



## Water Conservation Subcommittee Meeting Minutes - Final

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Tuesday, September 14, 2021

1:00 PM

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### 1:00 P.M. (Virtual Meeting)

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

### 1. CALL TO ORDER AND ROLL CALL

Present:

Jennifer Burke  
Peter Martin  
Claire Nordlie  
Roberta Atha

Others Present:

Karen Donovan  
Elise Howard Miller

### 2. PUBLIC COMMENTS

None.

### 3. APPROVAL OF MINUTES

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

3.1 July 12, 2021 - Special Meeting Minutes.

### 4. NEW BUSINESS

#### 4.1 DROUGHT UPDATE

Staff will provide 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.

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.

## **5. ADJOURNMENT**

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