

# Governor's Water Augmentation Council August 5, 2016 Meeting Summary

**Time: 10:00am – 12:30pm**

**Location: Governor's Executive Tower**

**Welcome and opening remarks:** Chairman Tom Buschatzke called the meeting to order and welcomed those in attendance. Council members introduced themselves individually. Chairman Buschatzke welcomed Maria Dadgar to the Council and spoke about her background, as well as the experience that she brings to the Council. Director Buschatzke also welcomed Senator Gail Griffin.

**Presentation on Communication Plan:** Doug MacEachern, Communications Administrator for the Arizona Department of Water Resources provided a presentation on the Department's communication plan to serve as an example and generate ideas for the Council could utilize in order to construct its own communication plan. Pursuant to Executive Order 2015-13, "The Council shall consider a communication plan for the State to accurately convey the status of its water supply resiliency and its efforts to maintain that status moving forward".

## **Discussion Regarding Topics for FY 2017**

### *Development of a Communication Plan*

Following MacEachern's presentation, the Council discussed what a communications plan might look like. They discussed Arizona's need to communicate in general terms the state's efforts to efficiently use water, including how best to characterize the term "acre-feet."

Council Member Sandra Fabritz-Whitney asked whether there would be a communications budget and what audience a campaign may be directed toward. Council Members were concerned about effectively communicating the cost of new projects to the public, and how to inform citizens of what they can do to support the objectives of the Council while avoiding the use of any complicated language.

Recommendations by the Council for the communication plan included:

- Spreading the message about how efficiently Arizona has and continues to use its water.
- Emphasizing the need for the communication plan to reach K-12<sup>th</sup> grade students so that they become better informed of the water situation in the state.
- Personable stories that showcased innovative water solutions implemented by businesses and individuals in Arizona. These stories could act as examples that the Council encourages.
- Communicating the funding for projects that would allow Arizona to meet future demand.
- Familiarizing the public of the cost and time demands of examples of large-scale ventures such as the Salt River Project and the Central Arizona Project, it may help individuals understand what the Council is trying to accomplish in future endeavors.
- The involvement of Native American Tribes in the communication process.

Council Members Sandra Fabritz-Whitney and Ted Cooke agreed that the Council represents Arizona's intention to move forward and any communication should reflect that.

Council Member Misael Cabrera suggested that the Council also include the historical relationship that the state has with its water supply and how it has impacted current events. Chairman Buschatzke assured that the information from the first annual report would continue to be used in future reports.

### *The Re-Use of Reclaimed and Poor Quality Water*

Chairman Buschatzke made the recommendation that Misael Cabrera, the Director of the Arizona Department of Environmental Quality, construct a Water Re-Use Presentation, as well as the potential action items on the topic for the Council's next meeting.

### *Funding for Augmentation Projects*

In addressing the third agenda item, Council Member Spencer Kamps suggested that a subcommittee be formed to take responsibility of funding options for future augmentation projects. Chairman Buschatzke offered a few questions to the Council as to who the right people were, and if this subcommittee would provide the opportunity for public-private partnerships. The Chairman proposed Karl Polen, Chief Investment Officer with the Arizona State Retirement System, as a possible member of the subcommittee. Council Members Sarah Porter, Dave Roberts, Cheryl Lombard, Sandra Fabritz-Whitney, and Rick Lavis expressed interest in holding a seat on the finance subcommittee.

### *Large-Scale Augmentation Opportunities*

Council Member Robert Lotts motioned for an update on the costs of a desalinization project with regard to a possible partnership with California or Mexico. He also invited the Council to review what has been accomplished in the development of desalinization plants in Carlsbad and Saudi Arabia. Chairman Buschatzke asked if Mr. Lotts would be available to take on the responsibility as a chairman for a subcommittee that would investigate the carbon footprint and power needs of a desalinization plant as a large-scale augmentation opportunity for the water needs of Arizona. Mr. Lotts accepted the responsibility as Chair of the Desalinization Subcommittee.

### *Public Comments:*

Jennifer Martin, representing the Sierra Club, requested a recognition of environmental water concerns, the need to maintain surface water flow, and climate change impacts by the Council. She noted the Club's approval of the Council's emphasis on individual actions that can be taken to address water supply issues. Chairman Buschatzke requested an [electronic version of the request](#) and stated that the request would be posted on the Department's website.

Rory Van Pouke, Director of the Apache Sun Golf Course (Director), and member of the Golf Course Superintendents Association stated he would like to support what the Council is doing for the golf community through the communication plan.

The next GWAC meeting will be held at the new ADWR office at 1110 West Washington St., Suite 3175, Phoenix, AZ 85007. The meeting is scheduled for 10 a.m. on Friday, October 28<sup>th</sup>.