafter known as “Contractor,” agrees to the sale of rights for use of the WaterSmart logo and reprint rights to the previously developed WaterSmart cards, as per terms and conditions set forth in this Independent Contractor Agreement.

CONTRACTOR CONTACT INFORMATION: Sage Consulting
3039 N. Date Creek Drive, Prescott Valley, AZ 86314
928-778-6759, melody_reif@msn.com

SERVICES TO BE PERFORMED: Contractor will sell all rights for use of the WaterSmart logo to the government of Yavapai County, all municipal jurisdictions within Yavapai County, the Yavapai-Prescott Indian Tribe, Yavapai-Apache Indian Tribe, Upper Verde River Watershed Protection Coalition and Yavapai County Water Advisory Committee. Upon finalization of an agreement and payment, original artwork will be provided, in electronic format, to each contracting entity.

COMPENSATION: As full compensation rendered under this Agreement, the above-identified organizations shall pay Contractor a fixed sum of **\$6,000.00** to purchase rights to incorporate the WaterSmart logo on any and all printed and/or electronic information. Contractor further agrees to sell reprint rights to the previously developed WaterSmart cards for a fixed price of \$250 per card. The \$250 charge includes placement of contracting organization logo or logos, contact information, and printer coordination. Additional edits to the existing cards are charged at \$75/hour. New cards or rewrites of existing cards are charged at \$750 per card, including photos and printer coordination.

TERM: Contractor agrees to sell perpetual rights for of the WaterSmart logo and/or WaterSmart cards to all jurisdictions identified under “Services to be Performed,” as limited by the political boundaries of each jurisdiction.

GENERAL PROVISIONS:

Entire Agreement: This Agreement constitutes the entire agreement of the parties with regard to the subject matter contained herein, and replaces and supersedes all other agreements or understandings, whether written or oral. No amendment, extension, or change of this Agreement shall be binding unless in writing and signed by both parties.

Waiver: The failure of either party to insist on strict compliance with any of the terms or conditions of this Agreement by the other party shall not be deemed a waiver of the term or condition. If any provision in this Agreement is held to be invalid, void or unenforceable, the remaining provisions shall nevertheless continue in full force without being invalidated.

Ownership: All documents developed by Contractor in connection with the services rendered under this Agreement shall belong to the contracting organization for use as stipulated in Scope of Work and/or Contract for Services. Rights of use are non-transferable. Products and/or services cannot be recreated by the contracting organization for use and distribution by a non-contracting agency. Contractor retains rights to enter into Independent Contractor Agreements for use of the WaterSmart logo and/or WaterSmart cards by other public or private organizations that are not included in this agreement, at the sole discretion of the Contractor.

THIS AGREEMENT is executed between Sage Consulting and _____
(Contracting Agency and/or Agencies)

on this ___ day of _____, 200__.