



Meeting Agenda

Friday, October 2, 2015

11:30 AM – 1:00 PM (TOUR 1:00)

HANSGROHE

Welcome & Introductions

Approve previous meeting minutes

Vote In Executive Committee

Marilyn Hall – Chair
Ben Emanuel – Vice Chair
Joy Hinkle – Past Chair
Tom Shannon – Treasurer
Heather Moody - Secretary

Chair's Report

Overview of GWWC
 Core messages
 Goals and Strategies
Goal E – Regional Water Planning Councils
Anniversary Celebration – January ?? budget \$????? per Executive Committee

GAWP Committee Reports

Program Committee – Kathy Nguyen
Membership Committee- Open
Other Committees

Subcommittee Reports

Financial Report – Tom
Awards – Marilyn
Website – Marilyn
Legislative – open

Strategic Plan Activities lead to new Volunteer Opportunities

**GEORGIA WATER WISE COUNCIL – A SECTION OF GAWP
(CONSERVATION COMMITTEE)**

Committee Make-up:

Any person, firm, public agency or organization is eligible to become a member. The membership of the Georgia Water Wise Council (GWWC) shall consist of those members of the Georgia Association of Water Professionals (GAWP) serving on the Council. The Executive Committee of GWWC consists of Chair, Vice-Chair, immediate past Chair, Secretary and Treasurer.

Charge:

The Georgia Water Wise Council promotes and encourages water conservation and efficiency practices, standards, and policies for the benefit of Georgia's citizens. The purpose of the Council is to promote water conservation and efficiency programs in Georgia by:

- Accumulating and disseminating pertinent water-related information.
- Increasing public awareness of the value of sound water management practices and increased water conservation and efficiency.
- Establishing an educational network through a consortium of government, educators, businesses, stakeholders and citizens to develop and disseminate water related programs and activities.
- Developing and encouraging statewide conservation and efficiency standards and policy for the benefit of Georgia's citizens.

Background:

As a Section of the Georgia Association of Water Professionals, GWWC brings water industry and green industry professionals, as well as environmental nongovernmental organizations together to promote sound water efficient policy and practices in Georgia. Our vision is to build a recognized network of diverse professionals to provide expertise and implementation assistance to increase water conservation and efficiency throughout the state. As directed by GWWC's Strategic Plan, the Section participates in a wide variety of education, communication, policy and planning activities that promote the understanding of:

- the cost effectiveness of water conservation and efficiency.
- the value of water conservation as a water supply source.
- the difference between water conservation and water efficiency practices.
- the difference between water conservation and drought actions.

Georgia Water Wise Council - Strategic Plan Goals and Action Items updated 9/4/2015

(A) GOAL: Enhance strategies for internal and external communications				
Action Items	Description of work needed to reach the goal	Who is responsible for the task/Volunteer Opportunities	Notes	Target Completion Date
A.1	Increase attendance at meetings through better announcements, complete agendas	Marilyn, Ben		ongoing
A.2	Develop group pages for internal development of content	on hold		
A.3	Shirts/sweaters with logo to help GWWC showcase the brand		change to buttons for conferences?	Fall Conference in Athens
A.4	Revise awards programs		revisions will be discussed at Oct 2, 2015 meeting	submit to news & notes October 10, form online by October 21
A.5	Direct visitors to existing resources	Marilyn	Will compile list of links at Oct 2 meeting	10/31/2015
A.6	Build external facing website, what are the logistics and cost?	Marilyn	Site is built, needs to be cleaned up.	10/31/2015
A.7	Coordinate with GAWP committees (LA, Public Use, WLC, MP etc)	Ben?	Already being done. Should this be coordinated by a point person?	ongoing

(B) GOAL: Generate drought impact mitigation communication				
Action Items	Description of work needed to reach the goal	Who is responsible for the task/Volunteer Opportunities	Notes	Target Completion Date
B.1	Promote proper planning	Marilyn	have presented to GPA. Need help reaching out ot other groups. ASLA?	ongoing
B.2	Promote the drought survey	Kathy	???	
B.3	promote drought planning (M60, EPA, Community Planning)		is this different that B.1	
B.4	Educate/promote ongoing GWWC drought policy activities	Kathy	Programs/Conferences/Operator?	

(C) GOAL: Define and publicize our core messages				
Action Items	Description of work needed to reach the goal	Who is responsible for the task/Volunteer Opportunities	Notes	Target Completion Date
C.1	Educate on the cost effectiveness of water conservation and efficiency		promote outside of GAWP too - small & rural utilities?	
C.2	Water conservation as a water supply		promote outside of GAWP too - small & rural utilities?	
C.3	Difference between water conservation and water efficiency		promote outside of GAWP too - small & rural utilities?	
C.4	Create a core messaging document	Joy, Kathy, Doris, Dan	Now part of description of GWWC but needs to go on Website	10/31/2015 - Marilyn

(D) GOAL: Be the experts on water conservation in Georgia				
Action Items	Description of work needed to reach the goal	Who is responsible for the task/Volunteer Opportunities	Notes	Target Completion Date
D.1	Brand and Image	Marilyn?	on hold	
D.2	Proactively provide input on shaping new policy	Marilyn/Ben/All	as needed/submitted comments on recent rule making	ongoing
D.3	Create a legislative taskforce, engage through calls, gather info and take action as needed		someone already on GAWP Legislative Reporting report relevant things to GWWC	
D.4 - Proposed New	Work with EPD on developing guidance documents as needed		Guidance document needed on new drought rules.	

(E) GOAL: Be the resource for the regional planning councils about conservation and efficiency				
Action Items	Description of work needed to reach the goal	Who is responsible for the task/Volunteer Opportunities	Notes	Target Completion Date
E.1	Develop an elevator speech for meetings			on hold
E.2	Encourage our members to attend regional meetings			
E.3	Write letter to send to council chairs and regional commissions	Marilyn	Letter completed, not sent, talked to Pam, to big for GWWC alone	
E.4	Meet with Russ regarding EPD Drought rules, consult Lebone	Brian, Chris, Joy, Bejie		complete
E.5	Review old GWWC guidance for drought rules	Brian, Chris, Joy, Bejie		complete