

**COMMISSIONERS**

ROBERT PARRIS, *Chair*
BARBARA HOGAN, *Vice Chair*
LEO THIBAUT, *Treasurer-Auditor*
KATHY MAC LAREN, *Secretary*
KEITH DYAS, *Commissioner*
MARCO HENRIQUEZ, *Commissioner*

OFFICERS

MATTHEW R. KNUDSON, *General Manager*
PETER THOMPSON II, *Asst. General Manager*
TOM BARNES, *Resources Manager*
DENNIS HOFFMEYER, *Controller*
DANIELLE HENRY, *Administrative Assistant*

August 2, 2018

***Agenda for the Regular Meeting of the
Commissioners of the Antelope Valley State Water Contractors
Association to be held at the Palmdale Water District office
at 2029 East Avenue Q, Palmdale
Thursday, August 9, 2018
6:00 p.m.***

NOTE: To comply with the Americans with Disabilities Act, to participate in any Association meeting please contact Dawn Deans at 661-947-4111 x1003 at least 48 hours prior to an Association meeting to inform us of your needs and to determine if accommodation is feasible.

Agenda item materials, as well as materials related to agenda items submitted after distribution of the agenda packets, are available for public review at the Palmdale Water District's office located at 2029 E. Ave. Q, Palmdale. Please call Danielle Henry at 661-947-4111 x1059 for public review of materials.

PUBLIC COMMENT GUIDELINES: The prescribed time limit per speaker is three-minutes. Please refrain from public displays or outbursts such as unsolicited applause, comments, or cheering. Any disruptive activities that substantially interfere with the ability of the Association to carry out its meeting will not be permitted and offenders will be requested to leave the meeting.

Each item on the agenda shall be deemed to include any appropriate motion, resolution, or ordinance to take action on any item.

- 1) Pledge of Allegiance.
- 2) Roll call.
- 3) Adoption of agenda.
- 4) Public comments for items not on the agenda.
- 5) Consideration and possible action on minutes of regular meeting held July 19, 2018.
- 6) Payment of bills.

- 7) Presentation on the Association's participation in the 2018 Home Show and SMART Water Expo. (Resources Manager Barnes)
- 8) Consideration and possible action on sponsorship of conservation garden with the Antelope Valley Fair Association. (Chair Parris/Commissioner Mac Laren)
- 9) Consideration and possible action on sponsorship of AB 1234 Ethics Training required for Board of Directors and Executive Management. (General Manager Knudson/Assistant General Manager Thompson II)
- 10) Status update on the Big Rock Creek Groundwater Recharge Project. (General Manager Knudson/Assistant General Manager Thompson II)
- 11) Status update on the financial analysis associated with the cost of providing replacement water to the Antelope Valley. (General Manager Knudson/Assistant General Manager Thompson II)
- 12) Discussion on concepts of maximizing the use of available recycled water in the Antelope Valley. (Chair Parris/General Manager Knudson)
- 13) Report of General Manager.
 - a) Update on Antelope Valley Watermaster meetings.
 - b) Update on Antelope Valley IRWMP Stakeholder meetings.
 - c) Update on Fremont Basin IRWMP Stakeholder meetings.
- 14) Report of Resources Manager.
 - a) Update on AVSavesWater.com and AVSWCA.org website merge.
- 15) Report of Controller.
 - a) Update on Revenue, Expenses and Change in Net Position.
- 16) Reports of Commissioners.
 - a) Status update on AVSWCA Strategic Water Plan Ad Hoc Committee meetings. (Chair Parris)
- 17) Report of Attorney.
- 18) Commission members' requests for future agenda items.
- 19) Consideration and possible action on scheduling the next Association meeting September 13, 2018.
- 20) Adjournment.



Partners

- AV State Water Contractors Assoc.
 - AVEK Water Agency
 - Littlerock Creek Irrigation District
 - Palmdale Water District
- Antelope Valley Fair Association

Partners

- Landscape Designers
- Developers/Contractors
- Landscape Material Suppliers
- Other Water Districts
- Antelope Valley College

Plan

- Join 2018's Home Show & Craft Fair
- AVSWCA Sponsorship of \$10,000
- SMART Water Expo added to AV Fairgrounds Marketing Plan
- Coordinate & Oversee Water Expo
- Contact Water Conservation & Landscaping Vendors

Promotion

- AV Fairgrounds Marketing Plan for Home Show:
 - Time Warner Commercial
 - AV Press Advertising
 - Local Billboard Ads
 - Radio Advertising
- PWD Email Blast Notice
- Facebook, etc.

Promotion

The image displays a collection of promotional materials for the Home Show. At the top left is the Palmdale Water District (PWD) logo, featuring a stylized 'PWD' in a blue circle with 'EST. 1918' below it, and the text 'PALMDALE WATER DISTRICT A CENTURY OF SERVICE' to its right. Below the logo is a flyer titled 'SMART Water Expo at Home Show'. The flyer text reads: 'The A.V. Fair and Event Center Home Show is back March 16-18. Admission is FREE. Daily parking is \$5. Now this year is the SMART Water Expo on March 17-18 presented by the Antelope Valley Water Contractors Association. The Smart Water Expo will feature water conservation vendors & seminars that will help you create a more efficient landscape & save money. Come visit the PWD booth & talk to our conservation staff!'. Below this text is a small image of a hand pointing to a map. At the bottom of the flyer, it says: 'SMART Water Expo at A.V. Home Show', 'Saturday, March 17 & Sunday, March 18 9 a.m. - 4 p.m.', 'Antelope Valley Fairgrounds 2551 W. Avenue H, Lancaster CA 93536', and 'Admission: Free'. To the right of the SMART Water Expo flyer is a red starburst graphic that says 'NEW! Water Conservation Expo'. Above this is the text 'A.V. FAIR AND EVENT CENTER'. To the right of the starburst is a black circle with white text: 'Show Hrs Vendor list avfair.com'. The largest element is a sign for 'HOME SHOW' with a house roof graphic. The sign text includes 'HOME SHOW', 'MARCH 16-18', 'VENDORS WANTED', and 'DEADLINE: 3/1/18'.

Promotion



Participants

- Antelope Valley College
- Antelope Valley Resource
- Aquaphina
- California Building Material
- Curb Crafters
- Denise K. Designs
- Elite Home improvements
- Glenn's Lawn Care
- Greenbee Nursery



Home Show Vendors list as of 3/8/18:
360 Remodeling
Ability in Us Arts and Crafts
Advance conservation
Alicia's Gift Shop
AMC Mkt/ Great Destinations
American Vision Windows
Antelope Valley Adventist School
Antelope Valley Blue Star Mothers
Antelope Valley Resource Cons. Dist.
Aquaphina

Participants

- Hi Desert Iris Society
- Home Depot
- JNR Home Improv.
- Lee's Bees
- Palmdale Water District
- Paradise Landscape
- Sparkle Clear Pools
- Trusted Home Constr.
- Weed Wackers



People

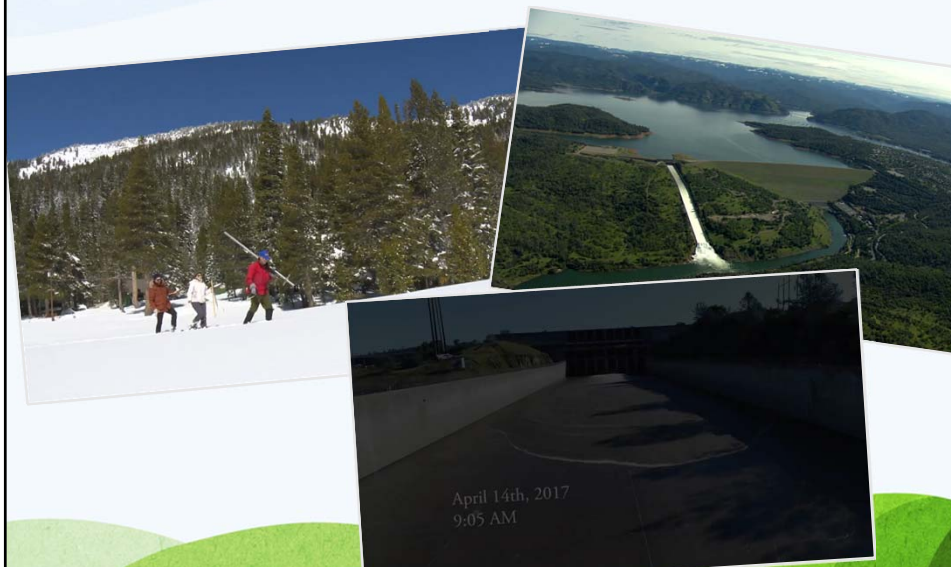


Presenters

- Neal Weisenberger
 - Vegetable Gardening
 - How Do I Water My Landscape?
- Glenn Guenther
 - How to Replace your High-Water Use Landscape
 - Landscaping Lighting and Accents
 - Drip Irrigation 101
- Denise Keef
 - Landscaping Without Lawns
- Steven Berger
 - Buildings of Steel, Inc.



Presentations



Price

Description	March 2018	November 2016
Facilities	\$ -	\$ 1,145.00
Sound System	\$ 2,413.50	\$ 2,413.50
Printed Marketing	\$ -	\$ 14,374.00
Media Marketing	\$ -	\$ 6,877.00
Sponsorship-AV Fair	\$ 10,000.00	\$ -
Totals:	\$ 12,413.50	\$ 24,809.50

Price

AVSWCA Member	Cost
AVEK	\$ 10,637.99
PWD	\$ 1,602.47
LCID	\$ 173.04
Totals:	\$ 12,413.50

