

Regular Meeting of the Drought Contingency Task Force

Roswell City Hall

415 N. Richardson

Tuesday, January 14, 2025

Notice of this meeting was given to the public in compliance with Section 10-15-1 through 10-15-4 NMSA 1978 and Resolution 24-23.

CALL TO ORDER

Meeting was called to order at 4:01 P.M. by Judy Stubbs

ROLL CALL

Members present: Tom Jennings (Residential Consumer), Judy Stubbs (Residential Consumer), Aron Balok (Pecos Valley Conservancy District), and Darrell Johnson (City Councilor), Sean Benedict (Roswell Independent Schools) and Water Conservation Specialist Chantel Longway

Members absent: Jonathon McGary (Supervising Ranger, Bottomless Lakes State Park- Ex Officio Member), and Todd DeKay (Commercial Consumer), Nathan Cobb (Commercial Consumer).

Guest Present: Planning and Zoning Merideth Hildreth, Elizabeth Prichard (Grant Coordinator), TJ Conyers (Special Events Supervisor), Sarah Mark (Graphic Designer), George Peterson (Superintendent of Water Maintenance), Naomi Steward (Waster Water Superintendent), and Andrew Valadez (Utilities Director).

APPROVAL OF AGENDA

The agenda for the January 14, 2025, was approved as written with a voice vote of 5-0, with Nathan Cobb, Todd DeKay, and Johnathon McGary being absent.

APPROVAL OF MINUTES FROM DECEMBER 10, 2024

The minutes from December 10, 2024, was approved as written with a voice vote of 5-0, with Nathan Cobb, Todd DeKay, and Johnathon McGary being absent.

NON-ACTION ITEMS

1. Advertising Ideas

TJ Conyers and Sarah Mark explained the launch of the conservation campaign will start end of January. The conservation city webpage is now active and encouraged the task force to view the page with input. There will be a QR code attached to the ads to take customers directly to the city conservation page. 3-2-1 will be incorporated later as it warms up. A link will set up to notify the water conservation specialist of any help desk tickets created by a consumer.

2. Advertising Schedule

The billboards will be live on January 20, 2025, and will be located by the UFO McDonalds, Wakefield Oil, and the north Dominoes. The digital ads will be changed out

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monthly to keep the message fresh. The newspaper will start on Sunday. ENMUR and the Roswell Independent School District will also be used to spread the conservation message.

3. Radio Schedule

The first radio was today. The next one will be in March with Tom Jennings and Todd DeKay.

4. Residential Consumption Update

The task force was presented the residential consumption for the year of 2023 broken down by month. The task force requested to include residential consumption as well for the past few years to see a trend. Utility Andrew Valdez advised he could pull reports of what goes through there as reuse. The 2024 AWWA still needs to be completed.

5. Grant/Budget Update

Advertising will go the entire year of 2025. The extension was granted to December of 2025. Elizabeth Prichard was able to collect \$42,331.49. There will be reimbursements monthly for advertisements and Elizabeth is working on collecting for the last quarter of salaries and GIS implementation. Elizabeth still needs to collect \$136,902.25.

6. Grant Progress

Everything is in place for the grant, but monthly meetings should occur to try and gain more stakeholders.

7. Overall Drought Contingency Plan Discussion

The plan needs to be completed in February so it can be submitted to infrastructure and then city council in March. It was decided the plan should be sent to legal first. Water Conservation Specialist Chantel Longway will send the plan the City Attorney Hess Yntema on Wednesday, January 15, 2025. Rachel Hobbs from the New Mexico Bureau of Geology and Mineral Resources will meet with Water Conservation Specialist on Friday, January 17, 2025, at 1 P.M. to discuss the implementation of the well monitors into the PVACD dashboard. There may be extra grant funding if we do not need to pay for the implementation of the dashboard which will be determined at the meeting on Friday.

8. Hotel Campaign

The task force was given a copy of all the hotels in the City of Roswell that wish to participate in the conservation campaign. Judy Stubbs advised she would do some follow up to try and gain more stakeholder buy in. Some hotels do not have placards about water reuse.

ACTION ITEMS

9. Secondary Meeting for January 21nd or 31th

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Due to a scheduling issue the only option was to meet January 31, 2025. No motion or vote was needed.

PUBLIC PARTICIPATION

None

ADJOURN

Meeting was adjourned at 5:28 p.m. with the next meeting to be held on Friday, January 31, at 4:00 P.M. at City Hall.