



IDAHO WASHINGTON AQUIFER COLLABORATIVE

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 Mike Galante - President
 Ty Wick - Vice President
 Rob Lindsay - Secretary
 Alan Miller - Treasurer

The Idaho Washington Aquifer Collaborative (IWAC) works to maintain and enhance water quality and quantity for present and future generations by developing management strategies which benefit the Spokane Valley Rathdrum Prairie Aquifer and the Spokane River region.

April 12, 2016, 1:30 – 3:15 PM, Liberty Lake Sewer and Water District
 Representatives Present

	Organization	Representative	Email Address
	Avista	Michele Drake	Michele.drake@avistacorp.com
	Avondale Irrigation District	Bob Chandler	bobchandlercda@gmail.com
	Bar Circle S Water Company	Rob Turnipseed	avondalecon@frontier.com
√	City of Coeur d’Alene	Terry Pickel	tpickel@cdaid.org
	City of Post Falls	John Beacham Matthew Isch	jbeacham@postfallsidaho.org misch@postfallsidaho.org
	City of Spokane RPWRF	Mike Coster	mcoster@spokanecity.org
√	City of Spokane Water Department	Dan Kegley Bill Rickard	dkegley@spokanecity.org brickard@spokanecity.org
	Coeur d’Alene Tribe of Indians	Laura Laumatia	llaumatia@cdatribe-nsn.gov
√	Consolidated Irrigation District No. 19	Shane Sheppard	consolidatedirrigation@comcast.net
	East Greenacres Irrigation District	Ron Wilson	ron@eastgreenacres.org
	Hayden Area Regional Sewer Board	Ken Windram Shirley Carter	ken@harsb.org
√	Hayden Lake Irrigation District	Alan Miller	alan@haydenirrigation.com
√	Liberty Lake Sewer and Water District	Bijay Adams	bijay@libertylake.org
√		Jeremy Jenkins	jjenkins@libertylake.org
	Moab Irrigation District	Kathleen Small	kathleensmall@comcast.net
√	Model Irrigation District	Jim Lahde Rick Neal	jim@modir.org rick@modirr.org
√	Modern Electric Water Company	Bryan St Clair	bstclair@mewco.com
√	North Kootenai Water & Sewer District	Mike Galante	mikeg@nkwsd.com
√	SAJB Program Leader	Tonilee Hanson	sajbinfo@gmail.com

√	Spokane Co. Water Resources	Rob Lindsay	rlindsay@spokanecounty.org
√	Spokane County Water District No. 3	Ty Wick	scwd3@comcast.net
√		Kelly Williquette	scwd3engr@comcast.net
	Spokane Tribe of Indians	Brian Crossley	crossley@spokanetribe.com
	Vera Water and Power	Todd Henry	thenry@verawaterandpower.com
	Guest Speakers		
√	City Idaho Water Engineering	Bob Haynes	bob@idahowaterengineering.com
√	Washington State University	Melanie Thornton	melanie.thornton@email.wsu.edu
√	Washington State University	Jennifer Johnson	Jennifer.e.johnson@wsu.edu
	Washington State University	Kayla Wakulich	kayla.wakulich@wsu.edu
	Washington State University	Maddie Gray	@wsu.edu
	Guests		
√	City of Spokane Valley	Aaron Clary	aclary@spokanevalley.org
√	City of Spokane Valley	Henry Allen	hallen@spokanevalley.org
√	U of I Ext. Water Education	Jim Ekins	jekins@uidaho.edu

AGENDA

Welcome and Introductions – President Mike Galante opened the meeting and welcomed everyone.

Approval of Meeting Minutes – President Galante called for additions or revisions to the Minutes for March 8, 2016. Hearing none the minutes were approved as submitted.

Financial Report – Treasurer Alan Miller reported a March Account Balance of \$14,736.74. April income received for deposit \$9,000. Interest Income \$0.55. Expenses YTD \$1859.31. Year to Date Balance upon deposits \$17,937.43.

Old Business

The Stormwater Video – Melanie Thornton and Jennifer Johnson shared feedback summarized from the Spokane River Forum conference attendees.

Lots of positive feedback:

- Well done! I felt as if the video covered some important points in a simple and fun manner that will be well received by the public. The video also clearly states the concern and what the viewer can do to make a difference. I wouldn't change a thing.
- Good connection of everyday choices and how they impact our lakes, rivers, aquifers = broadens understanding
- I like that you hit the highlights of contamination to the storm drain.
- A bit cheesy but gets the point across
- I like the phone call, people can relate to that
- Strong collaborative, 'trans-boundary' message
- Thank you for providing us with your creativity

- Interesting angle
- Great call to action video
- I like “please don’t feed the storm drain”
- Voice is GREAT!
- It was well done, nice work. Message was clear, short, and to the point
- Video was clever
- Loved that it was educational but short and with a funny twist to keep people’s interest

Potential Changes:

- Additional scene: in the background is a sprinkler watering ½ lawn and ½ street and the stormwater drain makes a sputtering comment about wasting water
- The two voices come close to talking over each other - a bit more space between voices would help.
- Could let Johnson look a bit puzzled as he processes what he is hearing
- Storm drain on the phone is one word but should be two
- Add “I thought twice as much fertilizer meant twice as green lawn”
- Too long for a TV ad or for a PSA
- Add something on litter/garbage/discarded drinks going down the storm drain
- Might show where the storm drain discharges to a stream/lake; or groundwater that does to drinking water wells
- Show an algal bloom from fertilizer or excess nutrients in pet waste
- Show a storm pipe discharging to a stream
- Could add a diagram after the “you eat that stuff” show pipes going from drain and out to water bodies
- Oil sheen on the road and/or on a water body
- Replace with some of the footage of the drain and Johnson
- Could include landscaping options that would eliminate the need/use of fertilizers
- Keeping leaves out of the storm drain is another concern (not sure if this is applicable to this message)
- Emphasize that the water does not go through a treatment process before going back into the environment (river/aquifer)
- Show the actual Spokane River
- Show phrase or graphic on the screen that is catchy and easy to remember (i.e. “don’t feed the storm drain”) (x3)
- Reiterate “don’t feed the storm drain” a few times, it will personify the drain a bit more
- Quick animation of path stormwater takes from drain thru pipes to river instead of pictures of aquifer
- Make point even stronger that our drinking water comes from our stormwater and everything you do to protect it benefits you
- See some visuals of the contaminants entering the storm drain (poop, fertilizer, paint, oil, etc.) flowing down the street into the drain
- Using a drain that has an “open mouth” (opens that have gaps between the sidewalk and the street) might add to character of the storm drain

- Get rid of the last line “thanks Mr. storm drain”, a bit lame
- Add some music in the background
- Shorten video for social media...it’s too long
- Stress that stormwater doesn’t go to wastewater treatment plant → it’s implied but not stated - most people have no idea
- Be more clear about how not only outdoor water use but the precipitation goes into the storm drain. Some leads straight to river.
- Put some trash, grass clippings next to storm drain
- When there is video of storm drain don’t include sound.
- The wind can be too harsh (scene with pictures on the side)
- Make sure the sound of the voices is the same volume. There were a couple of harsh peaks
- The lighting changes throughout the video (possible filter)?
- Once the man gets the phone call he should be more excited - maybe jump up and look around, something
- Call it Mr. Storm drain or Drain man
- Can’t’ show apple logo on phone
- Connect the “eat that” sooner in the video
- Make the expletive more realistic “oh my” / greater display of disgust
- Speed up audio to 1.2 or 1.5
- Add images of where the water goes and it’s in the drain. What is the structure of the storm drain? Does it see to holding tank?
- Take dog waste part out to save time
- Perhaps interaction with the drain, a conversation without the phone

Additional Comments:

- Let Spokane city use it
- Suggest to recruit and collaborate with a TV/video production company
- Recruit an ad agency to partner with WSU & production firm to make sure PSA is distributed and used
- Track PSA use, total annual use and estimate total impression (evaluation)
- A little slow for a P.S.A but would love to see something similar educating the community
- Who is the audience? A bit silly for adults

IWAC extends its sincere appreciation WSU graduate student, Korey Woodley, who created the first three drafts of the stormwater video. The next version will be produced by a professional videographer. IWAC members or a sub-committee may want to select which of the potential changes above they wish to have included in the professionally produced video.

Water Quantity Revised Storyboard Feedback: Below is feedback from the Spokane River Forum conference attendees.

Positive Comments:

- Good storyboard
- Great imagery of aquifer!
- Could be made into a coloring book for kids

- Looks great -- couldn't be any better - well done
- So creative, tells the story well
- It looks pretty simple & easy - it doesn't have to be complicated to be great & useful
- Keep hand sketch theme!
- FANTASTIC drawings!
- Well done, excellent work

Potential Changes:

- Rocks on aquifer are not rectangular, the rocks are rounded so there is more space for water (round rocks, not square bricks)
- Don't have Drippy fall into Pend Oreille River, use Coeur D'Alene Lake or river
- Include text or voice over would be beneficial
- When the drop goes into the aquifer, it looks like a bad place, may want to think about how it looks
- It looks like the river bed is drying up
- Perhaps yellow submarine may not touch kids K-12
- Some type of narrative might be helpful to ensure the viewer understands the detail so carefully articulated in each drawing.
- Add hydrologic cycle before or after
- I could also see this being translated into different languages, too
- Have drippy pick up pollution somewhere, and follow to tap
- Watch King County Groundwater Video
- Maybe 1st frame is drippy, ready to jump off the cloud; this might indicate an "action" sequence ahead
- Message throughout may need some explanation as it transitions through phases
- Could you do a drain man superhero who is gradually disabled by waste and pollution?

IWAC extends its sincere appreciation WSU graduate student, Kayla Wakulich, whose original artwork was used in designing the first drafts of the water quality storyboard. IWAC members or a sub-committee may want to select which of the potential changes above they wish to have included in a professionally produced animation. Kayla has an education focus and may be interested in developing the storyline for 'Drippy the Water Drop' storyboard. The images could support a variety of water education and protection messages and development could expand to a series of videos or printed booklets for distribution on-line and at community and school events.

Mental Models to Develop Targeted and Effective Messaging – Melanie Thornton, WSU, will share the results of the mental modelling at the May 10th IWAC meeting.

Next Steps for Future Water Management – Dr. Allyson Beal King and Melanie Thornton are interested in holding a few half day workshops this summer or fall for IWAC members. Possible focus questions include:

- How can we (IWAC) be leaders in water resources planning and management?

- How can we (WSU) facilitate discussions using the suite of tools/models (including OASIS) about long-term regional water management?

IWAC members expressed interest in participating in the workshops. Suggestions included:

- hold the workshops from 9:00 am – 12:00 pm
- Include breakfast or lunch
- Provide CEUs for participants
- Bring potential dates for consideration to the May IWAC meeting
- CDA Council Chambers could be a possible location

Our Gem Symposium and Spokane River Forum Conference – Bob Haynes provided a thoughtful and informative overview of major water quality and quantity topics presented at the Our Gem Symposium and the Spokane River Forum Conference March 23-25, 2016. Discussion Followed. Below are the topics discussed and issues raised. Links to the presenters' presentations will be added to the IWAC website.

- Coeur d'Alene Lake water quality: Significant levels of heavy metals are deposited yearly into CDA Lake and oxygen, which acts to hold metals within the sediment, is declining in the lake. What unintended consequences will occur when a new Kellogg water treatment plant removes 60 percent of the zinc? Zinc suppresses plant growth. If there is an increase in lake vegetation and increased oxygen consumption during decomposition what impact will that have on the release of heavy metals into the water body? How can anoxia be prevented and if it is not prevented, what impact will it have on aquifer water quality? Dr. Craig Cooper, University of Idaho.
- Climate Change was the focus of data based presentations by keynote speaker John Abtzoglou, University of Idaho and John Porcello, GSI Water Solutions.
- The John Austin, Director of the Michigan Economic Center detailed, 'The Blue Economy' and described how water and water innovation are driving new economic activity in Michigan.
- SRF Conferences are now seen as a place where collaboration across state lines, agencies and interests is a given. One next step is to include municipalities and other groups like national forest lands and large land owners that need to be part of any potential solutions to nutrient, sediment, phosphorus and metal loading in the CDA Lake tributaries and Spokane River.

New Business

Funding Proposal for Public Awareness Videos Discussion and Call for Consensus:

President Mike Galante, prepared a draft Framework for Funding Request for IWAC videos. The proposal describes a four-part message with a video for each of the following: understanding where drinking water comes from and how it arrives at the home faucet, protecting water quality by focusing on stormwater pollution, water quantity focused on conservation and efficiency and aquifer protection. The recent focus on education outreach and video production with WSU is 'one piece of the pie' for IWAC's commitment to water stewardship. A budget of \$45,000 has been established and potential funders have been identified. Requests are currently in process with the Kootenai County Aquifer Protection District, Spokane County Stormwater and Idaho

Water Resources Board. President Galante called for a motion to approve \$5,000 from IWAC as a commitment to the video production process. Terry Pickel so moved and Ty Wick seconded the motion. President Galante called for discussion and consensus. The motion passed unanimously. Dan Kegley will also discuss possible funding with the city of Spokane stormwater.

2016 WaterReuse Pacific Northwest Conference, May 18-19, 2016, Red Lion Hotel at the Park Spokane, WA. The conference is designed for individuals, organizations, and agencies that are associated with or interested in the design, management, operation, and use of water recycling facilities and projects in the Pacific Northwest. The conference will feature more than 40 technical presentations, technical tours, receptions, luncheons, and the ever popular exhibition component. CEU and PDH Credits available. watereuse.org/news-events/conferences/pacific-northwest-conference/. BiJay Adams plans to attend this Conference and will report back to IWAC

Facilitation – A question was raised about whether or not IWAC needs to continue paying for facilitation given President Galante is managing the IWAC meetings and there are not currently conflicts within IWAC that might require an impartial facilitator. IWAC funds are limited and needed for projects like the education and awareness videos. President Galante will meet with the IWAC Executive Board to discuss the question.

Construction Season Recess – By consensus the IWAC members present agreed to recess meetings for June, July and August to accommodate the busy construction season. The next meeting after May 10th will be September 13th.

Updates Around the Table

Committee Reports: Water Modeling, Water Use, and Education and Awareness
Spokane River Stewardship Partners, Spokane Regional Toxics Task Force

Agenda for May 10, 2016

- Status Update - Funding Proposal for Public Awareness Videos
- Results of Sampling Mental Models for Targeted and Effective Messaging

Handouts: Agenda, Treasurer's Report, March Meeting Minutes, Framework for Funding Request
– IWAC Videos