

CARSON WATER SUBCONSERVANCY DISTRICT
BOARD OF DIRECTORS AND
CARSON RIVER WATERSHED COMMITTEE MEETING
March 21, 2018, 6:30 P.M.
Minutes

Chairman Abowd called the meeting of the Carson Water Subconservancy District (CWSD) to order at 6:30 p.m. in the NAI Alliance Conference Room, 1000 N. Division St. Carson City, NV. Roll call of the CWSD Board was taken and a quorum was determined to be present.

CWSD Directors present:

Karen Abowd, Chairman
Brad Bonkowski
Carl Erquiaga, Vice Chairman
Ken Gray
Barry Penzel
Chuck Roberts
Fred Stodieck
Steve Thaler

Directors not present:

Don Frensdorff
Doug Johnson
Ernie Schank

Staff present:

George Benesch, Legal Counsel
Shane Fryer, Watershed Program Specialist
Brenda Hunt, Watershed Program Manager
Edwin James, General Manager
Toni Leffler, Administrative Assistant/Secretary to the Board
Debbie Neddenriep, Water Resource Specialist II

Also present:

Dan Bright, USGS
Clarence Burr, private citizen
Steve Cook, NEON Agency
David Griffith, Alpine County
Jack Jacobs, Jacobs Family Berry Farm
Don Jardine, Alpine County
Marla McDade Williams, Strategies 360
Tom Minor, private citizen
Eric Morway, USGS
Austin Osborne, Storey County
Andrew Roberts, private citizen

The Pledge of Allegiance was led by Director Abowd.

Item #4 – Discussion Only: Public Comment – Tom Minor explained that he came to the CWSD Board a year ago about river repairs. In January and February of 2017, the floods caused problems with a field washing away and the diversion to his property washing out. FEMA didn't cover anything. The Farm Service Agency helped but he must cover 25% of the expense. His first estimate was \$400,000, so his 25% would be \$100,000. The second estimate was \$125,000, with his 25% at \$31,250. He has already put \$15,000 into it. He is looking for ideas of where he can get additional help. Big rock structures got washed out. In 1997, FEMA helped pay for repair of grade control structures. His second public comment was that when the CWSD Board meets in Dayton he would love to give a tour of the Minor Ranch and conservation projects that have been done in conjunction with CWSD.

Director Stodieck explained that Mr. Minor's problem is just the tip of the iceberg. The big problem is the State sitting back threatening to sue and take their ranch because a rancher went in the water and repaired a structure on State ground. This effects every owner on the river that has land or a water right next to the river because the State ignores maintenance and when there is no maintenance, it takes a great toll on the landowners in flooding events. Natural Resource Conservation Service (NRCS) has been helpful. They sent a set of plans he had left over from an earlier repair to the US Army Corps of Engineers (USACE), and the USACE representative said it is too vague and needs more engineering. The counties need to support the ag landowners.

Item #5 – For Possible Action: Approval of Agenda. *Director Thaler made the motion to approve the agenda. The motion was seconded by Director Penzel and unanimously approved by the CWSD Board.*

Item #6 – For Discussion and Possible Action: Approval of the Board Meeting Minutes from February 21, 2018. Mr. James noted a correction to the minutes to add Shane Fryer, Watershed Program Specialist, to the list of Staff present. *Director Bonkowski made the motion to approve the Minutes of the Board meeting on February 21, 2018, as amended. The motion was seconded by Director Gray and unanimously approved by the CWSD Board, with Director Stodieck abstaining for not having been at that meeting.*

CONSENT AGENDA

Item #7 – For Possible Action: Approval of Treasurer's Report for February 2018.

Item #8 – For Possible Action: Payment of Bills for February 2018.

Item #9 – For Possible Action: Approval for Brenda Hunt and Shane Fryer to attend River Rally 2018 in Olympic Valley, CA on April 28-May 2, 2018.

Item #10 – For Possible Action: Approval of the revision to the language of the CWSD Carson River Watershed Committee Policy

There was no public comment. *Director Erquiaga made the motion to approve Items #7-10 of the Consent Agenda. The motion was seconded by Director Gray and unanimously approved by the CWSD Board.*

END OF CONSENT AGENDA

RECESS TO CONVENE AS
THE CARSON RIVER WATERSHED COMMITTEE

Item #11 – Roll Call – Director Abowd convened the Carson River Watershed Committee and a roll call was taken.

Committee Members present:

CWSD Directors as presented in roll call above
David Griffith, Alpine County
Don Jardine, Alpine County

Committee Members not present:

Don Frensdorff
Doug Johnson
Ernie Schank

Item #12 – Discussion Only: Public Comment – None

Item #13 – For Discussion Only: Presentation by USGS on the implications of earlier snowmelt and runoff on surface water and groundwater in the Carson River Watershed. Mr. James introduced Eric Morway from the US Geological Service (USGS) who has been doing a lot of work with Water for the Seasons. Mr. Morway explained that the National Science Foundation (NSF) and US Department of Agriculture (USDA) are the agencies who are funding this study because it can apply to other basins. Overview: What does the historical data suggest? What adjustments do our models need to account for changing runoff patterns? How does the system respond? Who is affected?

They established the existing trends in temperature data by charting how many days per year between 1920 and 2018 exceeded 90°F, showing an increase in the number over time. They also determined that the first day of the year after winter when we experience a 90°F day is coming earlier and the last hot day is occurring later into fall in the Minden area. This is an indicator that the growing season is getting wider. An examination of freezing days showed a narrowing of the winter window with the first freezing day in fall getting later and last freezing day in the spring getting earlier. The number of days below freezing are trending down.

They examined long-term trends in different flow regimes. The minimum one-day flow since 1930 shows the trend going down about 1% per year lower. The median one-day flow is also trending down at -5% per year. The maximum one-day flow since 1940 is trending down at -6% per year.

They used a three-prong modeling approach. The first is a focus on hydrology (the physics of inputs of precipitation, temperature, elevation, slope aspect of watershed) which will show as a hydrograph. They looked at the timing of the Julian day of 50% of the total annual runoff (center of mass) for different levels of warming, which was found to be in about May. The model of warming days from global climate models for this region shows an upward trend in warming. Mr. Gray asked if the data prior to today is historic (used to calibrate models) or model-derived data. Mr. Morway responded that it is model data. Mr. Penzel asked about assumptions and noted that the model is missing humidity data. When asked about the significance of 90°F, Mr. Morway explained that he chose the arbitrary temperature of 90°F because he felt that was uncomfortably hot. Regardless of what

temperature is used for the model, the spread would be the same. Mr. Penzel suggested looking at the pattern of energy bills as a means of determining a trend.

Mr. James explained that future predictions are based on the best science available today.

The second model focuses on river operations. What we are going to do with the water that's coming down, i.e., municipal, ag, and move it through the system. The surface water network is dealing with the priority of water rights. Some of the water will return to the river for use downstream, thus the need for the two models.

The river operations model integrated with the hydrology model of water changes showed the impact for each degree of warming on water rights decreed from 1850-1900+. The side effects of having less water in the system could lead to an increased need for supplementary pumping.

Mr. James noted that water is administered by Alpine Decree which does not address climate change. We need to look at how ag and the municipalities can adapt to changes. Because every year is different, you can't plan for annual changes. CWSD can look at how to help the community meet their water needs in the future. There will need to be water rights put into storage.

Mr. Penzel noted that there are no municipal water rights that draw out of the Carson River in Douglas County. Mr. Stodieck pointed out that they draw out of the aquifer which impacts the return to the river. The modeling needs to factor in how much water that comes into the system from South Tahoe PUD (STPUD). Mr. Morway said the model does look at that.

Mr. Griffith asked for USGS to come to Alpine County to give a presentation.

Item #14 – For Possible Recommendation: Presentation by Steve Cook, Neon Agency, regarding Healthy Watershed Campaign – Initial Campaign Concepts. Brenda Hunt introduced Steve Cook from NEON Agency who has been working on the Watershed-Literacy Campaign funded in part by the Clean Water Act Section 319(h) grant. Mr. Cook explained that NEON Agency is a creative ad company. He has been working with Brenda Hunt and Shane Fryer on what we are wanting the campaign to do. A creative brief has been prepared to set the creative parameters of the campaign. The objectives and goals of CWSD are to create a campaign which is interesting and inspires people to take action.

Key challenges, as revealed in the watershed survey which was conducted in 2015, are:

- The majority of residents don't think their actions are the cause of the water quality impairments in the Carson River Watershed.
- The majority of residents rate the health of the Carson River Watershed as important to them; however, 70% of residents state their actions impact the Carson River Watershed only a little or not at all.

The campaign ideas that Mr. Cook presented are designed to connect the community's health and quality of life to the health of their watershed, to increase awareness, change attitudes, and inspire action.

Mr. Cook explained the creative positioning of the campaign:

1. The campaign must be inspiring. The river runs through us. Literally, the river and the watershed are the life-flood of the community. We want this campaign to tell that story in an uplifting and positive way.
2. The campaign must be simple in a good way. A way that is smart, engaging, and easy to grasp, not preachy or elitist. We want everyone to feel involved in it.
3. The campaign must be inclusive. We want to engage the whole community by placing the community at the heart of the campaign. This will give it an authentic and organic voice that speaks to everyone. It will also help to amplify the campaign through peer to peer sharing and word of mouth which is a critical piece given our limited budget.

The overarching campaign idea is that, on average, the human body is 65% water, so seeing that the majority of our water comes from the Carson River and surrounding watershed, that makes you 65% Carson River. The primary audience is everyone; different executions of the campaign may have different appeal to different people.

Concept 1, “The River Runs Through Us”, is a hero video piece for TV, online and social media like YouTube. The video starts on the face of a local resident, then zooms out to reveal more and more local faces as a local resident says: “We’re all connected in the Carson Basin by one special thing.” As we zoom out to reveal more faces we see that we’re also zooming in on the Carson Basin and down to the river from above, showing “65%” filled with many faces, while the narrator singles out his face in the picture and says, “That’s me.” We continue to reveal more recognizable faces of men, women, and children while saying, “and him”, “and her”, “and them.” Now seeing the number starting to form as we zoom in closer, the narrator says, “Because we’re all made of roughly 65% water and the majority of our water comes from the Carson River and surrounding watershed...that makes us all 65% Carson River! So let’s look after it. Go to www.cwsd.org to follow simple steps, and let’s keep the Carson clean for all of us.”

Concept 2, “I’m 65% Carson River”, is a hero piece for TV and online video featuring all local residents. The video opens on a close up shot of mom’s hand pouring a glass of water while the narrator says, “On average, the human body is 65% water. So since the majority of our water comes from the Carson River and surrounding watershed...that makes YOU 65% Carson River.” Cut to the mom taking a drink of water while the narrator says, “And me.” Cut to a local school sports figure wearing 65% on his jersey drinking from his water bottle while the narrator says, “I’m 65% Carson River.” Then the shot of a teenage girl skateboarding is accompanied by the narrator saying, “Me too!” Then a picture of a dad brushing teeth has the subtitle, “I’m 65% Carson River”, and an older couple at the gym or at a restaurant saying, “And us!” The mayor raises his glass of water. A Latina woman drinking a local coffee could speak in Spanish. A hipster in Shoe Tree Brewery has a tattoo of 65% on his arm. A dog drinks from bowl with 65% on it. An old, slightly gnarly but cool looking man says with a laugh, “Even me...the rest is whiskey.” The screen pulls out to reveal a “65%” made up of the faces of local residents while the narrator says, “We’re all 65% Carson River, so let’s look after it. Go to www.cwsd.org to find out more and follow the simple steps we’re sending you in the mail to keep the Carson clean for all of us.” End with a toddler drinking from sippy cup while the narrator says, “Ahhh.” It is important to bring in celebrities or known people in the watershed.

Concept 3 is supporting campaign ideas: “65%” postcard, bumper stickers, billboards, print ad in the newspaper; link to the website; a public relations moment or contest for those to appear in the commercial; give a free car was to the first 65 people who get back to us on the campaign; Nevada Day “65%” float.

Concept 4, 65 watershed moments showing what people have done around the community to engage with the Carson River Watershed.

Clarence Burr said he doesn't want people to monitor his water. He suggested pointing out the value that agriculture provides in filtering the water. Ms. Hunt noted that there are three focuses: drinking water, Non-Point Source (NPS) pollution, and protection of the floodplain. Ms. Abowd suggested leaving out the phrase "me too" with the image of the girl because of current social implications.

Ms. Hunt explained that the Watershed-Literacy Technical Advisory Group reviewed the concepts and decided on the first concept to initiate the campaign. Mr. Cook emphasized that we want people to be impressed by and engaged with the ad. Concept 1 is a celebration of the basin and shows the community without requiring a large budget. Concept 2 requires more production time and may require a larger budget. The contract with NEON is \$50,000 which includes ~\$15,000 worth of ads. We want the concept to explode onto social media rather than paying for advertising.

Brenda asked for confirmation the Board was ok with moving forward with Concept 1 with the idea that Concept 2 may be used subsequently.

Committee Member Griffith made the motion that the Carson River Watershed Committee recommend that the CWSD Board confirm Neon Agency's creative direction and intent to ready the campaign for the launch on June 22, 2018. The motion was seconded by Committee Member Erquiaga and unanimously approved by the Carson River Watershed Committee.

Item #15 – For Possible Recommendation: Approval of the 2018-19 Tentative Budgets for the General Fund, Acquisition/Construction Fund, and Floodplain Management Fund. Mr. James explained that on p. 53 of Board package, begins the 2018-19 Tentative General Fund budget as recommended by the Finance Committee. Mr. James explained what each column represents. He noted that we don't get final Ad Valorem tax numbers from Department of Taxation until March 25 but must approve the tentative budget at the March Board meeting. Figures in blue represent grants, and those in red are items that were reduced by the Finance Committee to balance the budget. On p. 55 is a list of new projects that the committee looked at, along with reductions. The Finance Committee recommended that money be placed in the Acquisition/Construction Account to be used for a Storage Alternative Study in the future. They also recommended putting \$50,000 back in the Floodplain Management Fund to replenish money used for flood repairs.

On p. 56 is the Acquisition/Construction budget, showing projects for which funding has been earmarked. On p. 57, is the Floodplain Management Fund budget, with funding earmarked for projects. The Churchill County Flood Study is on hold until after the LiDAR study is done. The pie chart on p. 58 breaks the General Fund budget into percentages for general and grant administration, programs and grant-funded programs, studies and grant funded studies, projects and grant-funded projects.

Mr. Stodieck asked what the \$11,000 budgeted for Lost Lakes covers. Mr. James responded that the expense is for dam fees. CWSD's water is considered for municipal use. If it was for ag use, it would be about 1/3 of this cost.

Mr. Griffith asked how budget lines up with the priorities set in the strategic planning session. Mr. James responded that the largest amount of the budget is for on-the-ground projects.

Committee Member Penzel made the motion that the Carson River Watershed Committee recommend for the CWSD Board to approve the FY 2018-19 Tentative Budgets for the Acquisition/Construction Fund and the Floodplain Management Fund as presented and approve the General Fund with the Department of Taxation Ad Valorem tax figures inserted when they become available. The motion was seconded by Committee Member Stodieck and unanimously approved by the Carson River Watershed Committee.

Item #16 – For Possible Recommendation: Accept the 2018 Water and Sewer Rate Report for the Carson River Watershed. Mr. James explained that Debbie Neddenriep has been putting together water and sewer rate reports for several years as a reference for the various water purveyors throughout the watershed. Once the CWSD Board accepts the 2018 report, it goes out to the water purveyors.

Committee Member Bonkowski made the motion that the Carson River Watershed Committee recommend that the CWSD Board accept and distribute the 2018 Water and Sewer Rate Report as presented. The motion was seconded by Committee Member Penzel and unanimously approved by the Carson River Watershed Committee.

Item #17 – For Possible Recommendation: Distribution methods for future Board packages. Mr. James explained that a discussion about Board package delivery options came out in the Finance Committee meeting when we talked about the cost of postage. He requested that the Carson River Watershed Committee members let Toni Leffler know their delivery preferences.

Item #18 – Discussion Only: Public Comment. None.

ADJOURN TO RECONVENE AS THE CARSON WATER SUBCONSERVANCY DISTRICT BOARD OF DIRECTORS

Item #19 – For Possible Action: Approval of the Healthy Watershed Campaign – Initial Campaign Concepts. This item was discussed earlier in the meeting under Item #14. There was no further Board or public comment.

Director Roberts made the motion to accept the Carson River Watershed Committee recommendation to confirm Neon Agency's creative direction and intent to ready the campaign for the launch on June 22, 2018. The motion was seconded by Director Bonkowski and unanimously approved by the Board.

Item #20 – For Possible Action: Approval of the 2018-19 Tentative Budgets for the General Fund, Acquisition/Construction Fund, and Floodplain Management Fund. This item was discussed earlier in the meeting under Item #15. There was no further Board or public comment.

Director Roberts made the motion to accept the Carson River Watershed Committee recommendation to approve the FY 2018-19 Tentative Budgets for the Acquisition/Construction Fund and the Floodplain Management Fund as presented and approve the General Fund with the Department of Taxation Ad Valorem tax figures inserted when they become available. The motion was seconded by Director Gray and unanimously approved by the Board.

Item #21 – For Possible Action: Accept the 2018 Water and Sewer Rate Report for the Carson River Watershed. This item was discussed earlier in the meeting under Item #16. There was no further Board or public comment.

Director Roberts made the motion to accept the Carson River Watershed Committee recommendation to accept and distribute the 2018 Water and Sewer Rate Report as presented. The motion was seconded by Director Gray and unanimously approved by the Board.

Item #22 – For Possible Action: Accept the distribution methods for future Board Packages.

This item was discussed earlier in the meeting under Item #17. There was no further Board or public comment.

Item #23– Discussion Only: Staff Reports

General Manager - Mr. James reported:

- At the April Board meeting, Brad Crowell, Director of the Nevada Department of Conservation and Natural Resources, will address the Board on river issues and concerns. The correspondence by Teresa Sweet is about a similar topic.
- Interviews for legal services will be held at the April Board meeting. Staff received three letters of interest, with only two available to be interviewed at the meeting.
- Staff has started arranging the summer meeting tours/locations. Suggestions are welcome.
- Mr. James went to the Storey County Board of Commissioners meeting where they agreed that Storey County wants to participate with CWSD and Austin Osborne is to be their representative beginning at the next meeting.
- Mr. James has been working with the State and US Army Corps of Engineers to streamline permitting for river repairs.
- The next Board meeting will be in the Bonanza Room at the Carson City Community Center to accommodate attorney interviews.

Watershed Program Specialist - Shane Fryer reported:

- There were 44 participants and six speakers at the Weed Workshop on March 20. Assembly Bill (AB) 32 dictates that weed applicators need to earn CEU credits. CWSD has received a grant for treating Yellow Starthistle in Carson City and Lyon County. Fifteen weed species are coming from El Dorado County, CA into Nevada, including Purple Starthistle, Oblong Spurge, and Stinkwort.

Watershed Program Manager - Brenda Hunt reported:

- The 2018 Watershed Management Forum will be held on April 11-12. She handed out the program and registration form and encouraged everyone to come to this free conference.
- Our AmeriCorps volunteer quit unexpectedly, and staff will be interviewing for a new AmeriCorps member.

Legal –Mr. Benesch had nothing specific to report.

Item #27- Discussion Only: Directors' Reports - None.

Item #28 – Discussion Only: Update on activities in Alpine County.

Supervisor Jardine thanked Ms. Hunt for coming to the Alpine Watershed Group meeting.

Supervisor Griffith reported:

- Forest health and water health are related, so perhaps CWSD can help the US Forest Service write a grant proposal.

Item #29 – Discussion Only: Update on activities in Storey County. Austin Osborne had nothing to report:

Item #30 – Discussion Only: Public Comment. None.

There being no further business to come before the Board, Director Abowd made the motion and the meeting was adjourned at 8:35 p.m.

Respectfully submitted,

Toni Leffler
Secretary