

DRAFT MINUTES

CONVENING: The Board of Public Utilities Water Conservation Subcommittee met on September 14, 2021, 2021 at 1:05 p.m. via a Zoom Webinar, with Board members Watts and Grabill presiding.

PRESENT: Jennifer Burke, Peter Martin, Claire Nordlie and Roberta Atha

OTHERS PRESENT: Karen Donovan and Elise Howard

ITEM NO. 2: PUBLIC COMMENT – NONE.

ITEM NO. 3: MINUTES APPROVAL

The minutes for July 12, 2021 were accepted and received.

ITEM NO. 4.1 DROUGHT UPDATE

Claire Nordlie, Water Use Efficiency Coordinator, provided an update on Santa Rosa Water’s drought response, including an update on water use efficiency program implementation, participation levels, and current and planned outreach and marketing activities.

Board Member Watts provided some feedback on the Green Exchange program. She also suggested collaborating with schools for banner signage related to the drought, highlighting collaboration with City parks staff to reduce water usage via social media and incorporating the message that saving water equals lower bills into outreach efforts.

The meeting was adjourned at 1:45 p.m.

ATTEST: _____
Roberta Atha, Recording Secretary