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West Valley CAP Subcontractors

WEST VALLEY CAP SUBCONTRACTORS
MANAGEMENT COMMITTEE MEETING

Summary of the April 21, 2016 Management Committee Meeting held at City of Glendale Oasis Water Campus, 7070 W Northern Ave, Glendale.

MANAGEMENT COMMITTEE MEMBERS PRESENT

Stephen Cleveland, City of Buckeye
Mike Weber, City of Peoria
Cindy Blackmore, City of Avondale
Javier Setovich, City of Goodyear
Terry Lowe, City of Surprise
Nick Russo, City of El Mirage
Cindy Campbell, City of Phoenix

PLANNING COMMITTEE MEMBERS PRESENT

Drew Swieczkowski, City of Glendale
Christina Nunez, City of Surprise
Gerard Silvani, City of Phoenix
Alan Dulaney, City of Peoria
Jamie McCullough, City of El Mirage
Gretchen Erwin, City of Goodyear

INTERESTED PARTIES PRESENT

John Rasmussen, Reclamation	Robin Stinnett, SRP
Don Breeding, Maricopa Water District	Stuart Peckham, SRP

1. Call to Order
The meeting was called to order at approximately 1:15 pm.
2. Approval of Minutes
Stephen Cleveland asked for any comments on the meeting notes from the January 28, 2016 Management Committee meeting. Mike Weber moved that the meeting notes be approved as written, and Javier Setovich seconded the motion. The motion carried unanimously.
3. Reports
Planning Committee Report:
Teresa informed the management committee that the planning committee had just completed elections and the end result was that Drew Swieczkowski was elected Chair, and Mark Holmes was elected as Vice Chair.

Drew provided a Planning Committee report, saying that the planning committee has been working on the basin study and the organizational structure. The Planning Committee brought in people with CAP to discuss their demand model, and have been putting forth a lot of effort to ensure the model is useful and our progress maintains momentum.

Executive Director's Report:

Teresa stated there has been a lot of focus on the basin study, and organizational structure. Also, she asked Avondale if she is able to coordinate with Gust Rosenfeld, PLC, regarding the organizational structure because WESTCAPS does not want to obligate them for any reason when it's for WESTCAPS.

Treasurer's Report:

Teresa stated that Jake Lenderking has provided the current Treasurer's Report. The current balance is \$22,856.00, and the projected balance would be \$14,856.00. Membership dues should remain the same, but in the future a budget for the management committee will be provided for their review.

4. BOR Report:

John Rasmussen distributed a handout which outlined the primary elements of the basin study and gave the management committee a general synopsis of each element, such as; supply and demand, assessment of supply and demand caps, determination of strategies to mitigate "problems", trade-off analysis, and reporting communication. He emphasized the importance of the final element, reporting and communication, due to the fact that WESTCAPS would probably have to report to Washington. John also notified the management committee that he's requesting an extension on the basin study, so the new projected completion date will be June 2018.

John stated that the criteria for scenarios was determined by enlisting the efforts of a task team who created scenarios through population predictions. Teresa added that CAP information has become available so the group looked at that and decided to use it, and also, the first scenario would be used as a model of the current state if nothing changes.

Robin informed the management committee that CAP offered a model they have been using for a while. Another benefit is that if the group changes their assumption, they can simply re-run the model, so alternate scenarios are able to be tested more easily.

5. Strategic Plan Update

Teresa gave a brief background of the strategic planning status, stating that a year ago the Planning Committee got together for a half-day to develop a rough strategic plan, and the management committee wanted to take an opportunity to review it and see if anything could be added, or removed. Stephen Cleveland stated that this was an opportunity to do a reflection on what went on before June, and what has happened in the last twelve months, ultimately, an overview of what WESTCAPS has done well, and what can be improved upon after one year.

What was done well:

- progressed the basin study
- advancing the organization to a 501c4
- membership attendance (CAP/ASLD/MWD)
- West Valley Water Summit was a success, which results in continued interest with leaders
- the establishment of the Management Committee, which motivates the Planning Committee and brings greater awareness of WESTCAPS
- improved regional collaboration efforts/stakeholder involvement

What can be improved:

- West Valley Water Summit needs a little more time for open discussion
- branding [later decided to add as a separate category to the strategic plan]
- complete formalizing the organization
- expand our membership
- take it out to the policy makers; build our marketing case

Javier stated the importance of devising a consistent “message” on what is WESTCAPS and what we do. In addition, the Management Committee felt we currently lack a good, solid mission statement, so discussion ensued to that end. It was unanimously decided that the mission statement will be: **Develop a water resource solution that supports the current and future needs of the West Valley members.**

Objectives:

- Bring water to the Valley so we can use it
- promote economic development
- developing solutions to move and convey water
- Further the standing and voice of the West Valley in water policy
- Promote conservation and sustainability

Teresa then went through each of the sections from the Planning Committee’s strategic planning information, for the Management Committee to review or add to.

Marketing (add Branding):

It was also determined that to further the branding of WESTCAPS, it would help to reach an overall understanding of the message of WESTCAPS, and its role. It was found that WESTCAPS, through the ability to work together as a region, could be used as a clearing house of information, and a way to collaborate and share knowledge that could be synthesized and interpreted to a point that would become the standard for all parties interested in the information we have to offer, parties such as economic development, planning, other industries, GPEC, etc.

Another helpful tool that could help in the bolstering of WESTCAPS’ credibility would be to compile a history of the West Valley and WESTCAPS, and should be done while it is fresh in everyone’s memories.

Advocacy:

As far as advocacy goes, ideas were found that could help further the influence of WESTCAPS, such as:

- teach us how to lobby
- collaborative effort/timing on lobbying
- collaborate or sponsor water festival
- education community campuses (STEM, Project WET)
- communicate message and spread the message of water conservation to schools
- reaching out to development (HBACA, be a resource for them and vice versa)
- youth leadership involvement
- mentoring youth/sponsoring interns (preferable high school to college level)

Policy/Planning:

Stephen stated that it may be a helpful component to devise an informational piece that describes and emphasizes not the cost of water, but the value of water. Ex: The cost of such a precious resource as water in comparison to a latte or bottled water.

Terry Lowe voiced the importance of knowing our message, so that all members can get in front of their elected bodies. In agreement, Stephen said that we should be able to report to them regarding the basin study and the information we've gathered.

6. New Business

None.

7. Call to the Public

None

8. Legislative Update

None.

9. Next Meeting and Adjourn

The next meeting is set for July 28th. The meeting adjourned at 2:50pm