

Summary of Minutes

Water Conservation Advisory Council Meeting

Date: Thursday February 19, 2009
Time: 10:30 am – 12:26 pm
Location: Conference Room of Wells Branch Community Center
2106 Klattenhoff
Austin, TX 78728

Meeting called by: C.E. Williams, Presiding Officer
Meeting Facilitators: TWDB support staff

Council Members in attendance are listed below:

Scott Swanson	Comer Tuck	Greg Carter	Ken Kramer	Gene Montgomery
C. E. Williams	Kelly Hall	Janet Adams	Bill Hoffman	Steve Bednarz
Carole Baker	Donna Howe	Cindy Loeffler	Wayne Halbert	Richard Egg
Gary Walker	Vivien Allen			

Alternates in place of Council Members:

Denise Hickey for Jim Parks
Juan Soulas for Karen Guz
Greg Ellis for Luana Buckner

At 10:30 am the Council meeting was called to order by Presiding Officer C.E. Williams. The presiding officer welcomed the Water Conservation Advisory Council (Council), the alternates, and the audience. The agenda was shifted around to allow the guest speakers to present first.

The presiding officer invited Mike Baselice, of Baselice and Associates, Inc., to speak to the Council. Mike spoke about the survey that his firm conducted for North Texas Municipal Water District (NTMWD) on the Water IQ brand and messaging. His presentation discussed the structure and design of the survey and how the responses were quantified. He also discussed the concepts that resonate with varying audiences. The research was eventually used as a decision making tool to design creative messaging. (Appendix A)

The presiding officer invited Perry Been, the Deputy Director of Texas' State Energy Conservation Office (SECO), to speak to the Council. His presentation discussed the potential correlation between the Council's mission and SECO's mission. He also discussed the SECO loan programs that fund water efficiency related projects along with other infrastructure types of projects. (Appendix B)

The Council then moved on to discuss the targets and goals for the year, and any updates on the Texas's legislative activities this session. It was suggested that Workgroup 5 should have the new task of coordinating with SECO on water efficiency project efforts. Some council members also encouraged the Council to show support for the Council's Legislative Report by touching base with local representatives. Carole

Baker and Ken Kramer offered to put together a brief information packet so that council members could provide the information to their own local representatives if they so desired. There was also some brief discussion of bills that have or will be filed and information pertaining to the federal stimulus package, smart controllers, Water Sense guidelines etc.

The Council then discussed that some terms would be ending in August 2009 for seven of the council member positions. In May 2009 nominations will be solicited for these following positions:

- Texas Parks and Wildlife Department
- Regional Water Planning Groups
- River Authorities
- Environmental Groups
- Higher Education
- Electric Generation
- Rural Water Users

Once solicitation for nominations has ended, the Texas Water Development Board will review the applications and Board Members will approve a Council Member for each of those seven positions. The new terms will then begin in September 2009 and be for a term of six years.

After that the Council approved the previous council meeting minutes. The floor was opened for public comment for which there was none.

The next meeting date was set for Monday April 6, 2009. Location for this meeting is now confirmed as the R.E. Johnson State Office Building at 1501 North Congress Avenue, Austin, Texas.

Council meeting was adjourned at 12:26 pm.