

# Industry Work Group

## Meeting Minutes

Date: February 1, 2010  
Time: 2 p.m. – 3:30 p.m.  
Location: SDCWA Library Conference Room  
Contact: Mayda Portillo, 858.522.6762, [mportillo@sdcwa.org](mailto:mportillo@sdcwa.org)

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### 1. Introductions

Carlos Michelin of the San Diego County Water Authority (Water Authority) welcomed the Industry Work Group (work group) members and introduced Luis Generoso of the City of San Diego Water Department and Glen Schmidt of Schmidt Design Group as co-chairs of the Conservation Action Committee (CAC).

The work group meeting attendees introduced themselves and their affiliation.

### Attendees

1. Mayda Portillo, San Diego County Water Authority
2. Carlos Michelin, San Diego County Water Authority
3. Luis Generoso, City of San Diego Water Department
4. Glen Schmidt, Schmidt Design Group
5. Rob McGann, Hydro-Plant Inc & California Landscape Contractors Association
6. Brian Maynard, BRICKMAN; California Landscape Contractors Association
7. Diane Downey, The Yard Fairy Inc; California Landscape Contractors Association
8. Patricia Tennyson, Katz & Associates
9. Jen Farrow, Katz & Associates

### 2. Leadership & Industry Representation

Carlos Michelin indicated that most of the work groups formed as result of the Water Conservation Summit focused on landscape irrigation issues. The group acknowledged that the Landscape Model Ordinance work is nearly complete, and there is a need to

consider whether the existing work groups should remain the same or be reconstituted. Discussion ensued regarding the future make-up of this work group.

Some of the groups that were suggested for representation included:

- Industries that use a large amount of process water
- Businesses or industries with a large landscape footprint
- Biotech
- Military (large residential areas and facilities)
- Landscape designers and architects
- Manufacturers of irrigation products
- Nurseries
- Agriculture
- Any businesses that rely on water
- Recycled water and desalination industries

Mr. Michelin expressed that in the interest of effective collaboration, the scope of the work group should not be too broad.

Luis Generoso, CAC co-chair, observed that if you add all water-using industries to the list of representatives in the work group, it turns into the CAC. He suggested that we look at what needs to be achieved from conservation activities. Even if this is a larger business group, there may be need for a landscaping and irrigation advocate to be included, or a subcommittee focused on landscaping.

The CAC has received tremendous input from the landscaping industry in response to the model ordinance process and there are people in other industries who want to provide input as well.

Work group Co-Chair, Brian Maynard, said the agricultural industry has stepped away from the work group, but they are part of the water industry and water will affect their industry. Mr. Maynard also noted greater participation by conservation coordinators in the CAC meetings would add value to the meetings and open additional communication channels.

Mr. Michelin revisited the issues of the make-up of the Work Group. He suggested it might be a good idea to round out the group and make it less landscape-contractor centric. All agreed.

Participants agreed that the Industry Work Group should be composed of representatives from:

- Nurseries/growers (CAN)
- Landscape designers (American Society of Landscape Designers)
- Landscape architects (American Society of Landscape Architects )
- CLCA (California Landscape Contractors Association)

- Irrigation equipment manufacturers (Irrigation Association)
- Agriculture (Farm Bureau)
- UC Extension (Dave Shaw)
- Community colleges, including Cuyamaca College

### 3. Mission Statement & Work Group Objectives

The existing mission statement for the Industry Work Group is:

*To identify incentives, provide recommendations for water efficient irrigation education, and assure product availability.*

Participants discussed various issues including whether the mission statement should be expanded to reflect the addition of other industries, how to address the fact that incentives are no longer available, and whether a focus on landscaping is appropriate or if the focus should expand. They also discussed whether biotech and other industries that require process water should be part of this group or the CAC as a whole.

Ms. Portillo commented that the Water Authority is looking to get information from the Industry Work Group as well; she indicated that the collaboration aspect is missing.

Mr. Michelin suggested not using the word “educate” because it sounds like a one way push. Synergy and collaboration should be a work group objective.

The group developed a revised draft mission statement:

***Serve as an informational resource and collaborative forum for the landscape industry on conservation methods, practices and products.***

The draft mission statement will be reviewed by the meeting participants and then by the Industry Work Group as a whole.

Participants also noted that the term “green industry” is much broader than landscaping and should not be used to describe this work group.

The work group co-chairs are willing to remain actively involved in the group as co-chairs to ensure continuity. However, it was discussed that if the representation on the group is broader, it might be best for one co-chair to represent another aspect of the industry.

Ms. Downey suggested identifying some new action items to encourage involvement by the other groups identified as potential members of the work group.

The group determined that providing education on the ordinance is time sensitive and crucial because the ordinance is already complete.

Mr. Michelin clarified that the ordinance and outreach groups have planned to provide information on the ordinance and it might be appropriate for them to come to the Industry Work Group to make a presentation about it.

#### **4. Focus Areas/ Topics of Interest**

The Industry Work Group members identified their top three focus areas or topics of interest for the work group in the coming year:

- Collaboration
- Support for water utility programs (demonstration programs for example)
- Provide an overview of the model ordinance
- Educate contactors about the ordinance so they can educate their client base
- Continuity and accountability of the irrigation plan – how it is implemented, the water management that results from it, etc
- Get other group representatives involved (ASLD, CAN, etc)
- Broaden the membership of the work group to include landscape designers and architects
- Registration or certification of landscapers/irrigators
- Soils, land sculpturing to prevent run-off, etc
- Recycled water, especially for golf courses – how providers of recycled water can get it to locations where people are ready to use it
- Water bond outreach (Carlos emphasized that the Water Authority can provide information, but staff cannot advocate. Any advocacy efforts must take place outside of Water Authority sponsored meetings.
- We need more conservation representatives on the CAC
- Recognize local resources as part of the solution to the water supply problems
- Case studies, including templates, for successful projects (ensure uniformity of case studies)
- Competition between process water and outdoor usage – address the priority associated with these competing uses
- Implementation of the new landscape standards – some plants aren't on the approved list even though they are good low-water usage plants for this area
- There needs to be more research on water use requirements for plants – maybe this can be done by a subcommittee of the work group
- Billing methodology should match allocations
- The work group should be a clearinghouse of different facets of the industry
- Representatives of this work group should participate in public forums to discuss landscape issues

- Water utilities should use this group as a sounding board to obtain input on the programs when they are still in design

Mr. Michelin commented that the issue of plant water use and availability of water efficient plants are ongoing technical needs. All agreed. There was some discussion of how regulations in this area would work and whether the Water Authority could oversee regulations if they were related to the Water Authority brand.

Ms. Portillo offered the example of CUWCC regulations, which are based on respected research.

Mr. Schmidt also suggested that the group share data of what is happening throughout the state to determine what needs to be done in terms of regulation. A subcommittee to focus on irrigation equipment regulation may also be important.

## **5. Collaboration & Support for Water Utility Programs**

The work group discussed ways to collaborate and support combined programs for a more successful outcome. These could include:

- Collaborate with the Water Authority's demonstration sites
- Provide professional advice to homeowners
- Push recycled water use for landscaping
- Consider reservoir augmentation

Mr. Schmidt commented that there is competition between processed water and outdoor water use. It is a common perception that processed water needs to be supported so these industries can stay in business, whereas landscaping is not as vital. In the implementation of water use regulations, one big issue is being able to use plants that are not currently on the approved list. Also, the evolution of billing methodology based on water use standards is a concern.

## **6. Identify Potential Future Meeting Dates**

The next meeting of this group will be in mid-February or early March to provide the Water Authority staff and work group members timely feedback.

Mr. Maynard suggested that the work group meet in the months between CAC meetings in order to gather feedback from the work group that could be provided to the CAC.

Mr. Schmidt suggested that he and Mr. Generoso discuss what the CAC needs to do next, rethink the overall program, and assign action items between the work groups.

**7. Adjourn**

The meeting was adjourned at 4 p.m.