



THE WATER CONSERVATION GARDEN AUTHORITY
FOUNDED 1992

July 22, 2025

Regular Meeting of Water Conservation Garden Authority

3:30 p.m.

Water Conservation Garden Multipurpose Room

12122 Cuyamaca College Drive West

El Cajon, California 92019

OPEN MEETING

1. Call meeting to order and roll call.
2. Pledge of Allegiance.
3. Approve agenda (additions and/or deletions).

PUBLIC COMMENTS

4. Public comment.

ACTION ITEMS

5. The board approve the June 17, 2025, special board meeting minutes.
6. The board approve the July 8, 2025, special board meeting minutes.

INFORMATIONAL ITEMS

7. The board receive an update on Garden operations and finances from Director of Garden Operations Lauren Magnuson.

DISCUSSION ITEMS

8. The board review and discuss the Updated Draft Guidance Plan to set direction for sustaining garden operations.
9. Director comments.
10. President comments.
11. Acting administrator comments.
12. Legal counsel comments.

ADJOURNMENT

13. Adjourn regular board meeting.

Item 5



THE WATER CONSERVATION GARDEN AUTHORITY
FOUNDED 1992

Special Meeting of the Water Conservation Garden Authority
Tuesday, June 17, 2025, 3:30 p.m.
Water Conservation Garden Multipurpose Room
12122 Cuyamaca College Drive West, El Cajon, California 92019

OPEN MEETING

1. Call meeting to order and roll call.

- a. The meeting was called to order at 3:32 p.m. by Director Hedberg, who chaired the meeting.
- b. Voting members present:
 - i. Steve Castaneda, Sweetwater Authority
 - ii. Kathleen Hedberg, SDCWA
 - iii. Dan McMillan, Helix Water District
 - iv. Lynn Neault, GCCCD
 - v. Jose Lopez, Otay Water District
- c. Guests, presenters and staff members present:
 - i. Lauren Magnuson, Water Conservation Garden
 - ii. Steve Zolezzi, Garden Volunteer Coordinator
 - iii. Andrea Beth Damsky, Helix Water District
 - iv. Jeremy Jungreis, Legal Counsel
 - v. Jennifer Bryant, Helix Water District
 - vi. Timothy Parr, Helix Water District
 - vii. Jessica Mackey, Helix Water District
 - viii. Lisa Prus, San Diego County Water Authority
 - ix. Tenille Otero, Otay Water District

2. Pledge of Allegiance.

- a. The Pledge of Allegiance was recited.

3. Approve agenda (additions and/or deletions).

- a. **Motion:** Director Castaneda moved to approve the agenda, and Director Lopez seconded the motion. The motion passed unanimously, with the director from City of San Diego absent.

PUBLIC COMMENTS

4. Public comments.

- a. Volunteer Rose Steinhardt thanked the board and noted there have been an increase in new visitors of all ages at the Garden which can lead to new memberships.

ACTION ITEMS

- 5. The board approve the May 27, 2025, regular board meeting minutes.**

- a. Chair Hedberg noted a change to Item 12, which should read Director Neault not Ms. Magnuson's absence.
- b. **Motion:** Director McMillan moved to approve the amended minutes, and Director Castaneda seconded the motion. The motion passed unanimously, with director from City of San Diego and absent.

INFORMATIONAL ITEMS

6. The board receive an update on Garden operations and finances from Director of Garden Operations Lauren Magnuson.

- a. Ms. Magnuson gave an update on Garden operations, upcoming Garden events and May admission numbers. Steve Zolezzi reported on volunteer hours for May, the volunteer luncheon, and an updated volunteer orientation and handbook. The board discussed options for additional volunteer and sponsorship opportunities. Treasurer Jennifer Bryant reviewed the Garden's treasurer's report. The board agreed on a board retreat meeting on July 8 at 10 a.m. to 1 p.m. and cancellation of the July 22 meeting.

7. The board receive the fiscal year 2023-24 annual audit.

- a. Treasurer Jennifer Bryant reviewed the annual audit and confirmed the auditors gave a clean opinion. Ms. Magnuson confirmed the audit would be on the Garden website.

DISCUSSION ITEMS

8. The board discuss options for continued funding and operations of the Garden after June 30, 2025.

- a. Item 8 was presented prior to Item 6.
- b. Temporary Acting Administrator Jennifer Bryant confirmed all signatures on the Memorandum of Understanding for the Water Conservation Garden Authority must be signed by June 30, 2025. Director McMillan noted the June 18 Helix Water District board meeting would have the MOU on their agenda for board approval. Director Castaneda confirmed he had authority to sign on behalf of the Sweetwater Authority board. Director Neault said she could sign after certain amendments were made. Director Hedberg discussed the upcoming June 26 San Diego County Water Authority board meeting would have the Garden MOU for board discussion and approval. Legal Counsel Jungreis noted he would send an amended MOU out for signatures.
- c. **Motion:** Director Castaneda moved to approve the MOU as amended, and Director McMillan seconded the motion. The motion passed unanimously, with director from City of San Diego and absent.

9. Director comments.

- a. Director Lopez apologized for missing the May 27 board meeting but noted he enjoyed the volunteer luncheon. There were no additional comments made.

10. President comments.

- a. Director Hedberg reported attending the City of La Mesa June 14 Flag Day Parade.

11. Acting administrator comments.

- a. There were no additional comments.

12. Legal counsel comments.

- a. There were no additional comments.

13. Adjourn special board meeting.

- a. The meeting adjourned at 4:38 p.m.

Next meeting Tuesday, July 8, 2025, 10 a.m. at the Water Conservation Garden Multipurpose Room.

Item 6



THE WATER CONSERVATION GARDEN AUTHORITY
FOUNDED 1992

**Special Meeting of the Water Conservation Garden Authority
Tuesday, July 8, 2025, 10 a.m.
Water Conservation Garden Multipurpose Room
12122 Cuyamaca College Drive West, El Cajon, California 92019**

OPEN MEETING

1. Call meeting to order and roll call.

- a. The meeting was called to order at 10:13 a.m. by Director Hedberg, who chaired the meeting.
- b. Voting members present:
 - i. Steve Castaneda, Sweetwater Authority
 - ii. Kathleen Hedberg, Helix Water District
 - iii. Lynn Neault, Grossmont-Cuyamaca Community College District
 - iv. Jose Lopez, Otay Water District
- c. Guests, presenters and staff members present:
 - i. Lauren Magnuson, Water Conservation Garden
 - ii. Steve Zolezzi, Garden Volunteer Coordinator
 - iii. Jennifer Bryant, Helix Water District
 - iv. Jessica Mackey, Helix Water District
 - v. Tenille Otero, Otay Water District
 - vi. Mike Uhrhammer, Helix Water District
 - vii. Dan McMillan, Helix Water District
 - viii. Andrea Beth Damsky, Helix Water District
 - ix. Tim Townsley, Water Conservation Garden
 - x. Yaily Gonzalez, Water Conservation Garden
 - xi. Delphina Gonzalez, Otay Water District

2. Pledge of Allegiance.

- a. The Pledge of Allegiance was recited.

3. Approve agenda (additions and/or deletions).

- a. **Motion:** Director Castaneda moved to approve the agenda, and Director Hedberg seconded the motion. The motion passed unanimously, with Director Neault from GCCCD absent.

PUBLIC COMMENTS

4. Public comments.

- a. There were no public comments.

ACTION ITEMS

- 5. The board approve the June 17, 2025, special board meeting minutes.**

- a. Director Hedberg deferred approval of the minutes to the next upcoming WCGA meeting due to the absence of two of the four board attendees who were present at the June 17 meeting.

DISCUSSION ITEMS

6. The board review and discuss the Draft Guidance Plan to set direction for sustaining garden operations.

- a. Acting Administrator Brian Olney gave a brief description on the Draft Guidance Plan and introduced Helix Water District Senior Public Affairs Representative Mike Uhrhammer, who facilitated the discussion. Mr. Uhrhammer gave a presentation on the history of the Garden and what the Garden could teach the public.
- b. The board discussed their thoughts about bringing on educational partners to teach landscaping solutions and related sustainability issues. The board agreed it was a great idea, potentially by bringing in other cities to help facilitate, working with other colleges, and reaching out to fire districts and landscaping design consultants.
- c. The board also discussed the idea of teaching landscaping and non-landscaping solutions as a way to address sustainability issues. Discussion ensued regarding organic gardening.
- d. Another topic discussed by the board included teaching a sustainable lifestyle that starts with gardening. Discussion ensued regarding online cooking shows through the GCCCD, utilizing herbs or low-water vegetables grown in the Garden and getting families and children out to visit.
- e. Mr. Uhrhammer reviewed what it would take to get public agencies, nonprofits and companies on board and asked if the new mission would bring more people to the Garden.
- f. The board agreed to update the Garden's mission statement at a future board meeting and noted a new name for the Garden could be brought up within the next few years. The board noted a JPA work/task group with staff from each agency would be beneficial. The board agreed to rotate agency administrator, board secretary and treasurer roles.
- g. One board member asked that the use of reserves be shown as a separate line item in future budget documents.

7. Director comments.

- a. There were no additional comments.

8. President comments.

- a. Director Hedberg reported

9. Acting administrator comments.

- a. There were no additional comments.

10. Legal counsel comments.

- a. There were no additional comments.

Special Meeting of the Water Conservation Garden Authority
Water Conservation Garden Multipurpose Room
12122 Cuyamaca College Drive West, El Cajon, California 92019

Tuesday, July 8, 2025
10 a.m.

11. Adjourn special board meeting.

- a. The meeting adjourned at 12:45 p.m.

Next meeting Tuesday, July 22, 2025, 3:30 p.m. at the Water Conservation Garden Multipurpose Room.

Item 7

**Water Conservation Garden
Treasurer's Report
June 30, 2025**

	Balance
	June 30, 2025
Cash and Bank Deposits	
Operating Account - Neighborhood Bank	\$ 154,098.11
Money Market - Neighborhood Bank	305,247.36
Checking Account - US Bank	-
Petty Cash	400.00
Total Cash and Bank Balance	<u>459,745.47</u>
Deposits in Transit	
Outstanding Checks	(5,136.72)
Total Cash and Bank Deposits	<u>454,608.75</u>
Reconciled to ledger as of June 30, 2025	<u><u>\$ 454,608.75</u></u>

**Water Conservation Garden
Summary of Agency Contributions
June 30, 2025**

	Year-To-Date				
	Actual	Budget	Variance		%
Agency Contributions					
City of San Diego	\$ 75,828	\$ 75,828	\$ -		0%
Helix Water District	101,105	101,105	-		0%
Otay Water District	97,105	97,105	-		0%
SD County Water Authority	151,657	151,657	-		0%
Sweetwater Authority	75,828	75,828	-		0%
TOTAL AGENCY CONTRIBUTIONS	\$ 501,523	\$ 501,523	\$ -		0%

**Water Conservation Garden
Budget Summary
June 30, 2025**

	Current Month				Year-To-Date				Annual Budget		
	Actual	Budget	Variance B/(W)	%	Actual	Budget	Variance B/(W)	%	Budget	Remaining Balance	% Used
REVENUE											
Admissions	\$ 2,332	\$ 2,500	\$ (168)	-7%	\$ 32,385	\$ 26,500	\$ 5,885	22%	\$ 26,500	\$ (5,885)	122%
Donations	1,415	-	1,415	100%	236,555	-	236,555	100%	-	(236,555)	100%
Events/Education	2,798	2,000	798	40%	78,596	10,000	68,596	686%	10,000	(68,596)	786%
Gift Shop Sales	2,458	500	1,958	392%	23,478	6,000	17,478	291%	6,000	(17,478)	391%
Memberships	7,596	3,000	4,596	153%	104,376	39,300	65,076	166%	39,300	(65,076)	266%
Interest Income	971	200	771	386%	12,178	2,400	9,778	407%	2,400	(9,778)	507%
TOTAL REVENUE	\$ 17,570	\$ 8,200	\$ 9,370	114%	\$ 487,568	\$ 84,200	\$ 403,368	479%	\$ 84,200	\$ (403,368)	579%
EXPENSE											
Payroll Expenses											
Wages	\$ 23,148	\$ 21,842	\$ (1,306)	-6%	\$ 228,658	\$ 262,104	\$ 33,446	13%	\$ 262,104	\$ 33,446	87%
Taxes	5,515	2,571	(2,944)	-115%	26,887	30,851	3,964	13%	30,851	3,964	87%
Other Payroll Expense	-	1,000	1,000	100%	11,970	12,628	658	5%	12,628	658	95%
Subtotal	\$ 28,663	\$ 25,413	\$ (3,250)	-13%	\$ 267,515	\$ 305,583	\$ 38,068	12%	\$ 305,583	\$ 38,068	88%
Operations Expenses											
Garden Expenses	\$ 763	\$ 1,900	\$ 1,137	60%	\$ 18,158	\$ 24,550	\$ 6,392	26%	\$ 24,550	\$ 6,392	74%
Building Expenses	2,137	199	(1,938)	-974%	15,244	2,393	(12,851)	-537%	2,393	(12,851)	637%
Utilities	4,923	4,921	(2)	0%	61,833	59,052	(2,781)	-5%	59,052	(2,781)	105%
Vehicle & Equipment Expenses	-	620	620	100%	9,560	9,985	425	4%	9,985	425	96%
Subtotal	\$ 7,823	\$ 7,640	\$ (183)	-2%	\$ 104,795	\$ 95,980	\$ (8,815)	-9%	\$ 95,980	\$ (8,815)	109%
Administrative Expenses											
Applications & Software	\$ 196	\$ 1,084	\$ 888	82%	\$ 3,747	\$ 13,984	\$ 10,237	73%	\$ 13,984	\$ 10,237	27%
Insurance	1,287	1,869	582	31%	9,444	27,561	18,117	66%	27,561	18,117	34%
Office Expenses	3,670	803	(2,867)	-357%	29,900	9,281	(20,619)	-222%	9,281	(20,619)	322%
Professional Fees	7,050	7,555	505	7%	107,386	97,100	(10,286)	-11%	97,100	(10,286)	111%
Other Administrative Expenses	560	1,000	440	44%	35,963	10,234	(25,729)	-251%	10,234	(25,729)	351%
Contingency for Unknowns	-	2,500	2,500	100%	-	30,000	30,000	100%	30,000	30,000	0%
Subtotal	\$ 12,763	\$ 14,811	\$ 2,048	14%	\$ 186,440	\$ 188,160	\$ 1,720	1%	\$ 188,160	\$ 1,720	99%
TOTAL EXPENSE	\$ 49,249	\$ 47,864	\$ (1,385)	-3%	\$ 558,750	\$ 589,723	\$ 30,973	5%	\$ 589,723	\$ 30,973	95%
NET REVENUE	\$ (31,679)	\$ (39,664)	\$ 10,755	-27%	\$ (71,182)	\$ (505,523)	\$ 372,395	-74%	\$ (505,523)	\$ (434,341)	14%
NET REVENUE EXCL. DONATIONS	\$ (34,065)	\$ (39,864)	\$ 5,799	-15%	(319,915)	\$ (507,923)	\$ 188,008	-37%	\$ (507,923)	(188,008)	37%

Water Conservation Garden
Summary of Receipts and Disbursements
June 30, 2025

	Year-To-Date
	Actual
Beginning fund balance, June 30, 2024	\$ 42,771
Operating activities	
Admissions	32,385
Donations	236,555
Events/Education	78,596
Gift Shop Sales	23,478
Memberships	104,376
Change in accruals	(19,803)
Payments to suppliers and vendors	(291,235)
Payments for payroll	(267,515)
Deposits (net)	1,300
Net cash provided / (used) by operating activities	(101,863)
Capital and financing activities	
Agency Contributions Received	501,523
Net cash provided / (used) for capital and financing activities	501,523
Investing activities	
Interest Income	12,178
Net cash provided / (used) for investing activities	12,178
Ending fund balance, Fjune 30 2025	\$ 454,609

Check Detail Report

Water Conservation Garden Authority

June 2025

TRANSACTION DATE	TRANSACTION TYPE	NUM	NAME	LINE DESCRIPTION	CLEARED	AMOUNT
Neighborhood NB - 7943 OP						
1110						
06/03/2025	Expense		FireSpring	FIRESPRING THE WATER CONSERVAT.. ACH WITHDRAWAL FIRESPRING THE WATER CONSERVAT... ACH DEBIT FIRESPRING MXXXXXXXX9878	Reconciled	-195.00
06/03/2025	Expense		FireSpring	FIRESPRING THE WATER CONSERVAT.. ACH WITHDRAWAL FIRESPRING THE WATER CONSERVAT... ACH DEBIT FIRESPRING MXXXXXXXX9878		195.00
1111						
06/03/2025	Check	10009		CHECK 10009 CHECK CHECK	Reconciled	-
						3,500.00
06/03/2025	Check	10009		CHECK 10009 CHECK CHECK		3,500.00
1151						
06/04/2025	Expense		Albertsons	PURCHASE 06-04 ALBERTSONS #278 E POINT OF SALE DEBIT-PIN USED PURCHASE 06-04 ALBERTSONS #278 EL CAJON, CA MAP 1391	Reconciled	-39.30
06/04/2025	Expense		Albertsons	PURCHASE 06-04 ALBERTSONS #278 E POINT OF SALE DEBIT-PIN USED PURCHASE 06-04 ALBERTSONS #278 EL CAJON, CA MAP 1391		39.30
1116						
06/05/2025	Check	6078	Dell Awards		Reconciled	-422.38
06/05/2025	Check	6078	Dell Awards	Invoice 226804 Plqaues & Pins		422.38
1122						
06/05/2025	Check	6079	Cupids's Catering		Reconciled	-
						1,237.25
06/05/2025	Check	6079	Cupids's Catering	Volunteer Lunch Event Date 06/09/25		1,237.25
1123						
06/05/2025	Check	6080	Hahn's Emergency Service		Reconciled	-368.00
06/05/2025	Check	6080	Hahn's Emergency Service	AC Filters Service Date 06/05/25		368.00
1146						
06/05/2025	Expense		Amazon	PURCHASE 06-04 Amazon.com*N60JL8 POINT OF SALE DEBIT PURCHASE 06-04 Amazon.com*N60JL8X20 Amzn.com/bill, WA MCI 1391	Reconciled	-37.66
06/05/2025	Expense		Amazon	PURCHASE 06-04 Amazon.com*N60JL8 POINT OF SALE DEBIT PURCHASE 06-04 Amazon.com*N60JL8X20 Amzn.com/bill, WA MCI 1391		37.66
1147						
06/05/2025	Expense		Amazon	PURCHASE 06-05 AMAZON MKTPL*N61K POINT OF SALE DEBIT PURCHASE 06-05 AMAZON MKTPL*N61KV3HZ0 Amzn.com/bill, WA MCI 1391	Reconciled	-81.33
06/05/2025	Expense		Amazon	PURCHASE 06-05 AMAZON MKTPL*N61K POINT OF SALE DEBIT PURCHASE 06-05 AMAZON MKTPL*N61KV3HZ0 Amzn.com/bill, WA MCI 1391		81.33
1148						
06/05/2025	Expense		Amazon	PURCHASE 06-04 AMAZON MKTPL*N633 POINT OF SALE DEBIT PURCHASE 06-04 AMAZON MKTPL*N63383XT0 Amzn.com/bill, WA MCI 1391	Reconciled	-30.14
06/05/2025	Expense		Amazon	PURCHASE 06-04 AMAZON MKTPL*N633 POINT OF SALE DEBIT PURCHASE 06-04 AMAZON MKTPL*N63383XT0 Amzn.com/bill, WA MCI 1391		30.14
1152						
06/05/2025	Expense		Amazon	PURCHASE 06-04 AMAZON MKTPL*N663 POINT OF SALE DEBIT PURCHASE 06-04 AMAZON MKTPL*N663C1XS0 Amzn.com/bill, WA MCI 1391	Reconciled	-77.56
06/05/2025	Expense		Amazon	PURCHASE 06-04 AMAZON MKTPL*N663 POINT OF SALE DEBIT PURCHASE 06-04 AMAZON MKTPL*N663C1XS0 Amzn.com/bill, WA MCI 1391		77.56
1126						
06/06/2025	Expense			EDCO WCG Authority ACH DEBIT EDC ACH WITHDRAWAL EDCO WCG Authority ACH DEBIT EDCO NXXXXXXXX802598	Reconciled	-402.19
06/06/2025	Expense			EDCO WCG Authority ACH DEBIT EDC ACH WITHDRAWAL EDCO WCG Authority ACH DEBIT EDCO NXXXXXXXX802598		402.19
1127						
06/06/2025	Expense			EDCO WCG Authority ACH DEBIT EDC ACH WITHDRAWAL EDCO WCG Authority ACH DEBIT EDCO	Reconciled	-263.91
06/06/2025	Expense			EDCO WCG Authority ACH DEBIT EDC ACH WITHDRAWAL EDCO WCG Authority ACH DEBIT EDCO		263.91
1149						
06/06/2025	Expense		Amazon	PURCHASE 06-05 AMAZON MKTPL*N69D POINT OF SALE DEBIT PURCHASE 06-05 AMAZON MKTPL*N69DD17E1 Amzn.com/bill, WA MCI 1391	Reconciled	-49.90
06/06/2025	Expense		Amazon	PURCHASE 06-05 AMAZON MKTPL*N69D POINT OF SALE DEBIT PURCHASE 06-05 AMAZON MKTPL*N69DD17E1 Amzn.com/bill, WA MCI 1391		49.90
1150						
06/06/2025	Expense		Amazon	PURCHASE 06-05 AMAZON MKTPL*N68L POINT OF SALE DEBIT PURCHASE 06-05	Reconciled	-35.89

Check Detail Report

Water Conservation Garden Authority

June 2025

TRANSACTION DATE	TRANSACTION TYPE	NUM	NAME	LINE DESCRIPTION	CLEARED	AMOUNT
06/06/2025	Expense		Amazon	AMAZON MKTPL*N68LI0830 Amzn.com/bill, WA MCI 1391 PURCHASE 06-05 AMAZON MKTPL*N68L POINT OF SALE DEBIT PURCHASE 06-05 AMAZON MKTPL*N68LI0830 Amzn.com/bill, WA MCI 1391		35.89
1165						
06/09/2025	Expense		San Diego Gas & Electric	ACCOUNT SERVICIN The Water Conse ACH WITHDRAWAL ACCOUNT SERVICIN The Water Conservation ACH DEBIT WEB PYMNT XXXXXX4187	Reconciled	-343.69
06/09/2025	Expense		San Diego Gas & Electric	ACCOUNT SERVICIN The Water Conse ACH WITHDRAWAL ACCOUNT SERVICIN The Water Conservation ACH DEBIT WEB PYMNT XXXXXX4187		343.69
1166						
06/09/2025	Expense		Volgistics	PURCHASE 06-07 WWW.VOLGISTICS.CO POINT OF SALE DEBIT PURCHASE 06-07 WWW.VOLGISTICS.COM BYRON CENTER , MI MCI 1391	Reconciled	-50.00
06/09/2025	Expense		Volgistics	PURCHASE 06-07 WWW.VOLGISTICS.CO POINT OF SALE DEBIT PURCHASE 06-07 WWW.VOLGISTICS.COM BYRON CENTER , MI MCI 1391		50.00
1167						
06/09/2025	Expense		Valhalla Nursery	PURCHASE 06-07 RANCHO VALHALLA N POINT OF SALE DEBIT PURCHASE 06-07 RANCHO VALHALLA NURSER EL CAJON, CA MCI 1391	Reconciled	-226.78
06/09/2025	Expense		Valhalla Nursery	PURCHASE 06-07 RANCHO VALHALLA N POINT OF SALE DEBIT PURCHASE 06-07 RANCHO VALHALLA NURSER EL CAJON, CA MCI 1391		226.78

Check Detail Report
Water Conservation Garden Authority
 June 2025

TRANSACTION DATE	TRANSACTION TYPE	NUM	NAME	LINE DESCRIPTION	CLEARED	AMOUNT
1162						
06/10/2025	Check	6081	L. Magnuson		Reconciled	-120.00
06/10/2025	Check	6081	L. Magnuson	Reimbursement for Volunteer Luncheon Desserts		120.00
1163						
06/10/2025	Check	6082	Magic T-Shirts		Reconciled	-470.48
06/10/2025	Check	6082	Magic T-Shirts	T-Shirts for Gift Shop Invoice 44072		470.48
1164						
06/11/2025	Check	6083	Rutan & Tucker	Account No.038652 - 0001	Reconciled	-
						3,550.00
06/11/2025	Check	6083	Rutan & Tucker	Professional Services Invoice #1030885		3,550.00
1187						
06/11/2025	Expense		Otay Water District	OTAYWATERDISTRIC GARDEN ACH DEBI ACH WITHDRAWAL OTAYWATERDISTRIC GARDEN ACH DEBIT WEBPAYMENT	Reconciled	-253.61
06/11/2025	Expense		Otay Water District	OTAYWATERDISTRIC GARDEN ACH DEBI ACH WITHDRAWAL OTAYWATERDISTRIC GARDEN ACH DEBIT WEBPAYMENT		253.61
1194						
06/11/2025	Expense		Otay Water District	OTAYWATERDISTRIC GARDEN ACH DEBI ACH WITHDRAWAL OTAYWATERDISTRIC GARDEN ACH DEBIT WEBPAYMENT	Reconciled	-
						1,620.89
06/11/2025	Expense		Otay Water District	OTAYWATERDISTRIC GARDEN ACH DEBI ACH WITHDRAWAL OTAYWATERDISTRIC GARDEN ACH DEBIT WEBPAYMENT		1,620.89
1215						
06/11/2025	Expense		WalMart	PURCHASE 06-10 Walmart.com Bento POINT OF SALE DEBIT PURCHASE 06-10 Walmart.com Bentonville, AR PUL 1391	Reconciled	-201.20
06/11/2025	Expense		WalMart	PURCHASE 06-10 Walmart.com Bento POINT OF SALE DEBIT PURCHASE 06-10 Walmart.com Bentonville, AR PUL 1391		201.20
1216						
06/12/2025	Expense			PURCHASE 06-11 SP BAREBONES LIVI POINT OF SALE DEBIT PURCHASE 06-11 SP BAREBONES LIVING SALT LAKE CIT, UT MCI 1391	Reconciled	-95.40
06/12/2025	Expense			PURCHASE 06-11 SP BAREBONES LIVI POINT OF SALE DEBIT PURCHASE 06-11 SP BAREBONES LIVING SALT LAKE CIT, UT MCI 1391		95.40
1217						
06/12/2025	Expense		Smart and Final	PURCHASE 06-12 SMART AND FINAL L POINT OF SALE DEBIT-PIN USED PURCHASE 06-12 SMART AND FINAL LA MESA, CA MAP 1391	Reconciled	-51.77
06/12/2025	Expense		Smart and Final	PURCHASE 06-12 SMART AND FINAL L POINT OF SALE DEBIT-PIN USED PURCHASE 06-12 SMART AND FINAL LA MESA, CA MAP 1391		51.77
1219						
06/12/2025	Expense			PURCHASE 06-12 CVS/PHARM 09162-- POINT OF SALE DEBIT-PIN USED PURCHASE 06-12 CVS/PHARM 09162--3749 La Mesa, CA MAP 1391	Reconciled	-14.60
06/12/2025	Expense			PURCHASE 06-12 CVS/PHARM 09162-- POINT OF SALE DEBIT-PIN USED PURCHASE 06-12 CVS/PHARM 09162--3749 La Mesa, CA MAP 1391		14.60
1168						
06/13/2025	Check	6084	Amelia Knesevich	Reimbursement	Uncleared	-62.26
06/13/2025	Check	6084	Amelia Knesevich	Drinks and Ice for Volunteer Recognition Lunch		62.26
1169						
06/13/2025	Check	6085	Pacific Rim Mechanical		Reconciled	-
						1,160.00
06/13/2025	Check	6085	Pacific Rim Mechanical			1,160.00
1171						
06/13/2025	Payroll Check	6086	N'Dea N. Wilson	Pay Period: 05/30/2025-06/14/2025 Voided check on 06/18/2025	Uncleared	-
						1,354.32
06/13/2025	Payroll Check	6086	N'Dea N. Wilson	Gross Pay - This is not a legal pay stub		1,646.73
06/13/2025	Payroll Check	6086	N'Dea N. Wilson	Employer Taxes		181.97
06/13/2025	Payroll Check	6086	N'Dea N. Wilson	CA SUI / ETT	Uncleared	55.99
06/13/2025	Payroll Check	6086	N'Dea N. Wilson	CA PIT / SDI	Uncleared	53.76
06/13/2025	Payroll Check	6086	N'Dea N. Wilson	Federal Taxes (941/943/944)	Uncleared	364.63
1220						
06/13/2025	Expense		WalMart	PURCHASE 06-12 Walmart.com Bento POINT OF SALE DEBIT PURCHASE 06-12 Walmart.com Bentonville, AR PUL 1391	Reconciled	-31.24

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Water Conservation Garden Authority

June 2025

TRANSACTION DATE	TRANSACTION TYPE	NUM	NAME	LINE DESCRIPTION	CLEARED	AMOUNT
06/13/2025	Expense		WalMart	PURCHASE 06-12 Walmart.com Bento POINT OF SALE DEBIT PURCHASE 06-12 Walmart.com Bentonville, AR PUL 1391		31.24
1221						
06/13/2025	Expense		Vista Print	PURCHASE 06-12 VISTAPRINT 866207 POINT OF SALE DEBIT PURCHASE 06-12 VISTAPRINT XXXXXX4955, MA MCI 1391	Reconciled	-260.04
06/13/2025	Expense		Vista Print	PURCHASE 06-12 VISTAPRINT 866207 POINT OF SALE DEBIT PURCHASE 06-12 VISTAPRINT XXXXXX4955, MA MCI 1391	Uncleared	260.04
1186						
06/15/2025	Payroll Check	6087	N'Dea N. Wilson	Pay Period: 06/15/2025-06/29/2025	Reconciled	-129.88
06/15/2025	Payroll Check	6087	N'Dea N. Wilson	Gross Pay - This is not a legal pay stub		142.50
06/15/2025	Payroll Check	6087	N'Dea N. Wilson	Employer Taxes		15.76
06/15/2025	Payroll Check	6087	N'Dea N. Wilson	CA SUI / ETT	Uncleared	4.85
06/15/2025	Payroll Check	6087	N'Dea N. Wilson	CA PIT / SDI	Uncleared	1.71
06/15/2025	Payroll Check	6087	N'Dea N. Wilson	Federal Taxes (941/943/944)	Uncleared	21.82

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Water Conservation Garden Authority
 June 2025

TRANSACTION DATE	TRANSACTION TYPE	NUM	NAME	LINE DESCRIPTION	CLEARED	AMOUNT
1172						
06/16/2025	Payroll Check	DD	Lauren Magnuson	Pay Period: 05/30/2025-06/14/2025	Reconciled	-
						2,815.33
06/16/2025	Payroll Check	DD	Lauren Magnuson	Direct Deposit	Uncleared	-
						2,815.33
1178						
06/16/2025	Payroll Check	DD	Yaily I Gonzalez	Pay Period: 05/30/2025-06/14/2025	Reconciled	-
						2,015.39
06/16/2025	Payroll Check	DD	Yaily I Gonzalez	Direct Deposit	Uncleared	-
						2,015.39
1179						
06/16/2025	Payroll Check	DD	Juan Jimenez	Pay Period: 05/30/2025-06/14/2025	Reconciled	-890.96
06/16/2025	Payroll Check	DD	Juan Jimenez	Direct Deposit	Uncleared	-890.96
1180						
06/16/2025	Payroll Check	DD	Hannah Palmer	Pay Period: 05/30/2025-06/14/2025	Reconciled	-
						1,079.20
06/16/2025	Payroll Check	DD	Hannah Palmer	Direct Deposit	Uncleared	-
						1,079.20
1181						
06/16/2025	Payroll Check	DD	Tim Townsley	Pay Period: 05/30/2025-06/14/2025	Reconciled	-
						2,271.83
06/16/2025	Payroll Check	DD	Tim Townsley	Direct Deposit	Uncleared	-
						2,271.83
1182						
06/16/2025	Payroll Check	DD	Amelia Knezevich	Pay Period: 05/30/2025-06/14/2025	Reconciled	-50.24
06/16/2025	Payroll Check	DD	Amelia Knezevich	Direct Deposit	Uncleared	-50.24
1183						
06/16/2025	Payroll Check	DD	Amelia Knezevich	Pay Period: 05/30/2025-06/14/2025	Reconciled	-452.21
06/16/2025	Payroll Check	DD	Amelia Knezevich	Direct Deposit	Uncleared	-452.21
1184						
06/16/2025	Tax Payment		QuickBooks Payroll	Tax Payment	Reconciled	-
						3,874.40
06/16/2025	Tax Payment		QuickBooks Payroll	Federal Taxes (941/943/944)	Uncleared	-
						3,290.65
06/16/2025	Tax Payment		QuickBooks Payroll	CA PIT / SDI	Uncleared	-519.63
06/16/2025	Tax Payment		QuickBooks Payroll	CA SUI / ETT	Uncleared	-12.98
06/16/2025	Tax Payment		QuickBooks Payroll	Excess Tax Balance Adjustment	Uncleared	-51.14
1192						
06/16/2025	Expense		Cintas Corp.	CINTASCORPORATIO THE WATER CONSE ACH WITHDRAWAL CINTASCORPORATIO	Reconciled	-408.25
				THE WATER CONSERVATION ACH DEBIT 110EC64E16 XXXXXX6214		
06/16/2025	Expense		Cintas Corp.	CINTASCORPORATIO THE WATER CONSE ACH WITHDRAWAL CINTASCORPORATIO		408.25
				THE WATER CONSERVATION ACH DEBIT 110EC64E16 XXXXXX6214		
1193						
06/16/2025	Expense		California Fair Plan Association	CALIFORNIA FAIR CA FAIR PLAN ACH ACH WITHDRAWAL CALIFORNIA FAIR CA FAIR	Reconciled	-
				PLAN ACH DEBIT debitpmt		1,287.60
06/16/2025	Expense		California Fair Plan Association	CALIFORNIA FAIR CA FAIR PLAN ACH ACH WITHDRAWAL CALIFORNIA FAIR CA FAIR		1,287.60
				PLAN ACH DEBIT debitpmt		
1222						
06/16/2025	Expense			PURCHASE 06-14 PB/DIXIELINE #15 POINT OF SALE DEBIT-PIN USED PURCHASE 06-	Reconciled	-52.73
				14 PB/DIXIELINE #15 LA MESA, CA MAP 1391		
06/16/2025	Expense			PURCHASE 06-14 PB/DIXIELINE #15 POINT OF SALE DEBIT-PIN USED PURCHASE 06-		52.73
				14 PB/DIXIELINE #15 LA MESA, CA MAP 1391		
1223						
06/16/2025	Expense		Albertsons	PURCHASE 06-13 ALBERTSONS #2783 POINT OF SALE DEBIT PURCHASE 06-13	Reconciled	-37.65
				ALBERTSONS #2783 EL CAJON, CA MCI 1391		
06/16/2025	Expense		Albertsons	PURCHASE 06-13 ALBERTSONS #2783 POINT OF SALE DEBIT PURCHASE 06-13		37.65
				ALBERTSONS #2783 EL CAJON, CA MCI 1391		
1191						
06/17/2025	Expense		Corporate Technologies	CORPORATE TECHNO The Water Conse ACH WITHDRAWAL CORPORATE TECHNO	Reconciled	-420.00
				The Water Conservation ACH DEBIT Connect 500023219		
06/17/2025	Expense		Corporate	CORPORATE TECHNO The Water Conse ACH WITHDRAWAL CORPORATE TECHNO		420.00

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Water Conservation Garden Authority

June 2025

TRANSACTION DATE	TRANSACTION TYPE	NUM	NAME	LINE DESCRIPTION	CLEARED	AMOUNT
			Technologies	The Water Conservation ACH DEBIT Connect 500023219		
1224						
06/18/2025	Expense		Smart and Final	PURCHASE 06-18 SMART AND FINAL L POINT OF SALE DEBIT-PIN USED PURCHASE 06-18 SMART AND FINAL LA MESA, CA MAP 1391	Reconciled	-75.26
06/18/2025	Expense		Smart and Final	PURCHASE 06-18 SMART AND FINAL L POINT OF SALE DEBIT-PIN USED PURCHASE 06-18 SMART AND FINAL LA MESA, CA MAP 1391		75.26
1188						
06/20/2025	Expense		San Diego Gas & Electric	SD GAS & ELEC WATER CONSERVA ACH WITHDRAWAL SD GAS & ELEC WATER CONSERVATION GAR ACH DEBIT PAID SDGER	Reconciled	-
06/20/2025	Expense		San Diego Gas & Electric	SD GAS & ELEC WATER CONSERVA ACH WITHDRAWAL SD GAS & ELEC WATER CONSERVATION GAR ACH DEBIT PAID SDGER		1,750.93
1225						
06/20/2025	Expense			PURCHASE 06-18 HOOLEYS RANCHO SA POINT OF SALE DEBIT PURCHASE 06-18 HOOLEYS RANCHO SAN DIE EL CAJON, CA MCI 1391	Reconciled	-123.73
06/20/2025	Expense			PURCHASE 06-18 HOOLEYS RANCHO SA POINT OF SALE DEBIT PURCHASE 06-18 HOOLEYS RANCHO SAN DIE EL CAJON, CA MCI 1391		123.73
1189						
06/23/2025	Expense			COX COMM SAN Neighborhood ACH DE ACH WITHDRAWAL COX COMM SAN Neighborhood ACH DEBIT PURCHASE	Reconciled	-288.08
06/23/2025	Expense			COX COMM SAN Neighborhood ACH DE ACH WITHDRAWAL COX COMM SAN Neighborhood ACH DEBIT PURCHASE		288.08

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Water Conservation Garden Authority
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TRANSACTION DATE	TRANSACTION TYPE	NUM	NAME	LINE DESCRIPTION	CLEARED	AMOUNT
1190						
06/27/2025	Expense		Constant Contact	CONSTANTCONTACT Lauren Magnuson ACH WITHDRAWAL CONSTANTCONTACT Lauren Magnuson ACH DEBIT XXXXXX5506	Reconciled	-285.00
06/27/2025	Expense		Constant Contact	CONSTANTCONTACT Lauren Magnuson ACH WITHDRAWAL CONSTANTCONTACT Lauren Magnuson ACH DEBIT XXXXXX5506		285.00
1198						
06/30/2025	Payroll Check	DD	Yaily I Gonzalez	Pay Period: 06/15/2025-06/29/2025	Reconciled	-
06/30/2025	Payroll Check	DD	Yaily I Gonzalez	Direct Deposit	Uncleared	1,725.20
06/30/2025	Payroll Check	DD	Yaily I Gonzalez	Direct Deposit	Uncleared	-
06/30/2025	Payroll Check	DD	Yaily I Gonzalez	Direct Deposit	Uncleared	1,725.20
1199						
06/30/2025	Payroll Check	6088	N'Dea N. Wilson	Pay Period: 06/15/2025-06/29/2025	Uncleared	-621.74
06/30/2025	Payroll Check	6088	N'Dea N. Wilson	Gross Pay - This is not a legal pay stub		689.13
06/30/2025	Payroll Check	6088	N'Dea N. Wilson	Employer Taxes		76.14
06/30/2025	Payroll Check	6088	N'Dea N. Wilson	CA SUI / ETT	Uncleared	23.43
06/30/2025	Payroll Check	6088	N'Dea N. Wilson	CA PIT / SDI	Uncleared	8.27
06/30/2025	Payroll Check	6088	N'Dea N. Wilson	Federal Taxes (941/943/944)	Uncleared	111.83
1202						
06/30/2025	Payroll Check	DD	Lauren Magnuson	Pay Period: 06/15/2025-06/29/2025	Reconciled	-
06/30/2025	Payroll Check	DD	Lauren Magnuson	Direct Deposit	Uncleared	2,815.33
06/30/2025	Payroll Check	DD	Lauren Magnuson	Direct Deposit	Uncleared	-
06/30/2025	Payroll Check	DD	Lauren Magnuson	Direct Deposit	Uncleared	2,815.33
1205						
06/30/2025	Payroll Check	DD	Juan Jimenez	Pay Period: 06/15/2025-06/29/2025	Reconciled	-645.82
06/30/2025	Payroll Check	DD	Juan Jimenez	Direct Deposit	Uncleared	-645.82
1206						
06/30/2025	Payroll Check	DD	Tim Townsley	Pay Period: 06/15/2025-06/29/2025	Reconciled	-
06/30/2025	Payroll Check	DD	Tim Townsley	Direct Deposit	Uncleared	1,947.93
06/30/2025	Payroll Check	DD	Tim Townsley	Direct Deposit	Uncleared	-
06/30/2025	Payroll Check	DD	Tim Townsley	Direct Deposit	Uncleared	1,947.93
1207						
06/30/2025	Payroll Check	DD	Hannah Palmer	Pay Period: 06/15/2025-06/29/2025	Reconciled	-685.28
06/30/2025	Payroll Check	DD	Hannah Palmer	Direct Deposit	Uncleared	-685.28
1209						
06/30/2025	Payroll Check	DD	Amelia Knezevich	Pay Period: 06/15/2025-06/29/2025	Reconciled	-46.38
06/30/2025	Payroll Check	DD	Amelia Knezevich	Direct Deposit	Uncleared	-46.38
1210						
06/30/2025	Payroll Check	DD	Amelia Knezevich	Pay Period: 06/15/2025-06/29/2025	Reconciled	-417.41
06/30/2025	Payroll Check	DD	Amelia Knezevich	Direct Deposit	Uncleared	-417.41
1213						
06/30/2025	Tax Payment		QuickBooks Payroll	Tax Payment	Reconciled	-
06/30/2025	Tax Payment		QuickBooks Payroll	Federal Taxes (941/943/944)	Uncleared	2,470.82
06/30/2025	Tax Payment		QuickBooks Payroll	CA PIT / SDI	Uncleared	-
06/30/2025	Tax Payment		QuickBooks Payroll	CA SUI / ETT	Uncleared	2,191.10
06/30/2025	Tax Payment		QuickBooks Payroll	CA SUI / ETT	Uncleared	-307.43
06/30/2025	Tax Payment		QuickBooks Payroll	Excess Tax Balance Adjustment	Uncleared	-23.43
06/30/2025	Tax Payment		QuickBooks Payroll	Excess Tax Balance Adjustment	Uncleared	51.14
1218						
06/30/2025	Expense		Intuit	PURCHASE 06-28 INTUIT *QBooks Pa POINT OF SALE DEBIT PURCHASE 06-28 INTUIT *QBooks Payroll CL.INTUIT.COM, CA MCI 1391	Reconciled	-247.00
06/30/2025	Expense		Intuit	PURCHASE 06-28 INTUIT *QBooks Pa POINT OF SALE DEBIT PURCHASE 06-28 INTUIT		247.00

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Water Conservation Garden Authority

June 2025

TRANSACTION DATE	TRANSACTION TYPE	NUM	NAME	LINE DESCRIPTION	CLEARED	AMOUNT
				*QBooks Payroll CL.INTUIT.COM, CA MCI 1391		

Item 8



Action Plan

**Water Conservation Garden
Joint Powers Authority**

Helix Water District

Otay Water District

Sweetwater Authority

Grossmont Cuyamaca

Community College District



July 2025

Action Plan

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1. Grow Revenue	
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50%

of water use in California cities
is for landscaping.

This is why, in 1990, in the third year of a five-year drought, east county water suppliers decided to develop a water conservation demonstration garden. Helix Water District, Otay Water District and Cuyamaca College formed a joint powers authority (JPA) and Cuyamaca College donated the land.

Since the 1990s, San Diegans have come to The Garden to experience the lush beauty of mature, water-efficient plants and trees that thrive in California's Mediterranean climate – and gather water-saving ideas for their own landscapes. The Garden has played a significant role alongside outreach, education and financial incentives in introducing a water conservation ethic and a new approach to landscaping in the San Diego region. Today, San Diegans use half the water they used in 1990.

About this action plan

The Garden's JPA, which is now comprised of Helix Water District, Otay Water District, Sweetwater Authority and the Grossmont-Cuyamaca Community College District, developed the ideas and strategies in this action plan during a facilitated discussion on July 8, 2025.

1. Grow Revenue

Table 1: baseline budget and contribution estimates @ 3.5% annual inflation

	2026	2027	2028	2029	2030
Revenue	\$214,500	\$214,500	\$214,500	\$214,500	\$214,500
Expense	\$686,609	\$710,640	\$735,513	\$761,256	\$787,900
Net Deficit	(\$472,109)	(\$496,140)	(\$521,013)	(\$546,756)	(\$573,400)
Agency Contribution	\$472,109	\$496,140	\$521,013	\$546,756	\$573,400

The sustainable operation of The Garden requires additional annual revenue. Using the estimates in Table 1, the annual JPA member contribution amounts increase between \$24,000 and \$28,000 annually over the five-year projection. At a minimum, these increases need to be offset by additional revenue collection, a reduction in expenses or a combination of both, to maintain stable JPA member contributions.

A. Redefine The Garden’s mission

To develop new revenue streams, the JPA must redefine The Garden’s mission to create value for additional partners and additional visitors.



The Garden’s New Mission

The Garden should become a shared resource for public agencies, colleges and nonprofits in the San Diego region, a place to collaborate, consolidate and amplify outreach and education on sustainability, nature-based solutions, landscaping and a sustainable lifestyle.

Sustainability

The Garden is a place for people to learn why a sustainable future in the San Diego region requires their participation. The Garden can be the place where people come to learn from experts about sustainability issues like climate change, how it's impacting the San Diego region and why public agencies do what they do.

Nature-based solutions

The Garden can be the place where people come to learn why nature-based solutions are the best approach to manage water and energy use, reduce pollution and increase biodiversity.

Landscaping

Landscaping is how people implement nature-based solutions, and The Garden should be the place where they learn how.

Lifestyle

The JPA should consider every opportunity to become a social and cultural hub for people who value sustainable living, nature-based solutions and gardening. Cooking classes, nutrition and wellness, yoga, coffee, guest speakers, panel discussions on environmental topics, author talks and musical performances are all possibilities.

Action	Who	When
Adopt new mission	JPA board	Jul 2025
Draft new mission statement	JPA staff	Apr 2026
Adopt new mission statement	JPA board	Jul 2026
Adopt new name	JPA board	Jan 2027

B. Form a JPA staff committee

Form a committee of JPA member agency public affairs staff to cultivate partners, presenters and sponsors. The committee will coordinate with the JPA board and The Garden's Operations Director and Community Programs Coordinator.

Action	Who	When
Select member agency staff for committee	JPA board	Aug 2025
Committee's first meeting	JPA staff	Aug 12 2025

C. Cultivate partners and programs

The JPA staff committee will develop partnership levels, benefits and costs for board input and approval, and cultivate new partners at the following levels:

- JPA member
- JPA associate member
- Teaching partner
- Sponsor
- In-kind sponsor
- Donor

Below are potential presentation and/or event topics in each of the four areas of The Garden’s mission. The JPA staff committee will cultivate partners who can provide these or similar programs:

Sustainability

Topic	Presenter
How climate change affects weather How climate change affects water supplies How climate change affects food supplies How climate change affects cities How climate change affects wildfire risk What are climate action plans?	Colleges, nonprofits, local cities, water districts and fire protection districts

Nature-based solutions

Topic	Presenter
Upstream - restoring California’s watersheds Upstream - restoring California’s groundwater Urban forestry Urban habitat and biodiversity Stormwater management Soil improvement Defensible space Success stories	Colleges, nonprofits, local cities and fire protection districts

Landscaping

Topic	Presenter
Water-efficient plants and trees Landscape design principles Organic gardening California native plants	Landscape designers, master gardeners, irrigation experts

Hydrozones
 Irrigation systems
 Irrigation efficiency
 Pruning and maintaining plants and trees
 Turf removal
 Water-efficient lawn strategies
 Hardscape strategies
 Success stories

Lifestyle

Topic	Presenter
Growing food Recipes for vegetables and fruits Nutrition Yoga Indoor-outdoor living Environmental talks Author talks Success stories	Master gardeners, Restaurants and caterers, nutritionists, yoga instructors, professors, nonprofits and authors

Action	Who	When
Meet with 2-3 potential partners to learn their needs and goals	JPA staff	Aug 2025
Create partner, sponsor and donor proposals	JPA staff	Sep 2025
Create new <i>support the garden, partner, sponsor</i> and <i>donor</i> webpages on thegarden.org	JPA staff	Oct 2025
Contact and meet with potential partners	board & staff	Oct-Jun
Develop calendar of talks, classes and events	JPA staff	Oct-Jun

D. Set annual targets for new revenue

The JPA board, in collaboration with the JPA staff committee and The Garden Operations Director, should set annual targets for new revenue during the annual budgeting process. Set targets based on actual revenues collected in the prior year and/or forecasted opportunities. Here are three examples:

- Increase venue rental revenue by 5%
- Set JPA membership fee at \$48,000 and recruit one additional member
- Generate \$20,000 in nonprofit partnerships

Table 2: baseline budget with revenue targets

	2026	2027	2028	2029	2030
Revenue	\$214,500	\$214,500	\$225,225	\$236,486	\$248,311
Target 1 – 5% revenue increase		\$10,725	\$11,261	\$11,824	\$12,416
Target 2 - New JPA member @ \$48k		\$48,000	\$48,000	\$48,000	\$48,000
Target 3 - New partnerships @ \$20k		\$20,000	\$15,000	\$10,000	\$15,000
Expense	\$686,609	\$710,640	\$735,513	\$761,256	\$787,900
Net Deficit	(\$472,109)	(\$417,415)	(\$436,026)	(\$454,945)	(\$464,174)
Agency Contribution	\$472,109	\$417,415	\$436,026	\$454,945	\$464,174

Action	Who	When
Set new revenue targets for FY 25-26	board & staff	Aug 2025
Set new revenue targets for FY 26-27	board & staff	Apr 2026

2. Make Friends

A. Market to customer segments

New homeowners

Direct mail companies monitor public records to produce mailing lists of newly purchased homes. The Garden can purchase these lists each month and introduce itself to new homeowners. Similarly, Helix Water District sends a welcome email to 70-150 new customer accounts every week. Otay Water District and Sweetwater Authority may also have this capability.

Gardeners

New and experienced gardeners are interested in new plants, better ways to irrigate and other expert tips.

All water agency customers

Helix Water District, Otay Water District and Sweetwater Authority can market upcoming programs at The Garden in water bill inserts, on their website and in social media.

Horticulture students

Horticulture students at Cuyamaca College and Southwestern College may find sufficient value in The Garden's programs to become paying customers.

Landscaping contractors and designers

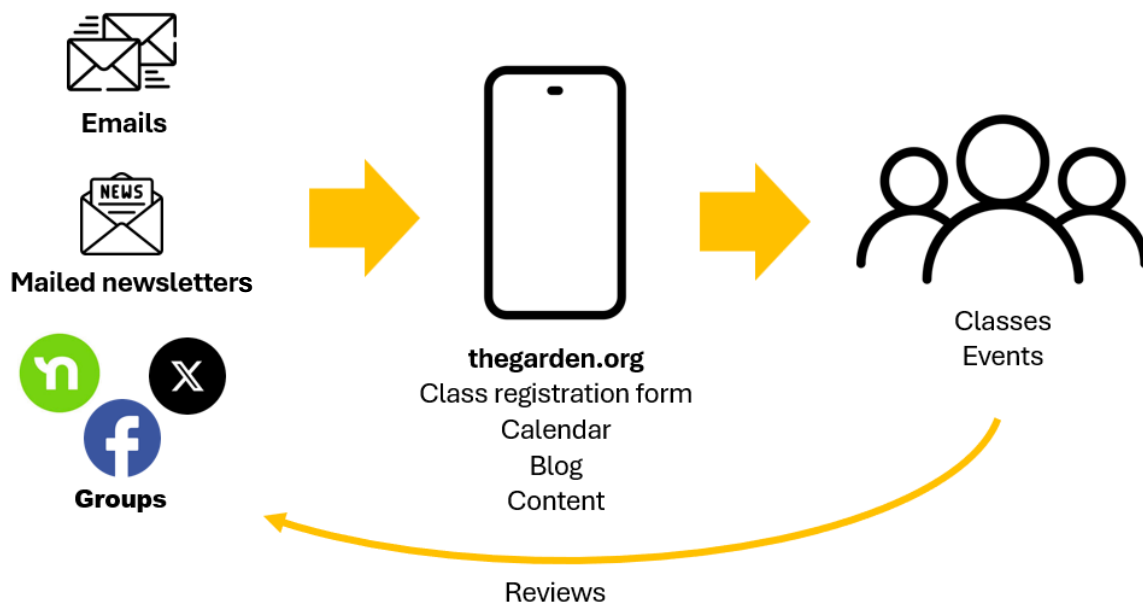
Landscaping professionals who follow The Garden on social media will find programs that will improve or add to their skill set and services they can offer to their customers.

Visitors to the San Diego region

The San Diego Zoo and San Diego Botanic Garden are popular destinations for vacationers visiting San Diego. With its new mission and programming, The Garden can also become a stop for vacationers.

B. Market to Groups

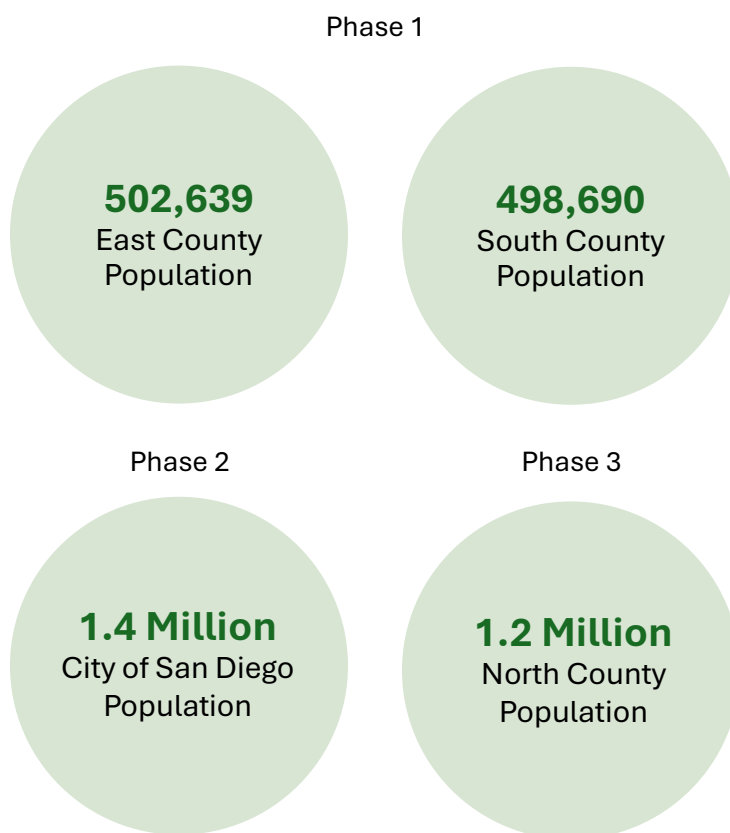
Marketing to groups – water agency customers, a neighborhood on Nextdoor or a Facebook group - generates conversations. The goal is to produce a continuous flow of content. For example, Helix Water District inserts a newsletter with every customer water bill it mails and sends an email version of the newsletter to its paperless customers. It also sends a welcome email each week to its new customers. Helix also promotes its news and events on social media.



If Otay Water District and Sweetwater Authority have similar capabilities, the three agencies will have extensive reach to the 1.2 million people living in east county and south county. The marketing model is to use email, newsletters and social media to promote The Garden’s classes and events and link people to thegarden.org to register, browse the calendar for additional events they would like to attend and browse blog posts and webpages for helpful content.

C. Phase In Marketing

The JPA should scale its promotional efforts in three phases. Targeting east county and south county residents first will allow staff at Helix Water District, Otay Water District and Sweetwater Authority to leverage their current mix of marketing tools:



Action	Who	When
Social media: <ul style="list-style-type: none"> • Create Garden branded templates • • List east and south county location tags • List San Diego tourism/visitor tags • Promote blog posts, classes, events • Post new content 2-3 times each week 	JPA staff	Sep-Jun
Thegarden.org: <ul style="list-style-type: none"> • Create a blog page • Post article(s) each week • Consolidate JPA member content to create water efficiency webpages • Consolidate partner content to create additional webpages • Incorporate positive reviews into articles, class and event descriptions and webpages 	JPA staff	Sep-Jun