



PALOUSE BASIN AQUIFER COMMITTEE

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April, 20th, 2017 Meeting Minutes

Pullman City Hall, East End (large) Conference Room, 2:00 PM

Attendance

X	UI: Elmer Johnson, Water Systems Manager	X	WSU: Dan Costello, Assistant VP, Facilities Services
X	UI: Eugene Gussenhoven Utilities and Engineering Director		WSU: Steve Potratz, Plant Engineer – Facilities Operations
X	Moscow: Tyler Palmer (Vice-Chair) Deputy Director Operations	X	Pullman: Clayton Forsmann Deputy Director of Public Works
X	Moscow: Gina Taruscio, City Council Member	X	Pullman: Kevin Gardes (Chair), Director of Public Works
X	Moscow: Les MacDonald, Director of Public Works	X	Pullman: Fritz Hughes City Council Member
X	Latah County: Paul Kimmell, County Representative		Whitman County: Mark Storey, Director of Public Works
X	Latah County: Tom Lamar, County Commissioner		Whitman County: Art Swannack, County Commissioner

Visitors and Others

Guy Gregory, WDOE, Patric Cabbage, WDOE, Mike Parker, City of Moscow, Eileen Macall, City of Pullman, Adam Lincoln, City of Pullman, Korey Woodley, PBAC; Steve Robischon, PBAC (via phone)

Call to Order

Kevin Gardes called the meeting to order at 2:05 PM and the group conducted self-introductions.

1) Approval of the March, 16th, 2017 Meeting Minutes

March draft minutes were approved by consensus.

2) Public Comment for Items not on Agenda – None

3) Presentation/Discussion –

- **Emily Easley with DH Communications: Presentations and preliminary proposal without budget:** Paul Kimmell introduced Emily and spoke about the Communications Plan that DH Communications developed for PBAC in 2013. Emily talked to the group about updating the PBAC brand. She reminded the group that in 2013, the language part of the brand was completed and now a new visual identity is needed. Emily emphasized the need to have a public strategy and to develop the PBAC brand (website, appearance via social media, and advertisement) before coming to the community with the Water Supply Alternatives. Outlined below are key aspects of their proposal:
- **Visual Identity update:** Committee members noted that we currently have a logo. In order to reduce cost here, they suggested that Emily review the logo we have.
- **Website update:** A major part of the proposal includes updating the PBAC website. There was some concern expressed by committee members about the amount of data that is stored on the PBAC website. They would like some security in knowing where and how the website will be backed up if PBAC decides not to host the website under the UI server. Woodley will do research and develop suggestions for the committee.
- **Communications Plan update:** The proposal includes an update to the Communications Plan adding messaging and outreach strategies for the Water Supply Alternatives.
- **Stump Speech & Presentation:** Development of a 15-minute stump speech about PBAC based on key messaging from the communications plan. The Executive Manager would play a key role in developing this with DH Communications.
- **E-Newsletter:** DH Communications can create a newsletter template for PBAC use. They suggest that a newsletter is a good way to retain public and media attention.
- **Pubic Engagement Process:** This will help establish an implementation plan and timeline. This would require a collaborative session with PBAC members and two DH Communications team members.

4) Budget Report

- Woodley displayed current budget balances.

8) Other Reports and Announcements

- **Water Supply Alternatives Presentation Materials:** Woodley will take the lead role in developing these materials over the next 60 days.
- Woodley and Kimmell will present the findings of the Water Supply Alternatives project at the next IWRB Board Meeting in Lewiston on May 18th.
- Gardes mentioned that at the next meeting he would like to see if Ben Floyd can join us to talk to the committee about data gaps and what it would take to fill those gaps.
- Tom Lamar Mentioned the process of Water Rights applications in Idaho. He wanted more information as to why IDWR tells people to apply for excessively large amounts of water.

9) Adjournment

The meeting adjourned at 3:39 PM.

Palouse Basin Aquifer Committee

April, 2017 Meeting Minutes

Next PBAC Meeting – May 18th, 2017, 2:00 PM, Moscow

Preliminary draft minutes submitted for PBAC review and approved on May 18th, 2017.

Korey Woodley, PBAC Executive Manager