



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

Our Water. Our Future.

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.

June 8, 2021, 1:34 – 2:45 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 alysag@postfallsidaho.org
	City of Spokane Water Department	Doug Greenlund	dgreenlund@spokanecity.org
√	Coeur d’Alene Tribe of Indians	Rebecca Stevens	rstevens@cda-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	rickaneal@gmail.com ryan.o.neal509@gmail.com
	Modern Electric Water Company	Bryan St Clair	bstclair@mewco.com
	North Kootenai Water & Sewer District	Jessie Camburn	jessiec@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@verawaterandpower.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
	Masuen Consulting	Mitch Walker	mitch@masuenconsulting.com
	Masuen Consulting	Jon Peters	jon@masuenconsulting.com
	WA Dept of Ecology	Chris Beard	chbe461@ecy.wa.gov
√	Vera Water & Power	Catherine Cronin	

AGENDA

Welcome and Introductions – President Terry Pickel called the meeting to order at 1:34 pm.

Agenda Additions or Revisions – No changes were requested.

Approval of Meeting Minutes for May– President Pickel called for additions or corrections to the May 11, 2021, meeting minutes. Ron Wilson moved to approve the May minutes. The minutes were approved by consensus.

Financial Report – Treasurer Ron Wilson reported that membership renewals have been received from 10 members amounting to \$10,500.00. The Mountain West Bank balance as of 5/31/21 was \$16,965.45 which does not include the membership renewals. President Pickel called for approval of the financial report, Shane Sheppard moved to approve the financial report and it was approved by consensus. Two IWAC members overpaid the membership dues. Treasurer Wilson decided that it was more expedient to deposit the checks and, with approval, send refund checks in the amounts of \$1,000 and \$500 to the respective districts. Dan Kegley moved to refund the overpaid memberships. Kelly Williquette seconded the motion, President Pickel called for a vote and the motion was approved unanimously.

Old Business

IWAC Social Media – Past President Dan Kegley share the Face Book Insights (analytics) pages for both the Irrigation Retrofit and Backflow Assembly videos that were boosted in May. The insights were somewhat inconsistent in reporting results for each video. Overall, the videos reached 1,204 with 505 post engagements and 14 link clicks. Catherine Cronin, Vera Water and Power, asked if Dan had identified a best day of the week to post content. She shared that, in her experience, the beginning of the week was not a good time to get engagement. Dan shared an interesting observation regarding the difference in age and gender reached for each video. Irrigation Retrofit was viewed by more men and across age groups 30-65. While the Backflow Assembly Testing video was viewed by more women and predominantly in ages 55 and up. See graphs on following page.



Irrigation Retrofit by Age and Gender



Backflow Assembly Testing by Age and Gender

Video Promotion - [Irrigation Retrofit](#) and [Backflow Assembly Testing](#). At the May meeting discussion included purchasing airtime to promote both of the videos. Tonilee Hanson contacted Blue Sky Marketing and received quotes for media campaigns valued at \$3,000 and \$8,000. Video ads are more expensive than digital ads and the recommended length for videos is 15 to 30 seconds. Both of the IWAC videos are over one-minute in length and are not easily edited to the shorter lengths. The \$3,000 campaign would fund approximately 90,000 impressions over one month for one video. The \$8,000 proposal would promote one video and run for two months. It would include 60,000 targeted video display ads and 44,000 OTT video ads. OTT ads are delivered to streaming services. Dan Kegley pointed out that people have the option with OTT to skip the ads so impressions would not necessarily be views. Discussion followed. The consensus was that a traditional display ad campaign might be more effective by connecting viewers to the [Irrigation and Landscape Design page](#) that has videos, webinars and the Irrigation Design Standards guidebook.

Idaho Water Purveyor Service Area Map – The map is ready except for phone numbers for some of the smaller Idaho water districts. President Pickel has been helping collect the phone numbers as Idaho does not keep a centralized list of all districts. Given the busy construction season for President Pickel, if there is a way to have Reanette Boese do the searching, SAJB has allocated funds for her to do this work.

New Business

Source Water Protection (SWP) Grant – Tonilee Hanson reviewed IWAC’s implementation of the SWP grant. The mailing of 400 Efficient Irrigation and Design Guidebooks was completed in January. The mailing cost \$242.11 but the grant proposed budget allocated \$650.00. All five proposed webinars have been completed as part of the IESS-AWWA Service Truck Rodeo, the Spokane River Forum H2O Breakfast, and the Our Gem Speaker Series. The series of [Webinar Videos](#) have been edited and posted on the IWAC website except for the recent Our Gem video which will be posted as soon as it is available. Sponsor organizations provided the webinar platforms and event advertising which was budgeted for \$1,350.00 in the grant proposal. Tonilee recommended that the \$1,493.75 cost of the Irrigation Retrofit video be submitted for grant reimbursement. Discussion followed. Members agreed by consensus that the video production was a valid form of advertisement for the Efficient Irrigation and Landscape Design Standards. Tonilee will draft a final report for the SWP grant and send it for review by July 1, 2021. The final report and reimbursement request are due September 30, 2021.

Water Conservation Resources – Given 2021 has already been declared a drought year, what role does IWAC want to take in promoting water conservation beyond the work already in progress? Both the IWAC and SAJB websites provide a variety of water conservation resources. Growth is unprecedented across the region and residential water use is two times higher than agricultural use.

All purveyors reported pumping more water in May than usual and expressed concern over the added stress on pumps and system infrastructure. Shane Sheppard shared that the Governor of Nevada signed a bill banning 31% of grass. This is the first bill of its kind. Shane will send the article for distribution.

Past President Kegley reflected on the origins of IWAC, coming out of the Rathdrum Prairie Comprehensive Aquifer Management Plan (CAMP), and asked what IWAC can do to further the CAMP Goals. Dan suggested an IWAC planning meeting to focus on the structure and framework for water conservation direction, messaging, and determining future goals. Shane Sheppard shared a 2012 draft set of IWAC Goals. IWAC goals will be reviewed at the next meeting. Dan suggested that the next meeting be held in person and via Zoom. Following discussion, the July IWAC Meeting was cancelled by consensus. The August meeting will be held in person and via Zoom at the Coeur d'Alene Water Department's new facility located at 3145 N Howard Street, CDA, ID 83815.

Rebecca Stevens, CDA Tribe Hazardous Waste Manager, thanked BiJay for speaking in the [Our Gem Speaker Series](#). She reminded everyone of the June 10th presentations by the Confluence Project Youth Water Summit winners. If you missed the speakers, recordings of each webinar will be found at the link above in the next week or so. The Spokane River TMDL will be out soon. Rebecca asked everyone to please check out the survey link below. Take the survey and share with others as the Our Gem Collaborative is trying to gain the publics' perceptions on CDA Lake. Prizes are being offered. Survey: <https://www.uidaho.edu/cda/outreach/cwrc/our-gem/survey>

Updates Around the Table:

All purveyors reported continued development in their service areas and increased pumping due to the drought conditions. Concerns were expressed for bringing new wells on-line and for maintaining existing infrastructure to meet the water demands. Some mentioned that it is a struggle finding employees.

Rob Lindsay, Spokane County Environmental Services, shared that education classes at the Water Resource Center are back in person and in demand. Water treatment is the busy area for the County .

Jim Ekins, UI Extension, Education is back in person. Jim is busy with ISTEM, IDH₂O, Project Wet and Crayfish classes. Jim has a new intern, Emma Armon who is a recent college graduate and motivated. If you have projects and could use an intern for hours, days or a week please let Jim know as Emma is available especially in early August.

Dan Kegley requested that IWAC members measure the effects of the drought on aquifer levels. Surface water drought conditions are easy to see and measure but groundwater drought conditions are not visible. What can we learn today that will inform our work in future drought conditions? How do we best collect information today? What data is missing? What will we need to know to protect water for the next 30-40 years?

Adjourn - There being no further business this 8th day of June 2021, President Pickel adjourned the meeting at 2:45 pm.

President Terry Pickel

Vice President, BiJay Adams

Handouts sent via e-mail: IWAC Agenda, IWAC May 2021 Meeting Minutes. Previous IWAC meeting agendas, minutes, supporting documents and presentations can be found at <http://www.iwac.us/category/meetings/>.