

**MINUTES OF THE CONSERVATION COMMITTEE MEETING OF THE  
BOARD OF TRUSTEES OF JORDAN VALLEY WATER CONSERVANCY DISTRICT**

(Approved January 14, 2026)

Held November 10, 2025

A regular meeting of the Conservation Committee of the Board of Trustees of the Jordan Valley Water Conservancy District was held on Monday, November 10, 2025, at 3:00 p.m. at JVVCD's administration building located at 8215 South 1300 West, West Jordan, Utah.

This meeting was conducted electronically in accordance with the Utah Open and Public Meetings Act (Utah Code §§ 52-4-101 et seq.) and Chapter 7.12 of the Administrative Policy and Procedures Manual ("Electronic Meetings").

**Trustees Present:**

Barbara L. Townsend, Conservation Committee Chair  
Corey L. Rushton  
John H. Taylor (electronic)  
John Richardson  
Karen Lang (electronic)  
Zach Jacob

**Trustees Not Present:**

Andy Pierucci  
Dawn Ramsey  
Mick Sudbury

**Staff Present:**

Alan Packard, General Manager  
Ben Stanley, General Counsel  
Brian Callister, Director of Asset Management  
Brian McCleary, Controller  
Carl Wilkins, Director of Digital Services  
David Martin, Chief Finance Officer/Treasurer  
Gordon Batt, Director of Water Quality & Operations  
Jacob Young, Deputy General Manager  
Kurt Ashworth, Human Resource Manager  
Lisa Wright, Administrative Assistant III  
Mindy Keeling, Executive Assistant  
Shane Swensen, Director of Engineering and Water Development  
Shazelle Terry, Assistant General Manager  
Travis Christensen, Engineering Group Leader  
Alisha Kimmerle, Administrative Assistant II  
Courtney Brown, Conservation Division Manager  
Margaret Dea, Senior Accountant (electronic)  
Martin Feil, Database Administrator (electronic)  
Shaun Moser, Conservation Garden Park Manager (electronic)

**Also Present:**

Brian Child, Account Executive, Olympus Insurance

**Welcome**

Ms. Barbara Townsend, Chair, called the meeting to order at 3:00 p.m.

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**Consider approval of the minutes of the Conservation Committee meeting October 6, 2025**

Ms. Barbara Townsend called for a motion to approve the minutes of the Conservation Committee meeting held on October 6, 2025. Mr. John Richardson moved to approve the minutes. Following a second by Mr. John Taylor, the motion was unanimously approved by those present as follows:

Mr. Andy Pierucci – not present	Mr. John Richardson – aye
Ms. Barbara Townsend – aye	Mr. John Taylor – aye
Mr. Corey Rushton – aye	Mr. Mick Sudbury – not present
Ms. Dawn R. Ramsey – not present	Mr. Zach Jacob – aye
Ms. Karen Lang – aye	

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**Public Comments**

There were no public comments.

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**Member Agency Grant Applications**

Mr. Courtney Brown, Conservation Division Manager, presented supplemental grant applications from Draper City and Riverton City to support adoption and enforcement of water-efficiency standards. He noted the funding helps offset staff, software, or equipment costs associated with implementing these standards.

*Draper City, Water Efficiency Grant Application.* Mr. Brown stated Draper City, with a 4,500 acre-foot purchase contract, is eligible for \$59,000 in supplemental funds. He noted that Draper City requested \$53,800 for year two of a five-year grant to support a landscape inspector and related expenses. Mr. Brown said the inspector will review plans, meet with developers, ensure irrigation compliance, interpret policy, conduct field inspections, and provide guidance.

*Riverton City, Water Efficiency Grant Application.* Mr. Brown stated Riverton City, with a 3,160 acre-foot purchase contract, is eligible for \$56,320 and requested the full amount for staff compensation and equipment. He noted that this is the third of five years of available funding, supporting a conservation specialist with similar duties.

Trustee Corey Rushton noted Draper's role is part-time while Riverton's is a reassigned full-time position. He favored models that build lasting institutional knowledge, rather than part-time roles that may leave when funding ends. Mr. Rushton summarized this preference as a need for "permanence." He asked staff to track ROI between models. Staff agreed and indicated they will modify the applications to help ensure skills and knowledge for water efficiency standards implementation are being retained by the receiving agencies. Both applications will be recommended to the Board on Wednesday.

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**Reporting Items**

Mr. Jacob Young, Deputy General Manager, highlighted the District's commitment to data-driven decision-making and its new performance monitoring framework. Garden Education Programs saw class participation rise nearly 160% over 2024 and Garden visitation is on track to reach 35,000—a 10% increase. These metrics indicate that staff is achieving its “sales funnel” strategy by expanding outreach to boost increased awareness in the community. Garden visitation and school tour participation is distributed fairly well across the service area. Program Participation data shows the District is trending below its goal of a 10% increase in rebate applicants. Mr. Young noted this rate isn't a failure but signals a need to strengthen the “lower funnel” activities and investment to boost conservation outputs. He added that turf replacement goals should be met or exceeded once ARPA-funded municipal partnership projects are included.

Trustee Corey Rushton noted a wide variation in Localscapes class attendance and asked whether staff analyze outside factors to understand why some classes succeed. Mr. Young said this analysis guides next year's programming, outreach adjustments, and potential class cuts. Mr. Courtney Brown added that attendance often depends on how much outreach the hosting member agency provides.

Mr. Rushton also questioned the low share of visitors from West Valley City. Mr. Brown explained that current data comes from front-desk sampling and that a more comprehensive tracking method is being developed through the interpretive master plan.

Mr. Rushton suggested the participation dip may mean the program has saturated early adopters. Mr. Young agreed, noting staff are discussing how to reach the broader public by making water-efficient landscapes appealing and framing conservation as a responsible response to Great Salt Lake conditions. Mr. Rushton recommended tracking the conversion rate from class attendance to rebate enrollment to refine the program's messaging.

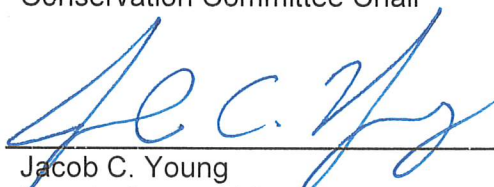
**Adjourn**

Ms. Townsend called for a motion to adjourn the meeting. Mr. John Richardson moved to adjourn. Following a second from Mr. Zach Jacob, the meeting adjourned at 3:34 p.m.



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Barbara L. Townsend  
Conservation Committee Chair



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Jacob C. Young  
Deputy General Manager