

MEETING SUMMARY
Central Florida Water Initiative – Conservation Team Meeting
March 23, 2017

The Central Florida Water Initiative (CFWI) Conservation Team held a meeting from 10:00 a.m. to 12:00 p.m. on Thursday, March 23rd via teleconference.

Conservation Team Members Present

Cori Hermle	Lori Burklew	Chris Russell	Claire Muirhead
Josh Madden	Jim Harmon	Chris Farrell	Jason Mickel

Other Participants Present

Tiffany Cowie Debbie Bradshaw Kristine Morris

1. **Call to Order:** The meeting was called to order. The meeting introductory statement was read and a roll call of Team members was taken.
2. **Ag Update:** Working on matrix document.
3. **PWS Update:** There was a discussion on how many permits there are <0.100 mgd. Updates were made to the survey results spreadsheet – changed projected saving interval from 2015-2020 to 2015-2017. The subteam is going to try and make a correction for savings prior to 2010 (straight-line projection). The results of the survey, minus the utility names, will be posted to the FDEP CFWI website.
4. **Communications Team Update:** The Team is working on a comprehensive, updated communication plan for CFWI for the next 12 to 18 months. The plan will be reviewed with the EDs then shared with the technical teams. The Team is working on CFWI specific messaging, a conservation video (which is near completion), and messaging for irrigation.
5. **Approach Options Document:** Everyone likes all the options listed in the document. The Steering Committee can choose to recommend one, some, or all the options. More discussion on exactly what the implementation strategy will be – attachment, separate, or staggered. Discussed whether the outline should look like the outline of a chapter in a RWSP or a document to show how you achieve savings identified in Plan – Plan sets the goal and implementation strategy is how you achieve it. KMorris – the Plan will be adopted, so perhaps the strategy should be a living document where you can update savings and approaches as needed.
6. **Geographic Target Areas:** Mapping is available for this effort. Selected BMPs where we can achieve the most savings. Chris F suggested a “thought experiment” – which BMPs benefit from geographic selection e.g. retrofit BMPs – older home; irrigation system BMPs -soil types.