

DRAFT

MINUTES OF THE BOARD OF DIRECTORS'

WATER CONSERVATION GARDEN AUTHORITY ADJOURNED MEETING

JANUARY 12, 2005

1. Treasurer Geraldine Perri called the meeting to order at 3:30 p.m. at the Water Conservation Garden Multipurpose Room, 12122 Cuyamaca College Drive West, El Cajon, California.

PRESENT:

Director Geraldine Perri
Director Keith Lewinger
Director Fred Thompson (entered at 3:40)
Director Joel Anderson (entered at 3:41)
Director Chuck Muse
Director Mark Robak

ABSENT: None

OTHERS PRESENT:

See attached list.

2. On motion by Director Lewinger, seconded by Director Muse and unanimously carried with Directors Thompson and Anderson absent, the agenda was approved as submitted.
3. Introductions were done at today's meeting. Director Gary Croucher introduced newly elected Otay Director Mark Robak and stated that Robak will be taking his place as the Otay representative on the Garden Board. Croucher will now be the alternate.

4. Otay Director Larry Breitfelder stated although he would no longer be on the Garden Board as the alternate, he plans to stay involved on the Membership and Development Task Force. He thanked the Garden Board and staff and congratulated Director Robak on his appointment.

5. On motion by Director Robak, seconded by Director Anderson and unanimously carried, the Consent Agenda was approved.

6. According to the Joint Powers Agreement, the President and Vice President shall be elected for a two-year term at the first meeting of the Board in February of every even-numbered year or as necessary to fill a vacancy. H. Warren Buckner has retired so there is need to elect a President, and Vice President Gary Croucher is now an Alternate Director, so there is need to fill the Vice President position. Director Keith Lewinger was nominated as President and Director Geraldine Perri as Vice President. On motion by Director Lewinger, seconded by Director Robak and unanimously carried, they were elected to finish out the term. The JPA Agreement states that a regular election will take place the first meeting in February of every even-numbered year, so one will be scheduled for the February 2006 meeting. Since Director Perri is Treasurer, the Board will appoint a new Treasurer at next month's meeting.

Director Muse asked that the Board consider an automatic rotation into the Presidency and Vice Presidency positions and perhaps have two consecutive terms. Discussion took place on different scenarios and it was decided that Director Muse would work with Executive Director Marty Eberhardt and bring this issue back to the Board.

7. Executive Director Marty Eberhardt provided some background on a few constraints associated with the current meeting date. SDCWA cannot get the up-to-date payroll information until the third week of the month following the information, so the Board is not given the clearest picture of financial state at the meeting. Also, scheduling the CPA's journal entries each month and the availability of only a part-time assistant, it is not possible to get the financial statements out in time for the Board meeting packet mailing deadline so the Board does not receive the financial statements until the meeting day. She gave three possible options: keeping the system as is, with Board members understanding that payroll figures are estimates; changing the meeting date until the end of the month, or giving the board reports that are from the previous month, but entirely accurate (for example, the February report will be for Dec 31.) Director Anderson said that he felt that as long as Eberhardt made the board aware of any significant financial issues that arose after the time of the board report, that the later schedule would be fine. Board members expressed their reasons for staying with the same day and time of the current meeting schedule.

8. On motion by Director Thompson, seconded by Director Muse and unanimously carried, the Board adopted **Resolution #126** amending Resolution #125 adopted September 8, 2004 designating authorized signers for the operating account at Union Bank.

9. Marty Eberhardt presented a revised budget for the rest of the fiscal year informing the Board that several line items in the current 2004-05 budget are not

realistic. Discussion took place on salary and benefits, and on costs for utilities, printing and copying. On motion by Director Perri, seconded by Director Lewinger and unanimously carried, the Board approved the revised 2004-05 budget.

DISCUSSION ITEMS:

A. Executive Director Eberhardt submitted her report (see attached). Included is the full class schedule through mid-April that shows a move from one adult class a month to an average of five classes a month.

Eberhardt reported that the staff is working hard on the May 21, 2005 Spring Garden Festival. There will be a four-page pullout in the new publication *"Rancho San Diego News"*, which will also serve as the festival program. Education Coordinator Elizabeth Ramos is working on increasing vendors with a fun family-friendly "Day in the Garden" theme. Eberhardt is putting together a group of experts in children's interpretation largely from the San Diego Zoo to discuss a children's signage plan for the grounds. This would be the focus of a grant request to the Hans Doe Foundation. A subcommittee met to discuss a plan for the Bird and Butterfly Garden and Jon Powell is drawing the plan. Eberhardt and Maranhao met with a shade structure consultant for the amphitheatre. The cost estimate came in at \$149,000 for shading the whole thing. This is too costly, and a committee headed up by Helix Water District General Manager Mark Weston will research other avenues. Director Mark Robak and Steve Maranhao are on this committee, along with Director Thompson as an advisor.

Eberhardt said there is a need for more indoor space at the Garden, and SDCWA General Manager Maureen Stapleton agreed to look into her request for an interim mobile office. She reported that construction on the teaching node would begin this month. Visitation to the Garden in 2004 was 21,154!

Eberhardt announced there would be a Garden "Friend Raising Party", on Sunday April 17, 2005. Invitees will be contributors to the original capital campaign, current donors, and potential friends. She requested the Board send names to her for the guest list. Director Anderson and public affairs representatives from Helix Water District will work with Eberhardt on a list of public media to send invitations to. The time frame for this event is tentatively set from 4:30 p.m. – 7:00 p.m.

B. The Board reviewed the Financial Statements for the period ending December 31, 2004. One minor error will be corrected.

C. Eberhardt submitted a draft letter done for business owners and managers inviting them to participate as a sponsor in the Spring Garden Festival. She has an extensive list, but requested anyone who would like to see additional companies invited to provide her with names by March 15. If anyone contacts a company please inform her of it.

Director Thompson stated that he is proceeding with the idea of having a drawing for a \$1,000 garden makeover for a lucky participant at the Spring Garden Festival. Nora Jaeschke will be attending a meeting with him on January 24 and this idea is one of the topics for discussion. He will report back.


Discussion took place regarding setting up a visit to the Garden by newly elected President of MWD, Wes Bannister. Director Lewinger and Marty Eberhardt will work on it along with Warren Buckner to see that this takes place. Helix Water District Director Harold Ball said he spoke with Gil Ivy of MWD who expressed interest in inviting all MWD Directors to come down by bus to view the Garden. The committee will look into this.

D. A letter of response from the Department of Transportation was received regarding the request to add the Garden's name to a current Cuyamaca College road sign on Jamacha. The letter stated "the request has been denied on the basis that we do not consider the Garden a major traffic generator with an estimated 500,000 or more visitors per year." Marty Eberhardt called them and feels they will not budge on this issue, and asked if a Board member would help. Director Mark Robak says he feels he can resolve this issue and will work on it and report back.

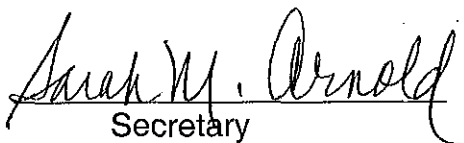
E. Director Thompson reported that he spoke to numerous people about the playing cards while he attended the Colorado River Water Users Association meeting in Las Vegas in December. He asked interested parties to provide information on what they want on the cards and quoted a price of \$5.00 a pack, which, he said, pleased them. Director Lewinger said that we would see if there was interest, and go from there.

F. Board Comments: Director Geraldine Perri said it has been a busy spring for the College. A groundbreaking will be held in March for two new buildings on the campus with completion set for 2007. Perri said that they are working on raising funds for an electronic marquee to be placed on Jamacha Road and the Garden is welcome to advertise on it.

There being no further business to be considered the President declared the meeting adjourned at 5:15 p.m.


President

ATTEST:


Secretary

MINUTES OF THE BOARD OF DIRECTORS'
WATER CONSERVATION GARDEN AUTHORITY ADJOURNED MEETING
FEBRUARY 9, 2005

1. Treasurer Geraldine Perri called the meeting to order at 3:31 p.m. at the Water Conservation Garden Multipurpose Room, 12122 Cuyamaca College Drive West, El Cajon, California.

PRESENT:

Director Keith Lewinger
Director Geraldine Perri
Director Charles Muse
Director Jesse Dixon
Alternate Director Gary Croucher
Director Fred Thompson (entered at 3:35)

ABSENT: Director Mark Robak

OTHERS PRESENT:

See attached list.

2. On motion by Director Perri, seconded by Alternate Director Croucher and *unanimously carried with Directors Thompson absent*, the agenda was approved as submitted.

3. The Board recognized H. Warren Buckner for the 12 years he served as Helix Water District's representative as a Director on the Water Conservation Garden Board. Garden President Keith Lewinger presented Buckner with a beautiful 18"x26" plaque, and stated that the Garden was born out of a need to educate the public in water conservation due to the drought the county was ex-

perienicing. He said Buckner was involved from the beginning and very instrumental in making the Garden happen. Buckner received a standing ovation, and as he thanked everyone, he added that he'd be around a good long while and was looking forward to serving as an Alternate Director on the Garden JPA representing the San Diego County Water Authority.

4. Self introductions of all those present were done.

5. Dan Carney, EAC representative for the City of San Diego, invited everyone to attend and participate in the "San Diego Earthworks eCommunity Project EarthFair" being held on Earth Day, Saturday, May 1, 2005. It will be held in Balboa Park near the Aerospace Museum.

6 On motion by Director Perri seconded by Alternate Director Croucher and unanimously carried, the Consent Agenda was approved.

7. The Board appointed Suzanne Chambers as Treasurer. Chambers was Director of Finance for Otay Water District and was the Garden Treasurer before retiring from Otay in 2001. She is the current President of the Garden Docents. Everyone welcomed Suzanne!

8. The Board did not approve an Amendment to Article 10 of the Joint Powers Agreement regarding Terms of Office but requested a policy be added to the Principles and Procedures (P&P) manual stating that it is the intention of the Board to rotate the position of President and Vice President to no less frequency than 4 years, but that the Board will be allowed to elect the best person, in the opinion of the Board, as President and Vice President to serve the two consecu-

tive two-year terms. Executive Director Eberhardt will bring the policy back for formal approval next month.

9. Marty Eberhardt spoke to the Board about the cactus garden, saying the current one is not as spectacular as it might be given the wide variety of plant material in San Diego County. She said the Garden has an opportunity to remodel it and name it for former Board President, and well-known cactus and succulent enthusiast H. Warren Buckner. Buckner's son, Michael, is a cactus garden designer and is willing to contribute his time and also solicit donations of materials. Eberhardt will solicit cash donations for the costs. It will take some time to complete this project due to time constraints. On motion by Director Perri, seconded by Alternate Director Croucher and unanimously carried, the Board approved remodeling the cactus and succulent garden and naming it for H. Warren Buckner.

10. Director Lewinger presented the action item about staff benefits and salary increases. He, Dr. Perri, and Marty Eberhardt had discussed the options and made a recommendation listed in the staff report. Resolving whether or not these things might change has some urgency, as Eberhardt will be interviewing for the position of Facilities Manager in March. The issue is important because there is currently a system of excellent SDCWA benefits and raises for full time staff, but the Garden is carrying three very part time employees with great difficulty of combining any of these positions into full time positions, because of the high benefit and salary increase policies of the Water Authority. Continuing indefi-

nitely with the Garden's pattern of hiring part-time staff will not lead to retention of the best people.

At the direction of Maureen Stapleton, the Human Resources staff of the Water Authority allowed the Garden to reconsider certain benefits and raise policies. They consider themselves to be "service providers" to the Garden, which is why this is possible

On motion by Alternate Director Croucher seconded by Director Perri and unanimously carried, the Board approved a new Water Conservation Garden salary and benefits package that will include a cost of living increase based upon the San Diego Consumer Price Index, minus medical, on March 1 of each year, and will allow a 2.5% increase for staff if they are above average performance, as well as a 5% increase if the employee does exceptional work and if the budget will bear it. Discussion took place on health benefits and staff recommends that the Garden pay all combined costs (medical, dental, vision, and chiropractic) for Kaiser for an individual and half the additional costs for two people or a family. Part time employees would continue with no benefits for those working under 1,000 hours. PERS retirement benefit would not change. These changes to the benefit package will apply only to new employees. Existing employee benefits will remain unchanged. On motion by Director Perri, seconded by Alternate Director Croucher and unanimously carried, the Board approved the salary and benefit package recommended in the staff report.

DISCUSSION ITEMS:

A. Executive Director Eberhardt submitted her report (see attached). She said with Steve Maranhao leaving the Garden will have big shoes to fill. Everyone agreed that Steve will be missed. Eberhardt said the position has been posted on the web site and SDCWA has reported a number of highly qualified people have applied. It is hoped that the position will be filled quickly so Maranhao can train someone. Eberhardt attended the Conservation Action Committee meeting at SDCWA where outgoing MWD Vice President Ortega mentioned Water Education Network grants. The Garden was mentioned as a good candidate. President Lewinger asked that all Garden Board members remember to mention to MWD Directors how the Garden would benefit by this education grant. Ortega's interim successor, Bobby Becker, will be visiting the Garden February 16. Discussion took place on the invitation of all MWD Directors coming to tour the Garden and it was decided that all Directors from SDCWA should be invited the same day. Mid-April was suggested as a good time. Director Thompson suggested that all visiting Directors be given a deck of cards upon their tour of the Garden.

Eberhardt reported that Director Robak is working to get the sign put up on Jamacha. The teaching node will be finished before Steve Maranhao leaves. Visitation is up 34% in FY 04-05 over 05-06. Three new business members have joined so far since the membership drive was put in place. Two cash sponsors have contributed as well as one in-kind sponsor for the Spring Garden Festival. An updated list of sponsors was handed out at today's meeting and Board mem-

bers encouraged to add sponsors to the list and/or to call people back who have not responded. Director Thompson said more quality entertainment would come to the Festival if a good sound system were used. He can obtain a good one for about \$600, which is half of what it would normally cost.

Eberhardt reported that the Garden would be researching grant opportunities, with immediate emphasis on the grant to the Hans Doe Foundation to be submitted by the end of February. This one will be for children's interactive displays she said. The "The Garden is Growing" party (inviting friends, old and new) will be held on April 28th from 4:30-7:00 p.m. All Board members are encouraged to attend.

B. The Board reviewed the Financial Statements for the period ending December 31, 2004. Eberhardt confirmed that income is ahead of expenses and there were no big changes in January.

C. Eberhardt submitted draft strategic plans for staffing, facilities, and programs. President Lewinger requested that the Board review the draft strategic plans and that next month the committee members for strategic plans come to the meeting and make a report on them. Director Muse said he thinks promotion of facilities is important, but marketing the Garden is paramount and that a marketing strategy is needed. Eberhardt said the marketing plan is being worked on and agreed on its importance to the overall plan for the Garden. A draft-marketing plan will be available at the March meeting.

D. Director Muse suggested that the Board consider either adding community members (up to three maximum) to the Board of Directors or form an advisory

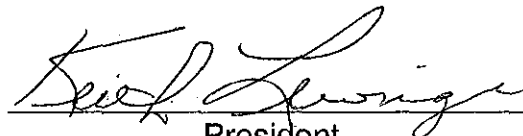
board that could be a prelude to a Foundation in order to help market the Garden. He suggested that each Board member come up with 1 or 2 potential candidates and this issue can be discussed further at the March meeting.

E. President Lewinger offered that the Board members view themselves helpful to the Garden by considering themselves as fundraisers by contacting people they know to promote the Garden.

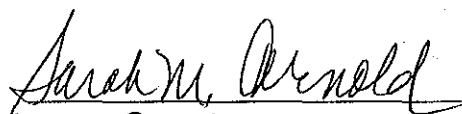
INFORMATION ITEMS:

A. Docent President Suzanne Chambers reported that docent volunteer hours were 210 for the month of December. Docents are working on many projects for the Spring Festival.

There being no further business to be considered the President declared the meeting adjourned at 5:15 p.m.


President

ATTEST:


Secretary

MINUTES OF THE BOARD OF DIRECTORS'
WATER CONSERVATION GARDEN AUTHORITY ADJOURNED MEETING

MARCH 9, 2005

1. President Lewinger called the meeting to order at 3:30 p.m. at the Water Conservation Garden Multipurpose Room, 12122 Cuyamaca College Drive West, El Cajon, California.

PRESENT:

Director Keith Lewinger
Director Charles Muse
Director Fred Thompson
Director Mark Robak
2nd Alternate Director Anderson

ABSENT: Director Geraldine Perri

OTHERS PRESENT:

See attached list.

2. The agenda was approved as submitted.
3. Introductions were done at today's meeting. Karen Stauffer introduced Helix Water District Human Resources Intern Roslyn Tam who observed today's meeting.
4. There was no one from the public who wished to address the Board.
5. On motion by Director Thompson, seconded by Director Robak and unanimously carried, the Board approved the consent agenda as follows:
 - a) The minutes of the regular meeting of February 9, 2005
 - b) Resolution #127 closing Union Bank checking account, opening a basic business account at San Diego National Bank, and designating signers on the new account. Signers are Lewinger, Perri, Eberhardt, Chambers, Stauffer and Weston.

AGENDA ITEM 5 a
APRIL 13, 2005

6 On motion by Director Muse, seconded by Director Anderson and unanimously carried, the Board adopted a policy that the Board's intent is the offices of President and Vice President be held for only two consecutive two-year terms. However, should the incumbent be the best-qualified person to hold the office beyond those terms, the Board may choose to extend the terms.

7. Marty Eberhardt began the committee presentations on the Strategic Plans by saying that the Garden's Mission Statement, "Promoting Water Conservation in the Landscape Through Excellent Programs and Exhibits that Educate and Inspire the Public" is at the core of all the presentations the Board will hear today. She suggested that the Mission and the Vision Statement be read over frequently. Kate Breece gave the presentation on Programs. The Overall Goal: To present programs to children, adults, families, and businesses that inspire them to appreciate the natural environment and conserve water. Jon Powell gave the presentation on Facilities. The Overall Goal: To create and maintain facilities which support the Garden's mission and expand its opportunities to promote that mission. Padre Dam representative Joel Anderson said that Padre has some extra trailers they are not going to use and the Garden could have them. Unfortunately, the Grossmont-Cuyamaca College District will not allow temporary facilities on grounds at this time. Additionally, John Powell cautions the use of these types of facilities if at all possible. Mike Urhammer gave the presentation on Marketing. The Overall Goal: To support each area of the Strategic Plan by generating medial attention and market awareness for the

Garden throughout Southern California. Marty Eberhardt gave the presentation on Development. The Overall Goal: To produce the financial resources necessary to fulfill the Garden's plans for programs, staffing, and facilities. The Board gave some direction and input on each presentation. Eberhardt continued her presentation with a draft on Staffing for 2005-2008. Director Thompson stated that a janitorial person should be hired immediately instead of waiting until the new budget year. President Lewinger said to continue hiring and increasing hours more fundraising would be needed.

DISCUSSION ITEMS:

- A. Executive Director Eberhardt submitted her report (see attached). She thanked Steve Maranhao for his hard work over these past years and everyone gave a round of applause for Steve. He will be missed a great deal, Eberhardt said.
- B. Treasurer Suzanne Chambers said the Garden is in good shape. Total income July 2004 – January 2005 was \$297,000. Total expenses were \$204,000.
- C. To help raise funds and help work toward continued goals for the Garden, a "Water Conservation Garden Liaison Committee" may be formed. This could also become a separate 501©3 foundation. Board members discussed the pros and cons of having another 501©3 entity besides the Joint Powers Board. Board members were asked to submit names of people who would be great fundraisers, and those who are active in the community as water conservation enthusi-

asts. Marty Eberhardt and Directors Geraldine Perri and Keith Lewinger will write up a job description to help place people. Interviews will take place because it is important to get the right people. As the committee would not be a policy-setting body, Executive Director Eberhardt would oversee the group. Should this become a separate foundation, that relationship would be different.

D. President Lewinger said he is meeting with County Supervisor Pam Slater to speak about the Garden. He stated he would like to see the current partner agencies continue their support and would like to see the addition of new water agencies as partners because of the educational benefit of low water use landscaping to San Diego County. With that in mind, and to encourage others to join as partners, he put forth the idea that dues become a three-tier membership, i.e., different yearly dues for: 1) Regional Agencies with the Garden in their territory, 2) Local Agencies with the Garden either in or directly adjacent to their territory, or 3) Local Agencies not directly adjacent to the Garden. The rest of the Board seemed open to the idea and it will be brought back for further discussion. Lewinger asked the Board if there was any interest in CWA's role being changed from lead agency to integrating the Garden completely. There was interest shown in this idea.

Director Robak reported he is working on the Garden sign on Jamacha Road.

INFORMATION ITEMS:

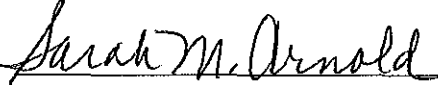
A. The Board received and filed the Docent Report for February. Docent hours for the month of February were 215 hours served. There are 26 active docents and volunteers.

B. The Board received and filed the Task Forces and Committees of the Water Conservation Garden 2005-2006.

There being no further business to be considered the President declared the meeting adjourned at 5:45 p.m.


President

ATTEST:


Secretary

MINUTES OF THE BOARD OF DIRECTORS'
WATER CONSERVATION GARDEN AUTHORITY MEETING

APRIL 13, 2005

1. President Lewinger called the meeting to order at 3:33 p.m. at the Water Conservation Garden Multipurpose Room, 12122 Cuyamaca College Drive West, El Cajon, California.

PRESENT:

Director Keith Lewinger
Director Geraldine Perri
Director Charles Muse
Director Fred Thompson
Director Mark Robak
Alternate Director Andy Menshek

ABSENT:

OTHERS PRESENT:

See attached list.

2. On motion by Director Perri, seconded by Director Robak and unanimously carried, the agenda was approved with the addition of Resolution #128 to add Donald Schultz as a signer to the bank account. This item came to our attention after the posting of the agenda and needed to be handled before the next regularly scheduled Board meeting. This was added as Item 5 b.

3. Introductions were done at today's meeting. Marty Eberhardt introduced Don Schultz, the new Horticulture & Facilities Manager. Everyone welcomed Don.

4. There was no one from the public who wished to address the Board.

5. On motion by Director Robak, seconded by Director Perri and unanimously carried, the Board approved the consent agenda as follows:

- a) The minutes of the regular meeting of March 9, 2005
- b) Resolution #128 amending Resolution #127 adopted March 9, 2005 designating authorized signers on a basic business account at San Diego National Bank, adding Donald Schultz as a signer.

6. President Lewinger presented the item for the Board to approve sending a letter to the Board of Directors of the San Diego County Water Authority (CWA) to do an analysis of transfer of governance from the Water Conservation Garden Authority to the San Diego County Water Authority, and to begin discussions to create a facility in North County to address the needs for that area. He said the proposal is receiving support from both the East and North Counties as well as from CWA staff to perform this study.

There are a couple of variations, Lewinger said. One is to keep a JPA to maintain a 501© 3 for membership and for the SDCWA and Cuyamaca to be on the Board. Another variation may be that any agency could have a seat on the JPA if they contributed a specific amount of money (to be set at a later time of course). He did intimate that the amount would have to be large, possibly even \$1 million, to stay on this JPA Board. Lewinger explained that this amount, or any amount, was not being asked of any agency. He mentioned that Helix Water District and Otay Water District have already contributed well over \$1 million toward the Garden, considering the building of it and the in-kind services they have provided. This might give them a right to stay on the Board, although they may vote not to do so. Lewinger reminded everyone that once the Water Au-

thority took over, there would be no more yearly dues for any agency. The study could come up with many other variances, but Lewinger said, keep in mind that CWA would be responsible for 100% of the Operations and Maintenance of the Garden.

Regarding the North County facility, it would be proposed that the Water Authority build it. There has been some discussion that Palomar College has an area to build on, but Lewinger stated that it could be another area close by. He said it should probably be somewhere near the 15 & 78 Interchange.

Lewinger suggested that each Board member talk to their Boards to see how they are leaning toward this proposal, and then reminded everyone that the item on today's agenda is only for CWA to perform a study, nothing else is being asked of this Board or their respective Boards at this time. Directors Robak and Thompson said they would sign the letter requesting the study, but for the approval of concept only at this time.

A time-line of 6 months to 1 year to complete the transfer was discussed, but everyone was in agreement that there is no definite timing because of the many issues to work with after the study has been completed. Director Perri stated that the College would need lead time to take this to her Board of Trustees and to get legal input, and Director Thompson said he must have plenty of time for the City of San Diego to review the findings of the study also. Mark Weston stated perhaps capital funding could come from mitigation funds necessary because of the two treatment plants that CWA is building, and everyone agreed it would be wise to look into this possibility.

On motion by Director Robak, seconded by Alternate Director Menshek and unanimously carried, the Board approved the letter of request to San Diego County Water Authority Board for analysis of transfer of governance of the Water Conservation Garden to the San Diego County Water Authority and directed that the fully executed letter be delivered to CWA on April 14, 2005.

7. Marty Eberhardt reminded the Board that at the last meeting there was a discussion of forming a Garden fund-raising group. There was also discussion of forming a separate 501© 3 to receive memberships and other donations. Today, Eberhardt brought forth a description of a Foundation Board Member as follows:

“The primary duty of the Foundation Board Member is to find resources for Garden facilities and programs approved by the governing body. This might include:

- Helping to connect Garden staff with potential individual, corporate, government, and foundation donors, and facilitating the funding process
- Working with Garden staff to expand membership base
- Seeking cash and in-kind donations from community connections
- Acting as an ambassador to various community groups
- Chairing and organizing fund-raising events

Characteristics needed for a Foundation Board Member are:

- Deep belief in and enthusiasm for the Mission of the Garden
- Community connections in the social, business, corporate, and/or Government world
- Willingness to use connections to further the Mission of the Garden
- Time to work on at least one major project per year

The Water Conservation Garden Joint Powers Authority will choose initial Foundation Board Members. The Executive Director will be a member of the Foundation Board. Should the Board grow enough to add fund-raising staff, that staff would report to the Executive Director.” On motion by Director Robak, seconded

by Director Menshek and unanimously carried the Board approved the concept and the job description of the Water Conservation Garden Foundation Board.

8. On motion by Director Muse, seconded by Director Robak and unanimously carried with Director Menshek abstaining, the Board adopted the Strategic Plan of the Water Conservation Garden. The Plan will be looked at yearly. Director Robak asked that an Index Page be added for easy reference.

DISCUSSION ITEMS:

A. Executive Director Eberhardt presented her report (see attached) by reminding everyone that in July of 2004, Padre Dam MWD had sent a notice of intent to withdraw from the Garden effective June 2005, but the good news is that the Padre Dam Board has voted to stay on for one more year. Everyone was thrilled at the announcement. Eberhardt pointed out the new class brochure (May through July) located in the Board's packet and re-introduced Elizabeth Ramos who puts all the classes together, among handling many other duties. Well-known and respected botanical expert Jim Folsom will be coming to tour the Garden and interview staff on April 20th and attend the May 11th meeting to report his findings.

B. Director Robak said the Proposed Rate Structure mentioned at last month's meeting is of interest but after today's discussion on the possible transfer of governance this issue will most likely be discussed at that time.

C. Treasurer Suzanne Chambers submitted her report for the month ended February 28, 2005. For the eight months there is a favorable balance. The total income for the eight months is \$301,415 compared to the budget of \$231,375.

Memberships are looking up. Chambers confirms that the budget looks very well.

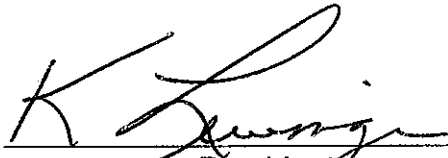
D. The Draft 2005-06 Budget was received by the Board. A final will be submitted soon after SDCWA's budget meetings, which will be held June 7, & 8, 2005. In lieu of this fact, the Garden will hold its June meeting June 13, 2005, instead of June 8, 2005.

INFORMATION ITEMS:

A. The Board received and filed the Docent Report for March. Docent hours for the month of March were 262 hours served. There are 23 active docents and volunteers. Docents continue to be active in routine maintenance tasks and preparing for the Spring Garden Festival.

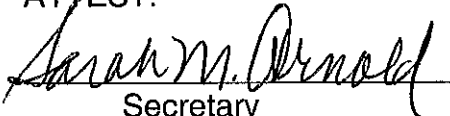
B. The Board received and filed the Water Conservation Garden Spring/Summer 2005 Calendar of Events for May through July.

There being no further business to be considered the President declared the meeting adjourned at 5:40 p.m.



President

ATTEST:



Secretary

MINUTES OF THE BOARD OF DIRECTORS'
WATER CONSERVATION GARDEN AUTHORITY MEETING

MAY 11, 2005

1. President Lewinger called the meeting to order at 3:34 p.m. at the Water Conservation Garden Multipurpose Room, 12122 Cuyamaca College Drive West, El Cajon, California.

PRESENT:

Director Keith Lewinger
Director Geraldine Perri
Director Charles Muse
Director Mark Robak (arrived 3:40 p.m.)
Alternate Director Andy Menshek

ABSENT: Director Fred Thompson

OTHERS PRESENT:

See attached list.

2. On motion by Director Perri, seconded by Director Anderson and unanimously carried with Director Robak and Director Thompson absent, the agenda was approved.
3. Introductions were done at today's meeting. Marty Eberhart introduced Dr. Jim Folsom, Director of the Huntington Botanical Gardens.
4. There was no one from the public who wished to address the Board.
5. On motion by Director Perri, seconded by Director Muse and unanimously carried, with Director Robak and Director Thompson absent, the Board approved the consent agenda as follows:
- a) The minutes of the regular meeting of April 13, 2005

6. On motion by Director Perri, seconded by Director Anderson and unanimously carried the Board approved the 2005-06 Budget. The Board noted that Special Projects listed on the attachment to the budget in the amount of \$277,500 would be accomplished only if additional revenue was brought in.

DISCUSSION ITEMS:

A. Notes from the presentation by Dr. James Folsom, Director Huntington

Botanical Gardens:

1. Audience:

The Garden has a major advantage in that it has a very well defined audience ...the "customers" of the six member agencies.

2. Mission:

The Garden also has the advantage of a very focused mission. The mission is focused but not narrow, and is unassailable – no one will argue with this mission: to help citizens of this region conserve water. Many botanical gardens have a hard time defining both of these issues. There is a tension in the mission between site-based service and an out-reach program to a stretched-out neighborhood. The trick is to get people here so that when they go home they remember, "I liked that." "Many gardens have trouble with resolving this tension."

What the Garden aims to do is to get people to "fall in love" with its water-wise landscape, thus changing hearts and minds. The Garden "is achieving as much for its investment as any other conservation investment. It is causing a change in peoples' behavior." Partner agencies are investing in allowing people to develop to their best extent with limited resources (this is a growing area, a developing area, where water is quite probably the most important limited resource of the 21st Century).

3. Capacity:

The Garden has a very small and dedicated staff. This was mentioned several times.

There is a need for a larger classroom facility, and other facilities, but the Garden has the advantage of an adjacent college campus nestled in an academic institution and near a growth area, something many other gardens would love to have. There are also many places to eat nearby; again, something many gardens struggle with, having to fund food services internally.

4. Organization:

The unified JPA structure is less complicated than that of many gardens with several different structures. Since JPA Board Members are not on the Board because of their fundraising abilities, and since the Garden will need fundraising help, another structure is

necessary. Folsom strongly suggests that whatever structure is created be organized under the control of the JPA.

There are concerns about "sustainability". The ultimate sustainability is endowment. It would be great to have a group to raise endowment.

5. Product:

There are lots of possibilities. This is a very young garden.

Ideas: A speakers' bureau (in the works); Girl Scout water conservation patches; using readymade volunteers within the water districts; putting how much water we use each week vs. a comparable high-water-use garden on the web site; working and collaborating as much as possible with Cuyamaca College Ornamental Horticulture and other programs.

He is "in awe" of our ability to show "how a garden can change a community for the good." (You can mandate toilets, but you can't mandate what folks think is beautiful.)

In response to a question about plant sales, he said they don't make money...but are a good education tool.

B. Executive Director Eberhardt submitted her report (see attached). She said April classes and events included a xeriscape workshop for teachers, a xeriscape workshop for the public, "Project Wet" class for teachers, and a "making natural baskets" class. The Garden's own "Friends Old and New" party brought in about 75 people and integrated the Garden's early donors and fundraisers with current Board members, as well as docents and staff.

Don Schultz, the new Horticulture and Facilities Manager has been very busy. He has ordered new plant identification signs for about 150 plants and is working on the compost area. Also, he will be working on the irrigation display and working with Eberhardt on a grant to the Toro Foundation for a completely redone display.

Eberhardt has met with Kristin Zink, coordinator of the early Childhood Program at Cuyamaca College to come up with a mission and goals statement for the collaborative Children's Garden to present to the Garden Board and to the

Grossman College District. She and Director Perri will be meeting with the District Vice President for Facilities in June to discuss long-range facilities changes.

Eberhardt said she is on the committee for the American Association of Botanists at Quail Gardens this fall. Also, we are now on the Balboa Park Council.

Garden attendance shows April had 2,850 visitors which is the highest in three years and this is not counting the Garden Festival,

C. Treasurer Suzanne Chambers submitted her report for the month ended March 31, 2005. For the nine months there is a favorable balance of excess revenue over expenses of \$14,182. The variance in revenue is due to the additional revenue from individual memberships, sponsorships for the Spring Garden Festival, increased sales in gift shop, and facility rental agreements.

D. Director Robak reported that a Legislative Bill is required for the Garden signs on Jamacha Road – it is in the works already, and there will be a charge for the signs. Director Robak will inform us of the number of the Bill.

Director Perri said she welcomes working closely with the Garden for the changes and growth to these facilities, and asked that she be the one to take requests to the College District Board. She is encouraged to see the Garden growing so big. She reminded everyone that the College now has a Student Center able to hold 500 people and can be used by the Garden for events.

INFORMATION ITEMS:

A. The Board received and filed the Docent Report for April. Docent hours for the month of March were 300 hours served. Dorcus Utter started another do-


cent class on April 4th and will continue through May 9th. There are seven new recruits expected to graduate who are enthusiastic and ready to participate in the Spring Festival on May 21. President Lewinger stated that the docents' help is invaluable and said their dedication to the Garden appreciated.

The meeting was adjourned at 4:55 p.m. to Monday, June 13, 2005 to conduct regular business.

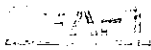


President

ATTEST:



Secretary


MINUTES OF THE BOARD OF DIRECTORS'
WATER CONSERVATION GARDEN AUTHORITY
AJOURNED BOARD MEETING

JUNE 13, 2005

1. President Lewinger called the meeting to order at 3:32 p.m. at the Water Conservation Garden Multipurpose Room, 12122 Cuyamaca College Drive West, El Cajon, California.

PRESENT:

Director Keith Lewinger
Director Jesse Dixon
Director Charles Muse
Director Mark Robak
Alternate Director Nora Jaeschke
(Director Fred Thompson arrived at 3:45 p.m.)
Alternate Director Al Taccone

ABSENT: Director Geraldine Perri

OTHERS PRESENT:

See attached list.

2. On motion by Director Muse, seconded by Alternate Director Jaeschke and unanimously carried the agenda was approved.

3. Introductions were done at today's meeting.

4. There was no one from the public who wished to address the Board.

5. On motion by Director Muse, seconded by Alternate Director Jaeschke and unanimously carried, the Board approved the consent agenda as follows:

a) The minutes of the regular meeting of May 11, 2005

6. President Lewinger appointed a subcommittee to organize a fundraising group to bring funds into the Garden. The subcommittee consists of Director Muse from Helix Water District, Alternate Director Jaeschke, City of San Diego representative, and Director Robak from Otay Water District, who was also appointed Chairperson. They will all work along with Executive Director Eberhardt on recommendations as to who should be brought into the fundraising group.

DISCUSSION ITEMS:

A. Director Dixon reported on the San Diego County Water Authority (CWA) Budget meetings held last Tuesday and Wednesday. The CWA voted to give the Garden \$100,000 in operating funding but not to "take it over" or to create a North County garden at this time. People were disappointed that the CWA Board had not been given the particular materials and background provided to the CWA Conservation staff to help the Board make their decision.

Discussion took place on the value of educating the public about water conservation. Alternate Director Jaeschke said we must continue on the path to becoming the best Conservation Garden in the country. We have the opportunity to change the hearts and minds of people on water conservation and we must continue fundraising efforts and get other groups like the Builders Industry Association (BIA) involved. She said the CWA is foremost a producer of water as well as developing ways to bring more water into the county, and said they do a very good job of it. Jaeschke was pleased to announce that the CWA Board is going to allow 15 minutes for presentations on water conservation issues at each of their regular monthly Board meetings. Marty Eberhardt will be involved in coor-

dinating the speakers. The first speaker will be from the Metropolitan Water District, then Olivenhain Water District, and then the Farm Labor Bureau. Jaeschke encouraged the Garden Board and all others to attend these monthly presentations. Dan Carney said he and Jaeschke worked on a project that ended up saving \$8,500 in a two-month period on 22 water meters. They are confident that 10% of San Diego County's water use would be saved if people switched over to drought tolerant landscaping and drip irrigation. President Lewinger suggested that these water savings be reported on a regular basis so they do not go unnoticed.

Director Thompson said now that CWA is not going to participate as we had hoped, this is now our opportunity to "run our own ship," continue to make good decisions, speak before the CWA Board, and eventually "we will win the world series!"

Director Robak mentioned that five members of this Board are on the CWA Board, and said to keep a steady pace, keep impressing, and we'll see where all this goes.

Executive Director Eberhardt said she believes we are on the right path and firmly believes the new fundraising group will make a big difference.

B. Executive Director Eberhardt and President Lewinger met with Supervisors Bill Horn and Pam Slater to talk about doing a focus group study to see what was needed in North County in the way of a conservation garden. Lewinger said Supervisor Slater was open to it, but now that this project is basically on hold now, maybe the Garden should do a study showing how much water can be

saved by following the Water Conservation Garden guidelines and generate those findings so that they can be used in other agencies' water programs. Discussion took place on the benefits of creating a *Certificate for Landscape Contractors*.

C. Executive Director Eberhardt submitted her report (see attached). She announced that the Garden was now open on Wednesday evenings until 7:30 p.m. She reminded everyone of the importance of the Garden staff to continue working well with Cuyamaca College whenever a change or addition is made to the Garden. The Cuyamaca Board needs to be fully informed and have final approval she said.

Eberhardt said the Spring Garden Festival was a success even though it was the hottest May recorded in many years! There were about 2,150 people who came to enjoy the Festival. Most were there from 9:00 a.m. – 12:00 Noon and then people left because of the heat. Director Robak said next year he would like to see some of the Sponsors' literature set out at the Garden Festival. Eberhardt agreed, and also informed the Board that letters of thanks have gone out to each sponsor. She said the sponsors' participation was very helpful, and thanked Director Robak and Mark Weston for obtaining the majority of sponsors. Some new memberships were received at the Festival, and the Builders Industry Association has been personally invited to join.

Horticulture & Facilities Manager Don Schultz has made some great changes to the Garden and Eberhardt encouraged the Board to walk around and see them. Staff has also been working with cactus garden designer Michael

Buckner, son of Warren Buckner, on the *H. Warren Buckner Cactus Garden*.

This Cactus Garden will be dedicated some time in September. Eberhardt announced that the Playing Cards got 1st place in Innovation from the California Association of Public Information Officers. The gift shop had a record month of \$2,449.00. Helix's Ted Salois has produced a beautiful new Garden "rack" card that replaces the much more expensive one we were purchasing.

D. Marty Eberhardt said she met with Director Perri and Dr. Jim Austin, Vice-Chancellor for Facilities at Cuyamaca College to discuss the Children's Outdoor Garden. He sees it as a positive project for the District. As a reminder, any new construction, even the amphitheatre shade (needed badly), requires approval by the Chancellor. Eberhardt confirmed that there would be no funds from the College for this project. She said it is a perfect project to benefit from a fundraising effort, and said it is also the kind of project that might get us into the *Homes-capes* section of the Union Tribune.

E. Treasurer Suzanne Chambers was unable to be at the meeting today, but her report for the month ending April 30, 2005, was submitted which reflected for the ten months, a favorable balance of excess revenue over expenses of \$70,096. Total income for the 10 months was \$405,101 compared to the budget of \$328,681, which was an increase of \$76,420 – this was due to the agency funding received for the final quarter, increased individual memberships, sponsorship for the Garden Festival, playing cards revenue, and facility rentals. By the end of the year agency revenue will have evened out, and there will be sev-

eral additional expenses. Her report stated that we expect to end the year in the black.

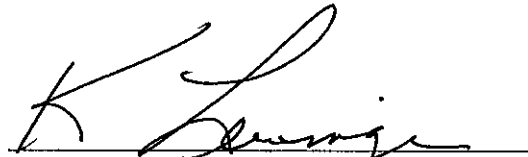
F. Director Robak said he was enthusiastic about the Landscape Certification Program mentioned at today's meeting.

President Lewinger encouraged everyone to visit the Buena Creek Gardens in San Marcos.

INFORMATION ITEMS:

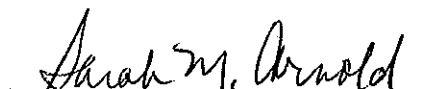
A. The Board received and filed the Docent Report for May. Docent hours for the month of May were 401 hours served. Sherri Johnson represented the Docents at today's meeting, and thanked everyone on behalf of 35 Docents and volunteers for the wonderful Docent and Volunteer Recognition Dinner held June 9, 2005. The largest number of Docents ever participated in the Spring Garden Festival this year she said. On June 23rd the Docents are taking a field trip to tour the Avaria Resort in Carlsbad. Johnson said reimbursement of any kind would be appreciated.

There being no further business to be considered the President declared the meeting adjourned at 5:00 p.m.



President

ATTEST:



Secretary

Minutes of the Board of Directors
Water Conservation Garden Authority
Board Meeting

July 13, 2005

1. President Lewinger called the meeting to order at 3:30 p.m. at the Water Conservation Garden Multipurpose Room, 12122 Cuyamaca College Drive West, El Cajon, California.

PRESENT:

Director Keith Lewinger
Director Charles Muse
Director Mark Robak
Director Fred Thompson
Director Geraldine Perri

ABSENT: Director Jesse Dixon

OTHERS PRESENT: See attached list.

2. The Board approved the agenda as written.
3. Everyone in attendance introduced themselves.
4. There was no one from the public who wished to address the Board.
5. On motion by Director Robak, seconded by Director Perri, and unanimously carried, the Board approved the consent agenda as follows:
 - a) The minutes of the adjourned regular meeting of June 13, 2005,
 - b) Provision of audit services to the Garden for FY 2004-2005 by CPA Gregory Villard
6. The Board agreed to cancel the August 2005 Board meeting. The next meeting will be September 14, 2005.

DISCUSSION ITEMS:

A. Executive Director Marty Eberhardt reported on the following items:

- 1) A task force was formed to discuss landscaper-training programs. Brad Monroe is working on a waterwise landscaping certification program for launching in fall of 2006. Vickie Driver is looking into additional certification by the County Water Authority and Don Schultz is putting together a short course for commercial landscapers starting in January.
- 2) McMillin Companies has agreed to have the Garden newsletter, a membership form, and a list of current classes provided to all new homeowners in South and East County. The Building Industry Association is considering a similar program. Discussion is ongoing with staff at Metropolitan Water District to see if the Garden's programs and facilities can be promoted to BIA customers as part of the program already initiated by MWD to promote California Friendly Homes.
- 3) The debriefing about the Spring Garden Festival led to two important changes for next year. The first is a plan to have a central area with a number of vendors in the parking lot between the three facilities (Garden, Nursery and Museum) to make traffic flow patterns better. The second is a PR subcommittee to coordinate all publicity from the beginning.

- 4) The fall festival is scheduled for October 8 and will be called the California-Friendly Gardening Festival.
- 5) The Garden received an award for "Clean Water Champion" at the Clean Water Summit in recognition that watering less means less runoff and therefore, less pollution of waterways and bays.
- 6) A new CD is being developed with emphasis on fire-wise landscaping with some funding from the Bureau of Reclamation. A fire-wise landscaping garden is being considered. The San Miguel Fire Department would like to work with the Garden on this project. Several redesigns are being planned including the Fragrance Garden and the back entrance. Major redesign projects include the Native Plant Garden and the Cactus and Succulent Garden. Michael Buckner is working on the plan for the Cactus and Succulent Garden and will do some in-kind solicitation. Rainbird has donated \$1,000 toward this effort.
- 7) The next newsletter will be an annual report to be completed after the audit is done.
- 8) The Garden is reviewing options for an application to MWD's community partnering program. If the Water Education Institutional Grants Program is approved by MWD, the Garden will submit an application for three year funding this fall. This would involve adding part time children's education staff and partnering with Cuya-

maca College. Rainbird will make an investment of at least \$25,000 to monitor water use and could use the Garden as a lab.

- 9) The water-wise classes for July were the “event of the month” in the Union Tribune’s Homescapes section. A new wedding and events brochure has been produced by Helix and a San Diego Museum Council brochure will include the Garden for the first time. The Garden will host the Joint Public Information Council’s meeting in September. Summer Desmond is leaving the Garden after four years and the job has been posted for several hours each Monday, Wednesday and Friday.

Director Lewinger inquired if there was an opportunity for Helix, Otay and Padre Dam to get a listing of homeowners’ associations in their districts and send them the Garden newsletter. Marty Eberhardt stated she and Nora Jaeschke have been looking at that and Ms. Jaeschke was planning on getting the newsletter to those on her list including management companies.

Director Lewinger suggested each of the member districts require their developers to provide a one-year membership in the Garden to each homeowner. Director Muse stated he did not think the districts could make anyone join. Director Lewinger stated the developer could pay the membership fee when he pays for the connection and then a renewal notice would go to the homeowner. Director Thompson suggested making the fee \$35 and adding a deck of cards. He stated real estate agents could have their names on the cards and use them as advertising. Director Muse stated if he were a devel-

oper he would balk at any requirement adding additional cost that would be passed on to the homeowner. Director Lewinger suggested getting the building industry involved instead of having the water districts push this. The water supply capacity fee being discussed at the County Water Authority should take into account water conservation and be used as a way to finance these programs including the garden.

Director Robak stated he would prefer to use the building industry rather than have the water districts involved.

Marty Eberhardt and Nora Jaeschke will be working with Metropolitan Water District to join their effort with developers.

Director Thompson stated he thought there were more resales than new homes being purchased which is why Remax, Prudential, and the Board of Realtors should be contacted.

B. Treasurer Suzanne Chambers provided the financial reports for May. For the eleven months, there is a favorable balance of excess revenue over expenses of \$51,622. She stated these funds will be used for some capital expenses. There was more revenue than expected because of the increase in Garden memberships, gift shop sales, facility rentals and revenue from the Garden Festival. She reported the audit will begin tomorrow.

Director Robak requested a description of the purpose of each check be included on the Reconciliation Detail.

Marty Eberhardt stated that she is looking for someone who has some accounting experience to fill the part-time position vacated by Summer Desmond so

more can be done with the financial statements. Suzanne Chambers stated she will be going back to the previous method of reporting the financial information beginning July 1.

Director Robak inquired what benefit there would be to the Garden to be included in the Museum Council brochure since it reaches tourists.

Marty Eberhardt stated that is the Garden's only outreach to tourists and the Heritage of the Americas Museum is included.

Director Robak suggested wording be added that would indicate a \$1 donation is requested. Eberhardt said that the brochure was in press and that most museums charge admission. Director Lewinger stated that the Board could consider an admission charge for the Garden at a later date.

Director Thompson stated he felt the Garden could work a deal with his soundman to lend the Garden his sound system for \$600 and charge \$900 for its use at weddings. It was pointed out that those having weddings at the Garden don't have that kind of budget. Director Thompson stated that they wouldn't just be getting the sound system, they could have their videographer plug into the sound board and pick up audio. It was concluded this could be offered as an option and could be added to the Weddings at the Garden information sheet.

C. The Board had previous discussion regarding the establishment of a foundation and if it should be a 501(c)3. It was agreed the foundation should be a separate entity and by-laws should be drafted. Director Muse drafted the by-laws presented today and stated the next step would be for an attorney to review them.

Director Lewinger inquired if there is a foundation board and a Garden board, who decides how the money the foundation has raised will be spent.

Director Muse stated the operation of the foundation would be under the Garden Joint Powers Authority and funds would be directed to the JPA.

Director Lewinger stated the by-laws should be carefully worded to make that clear. He inquired who would appoint members to the foundation board.

Director Muse stated the JPA board would.

Director Robak stated the IRS would want these boards to be semi-autonomous.

Marty Eberhardt stated the foundation would raise money for projects approved by the JPA. When the foundation solicits funds, they would need to list what projects the funds would be used for.

Director Perri stated that's the way the college foundation works, they have a pre-approved list of projects they can choose from. She stated she would share the college foundation's by-laws with the JPA board.

Director Thompson left the meeting at 4:35 p.m.

Director Robak stated the JPA board would select the original foundation board members and then they select members after that.

Marty Eberhardt stated setting up a 501(c)3 will take some time and she would like to get the group together and get them started in the meantime.

Director Lewinger stated he would look into getting Best, Best & Krieger to review the by-laws pro bono.

D. Don Schultz stated he was working on the landscaper training courses. He has a number of courses he has developed that he will donate. He feels these classes would be good for the industry and those who would attend. The next step would be to work on getting credibility for the courses and get the marketing started. The agencies provide lists of certified landscapers with the disclaimer that they are not endorsing them but they are trained. He hopes to have this started in the spring.

E. Director Lewinger stated the County Water Authority Board did approve the \$100,000 contribution to the Garden for one year. A committee was formed to look at all aspects of conservation that CWA is involved with and report back in six months with a long-range plan.

F. Director Robak stated Brad Monroe is working on having the certification curriculum completed by September. There should be a direct nexus between training at the Garden and the College.

Alternate Director Buckner stated he understood the County Water Authority Board was not happy with the level of detail in the report regarding the Conservation Garden. Director Lewinger stated he had spoken with their General Manager about the report.

Director Perri stated the college is breaking ground for three buildings and traffic will be rerouted during construction. She stated the plan is to put in water and environmentally friendly landscaping.

INFORMATION:

A. Docent President Suzanne Chambers stated the volunteer hours for the month of June were 230 hours with 22 active docents and volunteers mostly working in the kiosk. This is twice the number from last year. Another docent class will begin October 1. She thanked the Board and staff for the recognition dinner for the docents and the volunteers.

The Board went into closed session at 4:55 p.m.

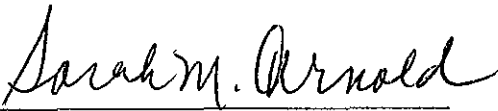
Closed Session:

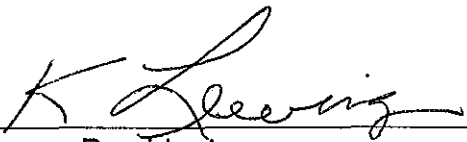
PUBLIC EMPLOYEES PERFORMANCE EVALUATION
(Gov't Code §54957)
Title: Executive Director

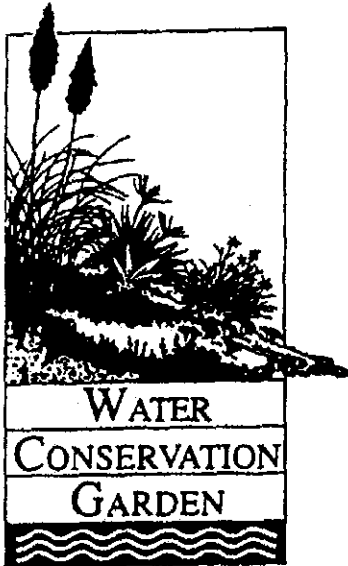
CONFERENCE WITH LABOR NEGOTIATORS
(Gov't Code §54957.6)
Agency Designated Representatives: Board
Unrepresented Employee: Executive Director

The Board reconvened in open session at 5:20 p.m. It was reported that the Board had voted to give the Executive Director a one step salary increase effective on her anniversary date.

The meeting was adjourned at 5:21 p.m.


Secretary


President



NOTICE

The August 10, 2005 regular Board meeting of the Water Conservation Garden Authority has been cancelled. The next regular Board meeting will be held on Wednesday, September 14, 2005 at 3:30 p.m.

Dated: August 2, 2005

Sarah M. Arnold
Board Secretary

c: Board of Directors
All other interested parties
Website

MINUTES OF THE BOARD OF DIRECTORS'
WATER CONSERVATION GARDEN AUTHORITY
REGULAR BOARD MEETING

SEPTEMBER 14, 2005

1. President Lewinger called the meeting to order at 3:35 p.m. at the Water Conservation Garden Multipurpose Room, 12122 Cuyamaca College Drive West, El Cajon, California.

PRESENT:

Director Keith Lewinger
Director Geraldine Perri
Alternate Director Anderson
Director Charles Muse
Director Mark Robak
Director Fred Thompson

ABSENT: None

OTHERS PRESENT:

See attached list.

2. The agenda was approved with one addition. President Lewinger stated that an additional agenda item had come to his attention after the agenda was posted. The item requires immediate need for action before the next scheduled Board meeting. On motion by Director Robak, seconded by Director Anderson, and unanimously carried, the Board approved addition of #9 to the agenda, Board consider a Statement of Intent to join "Endow San Diego" prior to full Board review and commitment, and authorize the Board President and the Executive Director to sign the Statement of Intent.

3. Introductions were done at today's meeting.

with staff to figure out a detailed reserve plan which can be built into the yearly budget, and bring that information back to the Board for approval.

8. Ms. Eberhardt said she spoke with BB&K attorney, Dwight Montgomery, about several possible structures for the Garden's fundraising entity "The Friends of the Water Conservation Garden". The best solution for the new fundraising group would be a 509a3 status. The 509a3 is a type of nonprofit group whose sole purpose is to support an organization with a public purpose. Since its status is written within the 501c3 status it can be referred to as a 501c3. Additionally, Dwight Montgomery informed Ms. Eberhardt that a 509a3 would probably not need to comply with the Brown Act.

Discussion took place on what type of role the Garden Board will take on the fundraising group's Board, and what role the Executive Director will take. It was determined that one Board member from the Garden would be appointed by the President to act as a liason between the two groups and would be a non-voting member, and the Executive Director would be on the Board acting ex officio, and would be a voting member.

Ms. Eberhardt stated that once the Friends' Group decides on a President and a Vice President, as well as some other issues, a set of Bylaws and Articles of Incorporation can be written.

9. Ms. Eberhardt requested that the Board consider a Statement of Intent to join "*Endow San Diego*" prior to full Board review and commitment, and authorize the Board President and Executive Director to sign the Statement. The Garden just became aware of the Foundation to "*Endow San Diego*". A number of hand-

outs were provided to the Board regarding the campaign. Ms. Eberhardt said the advantages in becoming a part of the campaign include a multi-year, multi-media advertising and marketing campaign mentioning the Garden as a participant, and includes professional materials, technical support and training on bequests and other planned giving topics. The disadvantage is the Garden has a Friends' Group and fundraising program in its infancy and this is an additional staff task for an already busy staff.

Endow San Diego will not raise money for the Garden, but it will encourage people to "endow their passion" and will list the Garden as an organization set up to accept planned gifts. Ms. Eberhardt said by signing the Statement of Intent, the Garden could get in on the ground floor and benefit from all the marketing being done for this project beginning in October 2005. She asked the Board to review all the materials and think about how they see an endowment fund being managed. A resolution will be brought back for further Board approval at the next Garden meeting.

On motion by Director Robak, seconded by Director Anderson and unanimously carried, the Board authorized the Board President and the Executive Director to sign the Statement of Intent with "*Endow San Diego*".

DISCUSSION ITEMS:

A. Executive Director Eberhardt submitted her report (see attached). She encouraged everyone to participate in the *California Friendly Gardening Festival* that will be held at the Garden on October 8, and stated it is planned for KFMB

weatherman Loren Nancarrow to do the weather report from the Garden the evening before the festival (October 7).

Ms. Eberhardt said plans are gelling for an AA program in Water-Wise Landscaping with Cuyamaca College, and the H. Warren Buckner Cactus and Succulent Garden is moving forward with most of the Garden planting scheduled for September 26-28. Dan Carney has been working with Garden staff and Kathy Howard of the San Miguel Fire District on plans for a fire-wise landscaping exhibit.

Ms. Eberhardt said it has become clear that SDCWA cannot keep providing computer help to the Garden, and therefore an outside consultant must be hired to help deal with old hardware and inadequate software. William Granger of Otay Water District said he would look into Otay's surplus to see if they have newer computers or software they could offer to the Garden.

B. Treasurer Sue Chambers submitted the financials for the 12 months ended June 30, 2005 and the Financial Reports for the first month ended July 31, 2005. There is a new format for Financial Reports: Exhibit A is the Cash Report, Exhibit B is the Check Register, Exhibit C is the Operating Budget vs Actual Report, and Exhibit D is the Balance Sheet.

C. Director Geraldine Perri said the groundbreaking for the Communications building at the college is coming up soon. There are two additional buildings being built and a fourth one to begin soon,

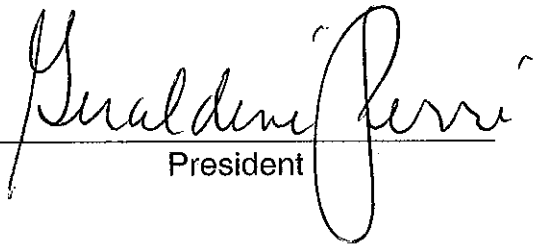
Director Mark Robak commented that the Cuyamaca College Newsletter is very well done and said he appreciates receiving one regularly. The Board

INFORMATION ITEMS:

A. The Board received and filed the Docent Report for July. The Docents worked 297 hours in July. Sue Chambers reported that the high numbers of hours in July were due to Docents working on garden maintenance projects.

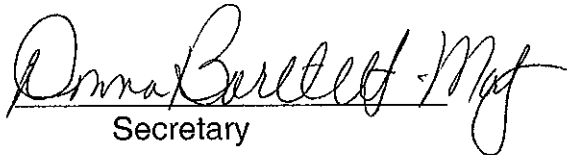
Ms. Chambers brought a beautiful succulent wreath made by one of the Docents for all to enjoy.

There being no further business to be considered the President declared the meeting adjourned at 5:19 p.m.



President

ATTEST:



Secretary

MINUTES OF THE BOARD OF DIRECTORS'
WATER CONSERVATION GARDEN AUTHORITY
REGULAR BOARD MEETING

OCTOBER 12, 2005

1. Acting Chair Dr. Geraldine Perri called the meeting to order at 3:34 p.m. at the Water Conservation Garden Multipurpose Room, 12122 Cuyamaca College Drive West, El Cajon, California.

PRESENT:

Director Geraldine Perri
Director Charles Muse
Alternate Director Warren Buckner
Director Fred Thompson (arrived at 3:40 pm)
Alternate Director Anderson (arrived at 3:41 pm)
Director Mark Robak (arrived at 3:45 pm)

ABSENT: Director Keith Lewinger
Director Jesse Dixon

OTHERS PRESENT: See attached list.

2. Introductions were made.
3. No one from the public wished to address the Board.
4. Dr. Perri asked Executive Director Eberhardt to give her report until there was a quorum present.

Ms. Eberhardt stated that the California Friendly Garden Festival was very successful with over 2200 people in attendance compared to approximately 450 last year. She thanked Elizabeth Ramos for all her efforts.

Director Thompson arrived at 3:40 pm and the Board had a quorum.

Ms. Eberhardt stated they will be participating in the 2005 Regional Conference of the American Association of Botanical Gardens and Arboreta on November 2 through 5 to be held at the Quail Botanical Gardens.

Alternate Director Anderson arrived at 3:41 pm.

Ms. Eberhardt stated that the H. Warren Buckner Cactus and Succulent Garden opening will be November 15. There was \$75,000 donated (\$5,000 cash with the remainder in in-kind donations).

Director Robak arrived at 3:45 pm.

Ms. Eberhardt stated that there has been a lot of fund raising activity including her attendance at the Endow San Diego program, and a site visit by Las Patronas. The Garden is a finalist for a \$14,600 grant from Las Patronas for signage. Michael Buckner of the Plant Man has done an excellent job getting material for the Cactus Garden and he has donated his design.

Ms. Eberhardt reported that she is also working with the San Miguel Fire District to get a \$58,000 FEMA fire prevention grant for a fire-wise landscaping exhibit.

5. Treasurer Chambers reviewed the financial reports for the second month ended August 31, 2005.

Director Thompson inquired if a new member can earmark their contribution for something specific.

Ms. Eberhardt stated new members can stipulate what they would like their donation (over and above the membership fee) to be used for. She added that 17 new memberships were received during the Festival.

6. A motion was made by Alternate Director Buckner, seconded by Alternate Director Anderson, and unanimously carried, to approve the agenda as modified.

Dr. Perri modified the wording of Consent Item 5d to "Appointment of five representatives to the Friends of Water Conservation Garden Board of Directors".

7. Dr. Perri inquired if anyone wished to pull an item from the consent calendar. Director Thompson requested Item 5d be pulled for discussion added as #8.

On motion by Director Robak, seconded by Alternate Director Anderson, and unanimously carried, the Board approved the consent agenda as follows:

- a) The minutes of the regular meeting of September 14, 2005
- b) The audited financial statements for the fiscal year ending June 30, 2005
- c) Resolution No. 129 confirming the Water Conservation Garden's commitment to endowment

Director Robak inquired if anyone had checked to make sure the section quoted in the audited financial statements regarding tax exemption status for the Garden was the correct section. Ms. Eberhardt stated she would check.

8. Ms. Eberhardt stated she had just received the by-laws for the Friends of the Water Conservation Garden late Friday. They state the Garden JPA must appoint the Friends Board. She stated the five who have volunteered to serve are Nora Jaeschke, Jan Tubiolo, Warren Buckner, Mark Robak and herself. Director Robak will serve as the JPA Board representative. The Friends Board will then select officers.

Director Muse stated he recalled that there would not be a permanent appointment from the JPA Board.

Ms. Eberhardt stated the JPA Board representative would be a non-voting member.

Dr. Perri stated that's the way she read the minutes; that this person would be a liaison, not a voting member.

A motion was made by Director Muse, seconded by Director Robak, and unanimously carried, to appoint Nora Jaeschke, Jan Tubiolo, Warren Buckner, Mark Robak and Marty Eberhardt as representatives to the Friends of the Water Conservation Garden with Director Robak being an ex officio non-voting member and Marty Eberhardt being an ex officio voting member.

9. Dr. Perri thanked Marty Eberhardt, Don Schultz, and Suzanne Chambers for all their work in putting together the Festival.

Director Thompson suggested having nopalitos and cactus fruits to eat at the Cactus Garden opening.

Director Robak stated he and his family attended the Festival where it was very hot in the amphitheater because there is no breeze there. He suggested water be given away at these festivals.

Director Muse stated he and other Directors from Helix had attended a Water Education Foundation tour recently. The next tour is a southern California tour and will include a stop at the Garden. Marty Eberhardt will give a presentation on the Garden and Mark Weston will give a presentation on issues facing local water agencies.

Ms. Eberhardt stated she had spoken to the ad hoc committee at the County Water Authority and dispelled some misconceptions about how much money the County Water Authority was spending on salaries and benefits for Garden personnel.

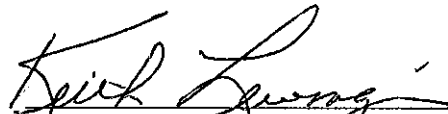
Suzanne Chambers stated the docent hours have been increasing. A new docent class of eight is beginning and she has had another nine sign up.

Director Thompson stated he doesn't think the Garden gives enough recognition to the docents. He suggested giving pins, hats or golf shirts as recognition. Ms. Chambers stated that the docents already get golf shirts when they complete training, they have a recognition dinner once a year, and there is the Dorcas Utter award. She stated the docents have requested funds for field trips as recognition. More ideas can be discussed when the next dinner is planned.

INFORMATION ITEMS:

A. The Board received and filed the Docent Report for August. The Docents worked 261 hours in August.

There being no further business to be considered, a motion was made by Director Muse, seconded by Alternate Director Anderson, and unanimously carried to adjourn the meeting at 4:30 pm.



President

ATTEST:



Secretary



**WATER CONSERVATION GARDEN AUTHORITY
BOARD MEETING**

**WATER CONSERVATION GARDEN
MULTIPURPOSE ROOM
12122 Cuyamaca College Drive West
El Cajon, CA 92019**

Wednesday, November 9 2005 – 3:30 p.m.

MEETING CANCELLED

**San Diego County Water Authority
Lead Agency**

Keith Lewinger Warren Buckner

Cuyamaca College

Dr. Geraldine Perri Dr. Al Taccone

Helix Water District

Charles Muse Richard Smith

Otay Water District

Mark Robak Gary Croucher

City of San Diego

Fred Thompson Nora Jaeschke

Padre Dam MWD

Jesse Dixon Andy Menshek
Joel Anderson

Mission Statement--Promoting water conservation in the southern California landscape through excellent exhibits and programs that educate and inspire the public.

ACTION:

THIS MEETING WAS CANCELLED

1. Roll Call
2. Approval of Agenda
3. Introductions
4. Public Participation: Opportunity for members of the public to address the Board on any item under the subject matter jurisdiction of the Authority.
5. Consent Agenda: (Acted on as one item unless withdrawn by request of a Board Member or a member of the public)
 - a) Approval of minutes from the regular meeting of October 12, 2005

DISCUSSION:

- a) Executive Director Report (Eberhardt)
- b) Financial Statements (Chambers)
- c) Board Comments

INFORMATION: (Does not require discussion. Board to Receive and File only)

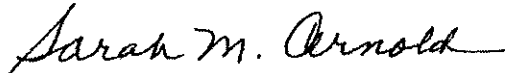
- a) Docent Report for the month of September

ADJOURNMENT

Certification of Posting

I certify that November 3, 2005, a copy of the foregoing agenda was posted near the regular meeting place of the Board of Directors of the Water Conservation Garden Authority, said time being at least 72 hours in advance of the meeting of the Board of Directors (Government Code Section 54954.2)

Executed at La Mesa, California, on November 3, 2005.



Board Secretary

Next meeting date: Wednesday, December 14, 2005 – 3:30 p.m. Garden Multipurpose Room

All items appearing on this agenda, whether or not expressly listed for action, may be deliberated and may be subject to action by the Board.

If you are disabled in any way and need accommodation to participate in the meeting please call Sarah Arnold, Board Secretary, at 619-667-6230 for assistance so the necessary arrangements can be made.

MINUTES OF THE BOARD OF DIRECTORS'
WATER CONSERVATION GARDEN AUTHORITY
REGULAR BOARD MEETING

DECEMBER 14, 2005

1. President Lewinger called the meeting to order at 3:39 p.m. at the Water Conservation Garden Multipurpose Room, 12122 Cuyamaca College Drive West, El Cajon, California.

PRESENT:

Director Keith Lewinger
Director Geraldine Perri
Director Charles Muse
Director Mark Robak
Alternate Director Anderson
Alternate Director Jaeschke

ABSENT: Director Thompson

OTHERS PRESENT:

See attached list.

2. The agenda was approved as submitted.
3. Introductions were done at today's meeting.
4. Helix Water District President, John Linden, presented H. Warren Buckner with a laminated copy of the article that ran in the Union Tribune on Sunday, November 20, 2005, regarding the opening of the H. Warren Buckner Cactus and Succulent Garden at the Garden. Buckner accepted graciously saying it was a pleasure to have the garden put in.
5. On motion by Director Muse, seconded by Alternate Director Jaeschke, and unanimously carried, the Board approved the consent agenda as follows:

- a) The minutes of the regular meeting of October 12, 2005
- b) The annual review of the Investment Policy

6. On motion by Director Perri, seconded by Director Jascheke, and unanimously carried, the Board adopted Resolution #130, Amending Resolution #121 Adopted June 27, 2003, Authorizing Investment of Monies in the Local Agency Investment Fund (LAIF). The Resolution updates the authorized signers to order the deposit or withdrawal of monies in LAIF as follows:

Keith Lewinger, President
Suzanne Chambers, Treasurer
Marty Eberhardt, Executive Director
Karen Stauffer, Director of Administrative Services,
for Helix Water District

7. The Board reviewed the Memorandum of Understanding (MOU) between the Smoke Tree Homeowners' Association and the Water Conservation Garden to allow collaborative projects between both signers. Marty Eberhardt said after speaking to attorney Paula de Sousa from BB&K, they will add to the MOU a Government Code that related to the Garden's formation. On motion by Alternate Director Jaeschke, seconded by Director Perri, and unanimously carried, the Board reviewed the Memorandum of Understanding (MOU) between The Smoke Tree Homeowners' Association and the Water Conservation Garden to allow collaborative projects between both signers, and authorized the Executive Director to execute the MOU between Smoke Tree Homeowners' Association and the Water Conservation Garden.

8. On Motion by Alternate Director Jaeschke, seconded by Director Robak, and unanimously carried, the Board directed staff to make a formal request to the

Grossmont Cuyamaca College District allowing a strip of land used by the Heritage Museum to be used by the Water Conservation Garden.

DISCUSSION ITEMS:

A. Executive Director Eberhardt submitted her report (see attached). She pointed out that the highlight of the month was the opening of the H. Warren Buckner Cactus and Succulent Garden on November 15, 2005. Upcoming dates of important events are March 18th for the "California Friendly Plant Sale" at which the Garden will sell plants. The College Nursery will participate as a vendor on March 18th. Eberhardt said she is hopeful those who obtained sponsors for the Festival last year are willing do the same this year, and she would like to see those who weren't able to obtain sponsors last year solicit some this year.

The Hans Doe Foundation and Las Patronas gave the Garden funds for signage and exhibits. In the Doe grant, the funds are for family-friendly exhibits. Stanley Smith Horticultural Trust provided funds for the fire-wise exhibits to be completed by summer of 2006. Hopefully FEMA funds will come in to complete this project.

Marketing is going very well as shown on the submitted report. Eberhardt added there are plans in the works in 2006 for KPBS radio air time! Green bracelets with the words "See the Garden" are being handed out by Otay and Helix Water Districts. Otay did a survey which showed that approximately 6,000 customers changed their landscape after visiting the Garden where they learned

how valuable water conservation can be! She informed the Board that the Garden is participating in professional training by ENDOW San Diego.

Regarding staff changes, Eberhardt said she has hired an 8-hour-a-week bookkeeper and moved an administrative assistant to 24 hours a week until the next fiscal year when a change will need to be made. What is needed is one person at a minimum of 32 hours a week in addition to the bookkeeper she said.

B. Nora Jaeschke reported on the Friends' Group, stating although a big task has been taken on, the Friends' Group has two main goals: 1) to save water and 2) to make money for the Garden.

She went over the Garden's sources of revenue: Funds from partner agencies, increased membership, charging for education classes, and money from the gift shop. She is interested in hearing about different strategies to bring in larger revenues from the above-mentioned sources.

Jaeschke said that education and new memberships are critical to inform people how truly valuable the Garden is to San Diego County and outside the county as well. She specifically mentioned the great job Don Schultz has done setting up the landscaper education series, and she was pleased to report that the landscapers who reviewed the course were greatly impressed with Don's program. Also, she said we need to promote the information that Dan Carney has gathered in the City's satellite program which shows that 40,000-acre-feet of water is wasted each year.

Jaeschke went over finances for the Friends' Group saying that there was a \$9,000 goal for the campaign with \$4,000 for Garden projects and \$5,000 for

start-up funds (so that the Friends do not need to take money from the Garden's operating budget for their operations!). She believes that, based upon "early returns", the Friends can achieve this first goal. Director Muse asked that a financial report be submitted at the Board meetings for the Friends' Group.

President Lewinger said the education aspect of this group will bring in revenue and thinks the idea to give a certificate for completing the course is exciting! Jaeschke said she thought a change would be noticed by the work being done by the Friends' Group in approximately 60-90 days.

C. Treasurer Sue Chambers submitted the financials for the fourth month ended October 31, 2005.

D. Director Robak said he was disappointed that a local nursery didn't know what the "nifty-fifty" plants were when he inquired about purchasing the California Friendly plants. Vickie Driver explained that nurseries are not usually going to label plants as such and everyone agreed it is important to make it simple for the nurseries so they will promote the California Friendly plants.

Director Anderson and Mike Uhrhammer from Padre Dam MWD suggested that all partner agencies make the effort to contact nurseries in their areas and encourage them to carry the "nifty-fifty" plants.

Director Muse said a meeting has been set up with Marty, Geri Perri, and Jim Davis regarding the Garden and the Weighorst museum.

Alternate Director Jaeschke said the Garden has such great potential and should be recognized as something different because it is!

Director Perri said preliminary plans for a new parking lot very near the amphitheatre have been received. Also, there will be a "topping off" ceremony to place the last steel beam on the new science tech building which was completed in one year! The student arts center and an arts building will be open in spring 2007.

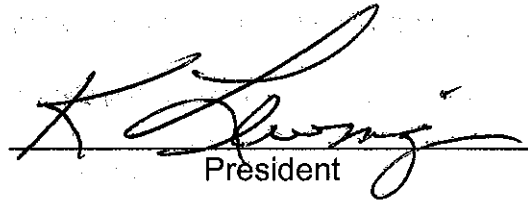
Director Muse left the meeting at 5:05 p.m.

Director Perri left the meeting at 5:15 p.m.

INFORMATION ITEMS:

A. The Board received and filed the Docent Report for October/November

There being no further business to be considered the President declared the meeting adjourned at 5:32 p.m.


President

ATTEST:


Secretary