



Our Water. Our Future.

IDAHO WASHINGTON AQUIFER COLLABORATIVE

iwac.us

P.O. Box 1822
Post Falls, ID 83877

Terry Pickel - President
BiJay Adams - Vice President
Rob Lindsay - Secretary
Ron Wilson - Treasurer
Dan Kegley – Past President

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 watersheds.

November 10, 2020 1:35 – 2:20 PM, via Zoom

Representatives Present

	Organization	Representative	Email Address
	Avista	Chris Moan	chris.moan@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 Craig Borrenpohl Alyssa Gersdorf	jbeacham@postfallsidaho.org cborrenpohl@postfallsidaho.org alyssag@postfallsidaho.org
√	City of Spokane Water Department	Doug Greenlund	dgreenlund@spokanecity.org
√	Coeur d’Alene Tribe of Indians	Rebecca Stevens	rstevens@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	ken@harsb.org
	Hayden Lake Irrigation District	Branden Rose	branden@haydenirrigation.com.
	Liberty Lake Sewer and Water District	BiJay Adams Jeremy Jenkins	bijay@libertylake.org jjenkins@libertylake.org
	Moab Irrigation District	Scott Inch	moabirr20@gmail.com
	Model Irrigation District	Rick Neal Ryan Neal	rick@modirr.org ryan@modir.org
	Modern Electric Water Company	Bryan St Clair	bstclair@mewco.com
	North Kootenai Water & Sewer District	Suzanne Scheidt	suzannes@nkwsd.com
√	SAJB Program Leader	Tonilee Hanson	sajbinfo@gmail.com

	Spokane Co. Environmental Services	Rob Lindsay	rlindsay@spokanecounty.org
	Spokane County Water District No. 3	Kelly Williquette Justin VanDyke	scwd3engr@comcast.net jvandyke@scwd3.org
	Spokane Tribe of Indians	Brian Crossley	crossley@spokanetribe.com
	Spokane Conservation District	Lindsay Chutas	lindsay-chutas@sccd.org
	Vera Water and Power	Todd Henry	thenry@verewaterandpower.com
	Whitworth Water District	Tim Murrell	tim@whitworthwater.com
√	IWAC Past President	Dan Kegley	dmkegs@outlook.com
	City of Spokane	Cadie Olsen	colsen@spokanecity.org
	WA Dept of Health – Drinking Water	Sheri Miller	sheri.miller@doh.wa.gov
√	City of Spokane Valley	Henry Allen	hallen@spokanevalley.org
√	U of I Extension	Jim Ekins	jekins@uidaho.edu

AGENDA

Welcome and Introductions –President Terry Pickel called the meeting to order at 1:35 pm.

Agenda Additions or Revisions – No Changes were requested

Approval of Meeting Minutes for September – President Pickel called for additions or corrections to the October 13, 2020 meeting minutes. Hearing none, the minutes were approved by consensus.

Financial Report – Treasurer Ron Wilson presented the financial report. Accounts payable amounted to \$49.50 for Anne Francis Web Design, check # 3781. IWAC received reimbursement from DEQ for the Irrigation and Landscape Design Grant in the amount of \$9,895.17. The grant reimbursement is not included in the 11/1/20, Mountain West Bank statement balance of \$13,716.11.

Old Business

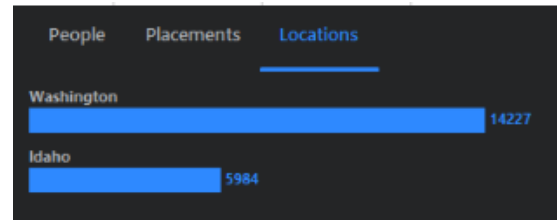
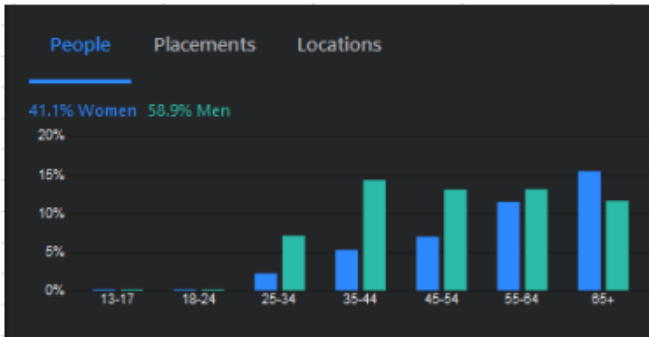
2020-2021 DEQ Source Water Protection Grant Update – The DEQ Source Water Protection grant awarded IWAC \$2,000 for continuing the Efficient Irrigation and Landscape Design work by mailing the Guidebook and developing a webinar series. Members were sent a spread sheet of possible mail recipients. They were asked to send contact information for additional mailing recipients. New recommendations included non-profit organizations such as the Riverkeeper and the Lands Council; Education groups like the Confluence Project; and the Aquifer Protection District members. IWAC members will send Tonilee mailing and email contact information. [The Efficient Irrigation and Landscape Design eBook](#) is available on the IWAC website.

Update Needed for Kootenai County Water Providers Service Area Map – Tonilee Hanson reminded everyone that the SAJB “Find My Water Provider” map still needs the most current service area information for Idaho water purveyors.

New Business

[SAJB Fire Hydrant Backflow Video](#) - KSPS completed the Fire Hydrant Backflow video which has been posted on the SAJB website and linked on the IWAC website. IWAC members had very positive reactions to the message and production quality of the video.

Rogue Heart Media Results – The residential Backflow Prevention video was promoted on Facebook and Instagram from October 14-October 31, 2020. Greta Carlson sent the following results summary. Viewers were 41% women and 58.9% men.



Washington viewers = 14,227
Idaho viewers = 5,984

Promoted Content											
Irrigation System Blowout - Backflow Prevention											
Post Engagements	Reactions, Comments, Shares	Impressions	Clicks	CTR	Video Plays	Thru Plays	Top Audience	Top Location	Top Device Placement	Budget	Cost Per Click
7,779	36	46,567	1,737	3.73%	18,529	1,765	Adults 35+	Washington	Mobile (98%)	\$500	\$0.71

A click through rate (CTR) of 3.73% is excellent. Industry average CTR is .05% - .12%

Tonilee made a request for someone who would manage IWAC’s new [Facebook](#) and [Instagram](#) social media accounts. Dan Kegley offered to take on developing IWAC’s social media presence. Henry Allen expressed interest in assisting Dan.

[Backflow Protection and Cross Connection Control](#) - SAJB website was used to develop a new Backflow Protection and Cross Connection Control page. Contents include:

- City of Spokane definition and diagram of Backflow and how it happens
- IWAC’s Home Backflow Protection Video
- SAJB’s Fire Hydrant Video
- LLSWD’s Backflow testing video
- SRC4 Website
- Backflow Assembly Testers listed by Water Providers

Please review the page and identify information to be added.

Updates Around the Table: No record was made of the updates this month.

Adjourn - There being no further business this 10th day of November 2020, President Pickel adjourned the meeting at estimated 2:20 pm.

President Terry Pickel

Vice President, BiJay Adams

Handouts sent via e-mail: IWAC Agenda, IWAC October 2020 Meeting Minutes. Previous IWAC meeting agendas, minutes, supporting documents and presentations can be found at <http://www.iwac.us/category/meetings/>.