

07/22/09

Time Start: 10:05 am

Time Stop: 10:35 am

Teleconference Call:

Work Group 1 ~ Monitor Effectiveness of State Public Awareness Program & Develop Public Recognition Program.

Council Members, Alternates, and Interested Parties	TWDB Staff Sitting In
Spokesperson Carole Baker	Holly Vierk
Scott Swanson	Vanessa Escobar
Jennifer Walker	Laila Johnson
Jim Parks	John Sutton
Donna Howe	
Jennifer Ellis	
Linda Christie	
CE Williams	
Cynthia Carter	

The meeting was called to order at 10:05 am and roll call was taken.

The meeting began with a brief recap on Water IQ. After that there was some discussion as to what could be done to meet the workgroup's charges since there is no funding. It was suggested that the best approach to take now is to develop a tool that will allow a local entity to monitor the effectiveness of their water conservation awareness program. Such a tool could prove to be useful to the council as well in monitoring the effectiveness of a statewide program. It was suggested that such a tool could be imbedded or incorporated into the TCEQ's and TWDB's implementation reporting. The workgroup decided that they would like to get together in person to begin brainstorming the objectives and features of such a tool.

The group then moved on to discussion on developing a public recognition award. It was suggested that an award could be presented in conjunction with water conservation day every two years at the capitol. The workgroup decided to get together to draft some elements and criteria for a public recognition program. It was suggested to model other recognition programs such as the AWWA's, TCEQ's Environmental Excellence Awards, and TWDB's Rainwater Harvesting Award.

The workgroup wrapped up discussion by following up on the need to promote the council's Water Conservation Survey.

Call adjourned at 10:35 am.