

SAN BERNARDINO VALLEY WATER CONSERVATION DISTRICT  
MINUTES OF THE OUTREACH AND COMMUNICATIONS COMMITTEE MEETING

October 9, 2017 10:00 A.M.

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Director Harrison called the Outreach Committee Meeting to order at 10:08 a.m.

OUTREACH COMMITTEE MEMBERS PRESENT:

T. Milford Harrison, Director

STAFF PRESENT:

Daniel Cozad, General Manager  
Angie Quiroga, Recording Secretary

OTHERS PRESENT:

Deniene Rivenburg, ThunderWheel  
Kimberli Munkres, ThunderWheel

1. PUBLIC PARTICIPATION

None.

2. ADDITIONS/DELETIONS TO AGENDA

None.

3. APPROVAL OF MEETING MINUTES FROM JANUARY 19, 2017 &  
AUGUST 30, 2017

Deferred action to next meeting.

4. REVIEW PUBLIC OUTREACH PLAN AND MAILING LIST PROVIDED BY  
DENIENE RIVENBURG AND KIMBERLI MUNKRES

Kimberli Munkres provided a draft Strategic Communications Plan (Plan) ThunderWheel prepared, with the Outreach Committee's (Committee) direction, as a handout. She noted it is a draft and needs Committee review. She also provided the beginnings of the Outreach mailing list for monthly emails. Staff has not yet validated this list or added their contacts. It will be broken down into five sections: Officials, Pundits (Experts), Media, Other Agency Staff, and Friends (those who may not have an official capacity any longer but are still influential).

Ms. Munkres highlighted sections of the Plan. Under Challenges and Opportunities, she recognized the evident history of transparency and visual assets the District has that other agencies do not have. The photos Daniel Cozad has taken over the years of the District's facilities will significantly reduce expenses allowing ThunderWheel to use these resources to provide more for less.

Ms. Munkres reviewed the Summary of Goals. The Committee and Staff verified the goals were captured in the Plan. She discussed the seven listed key strategies that need to take place to meet the Plan's goals. Mr. Cozad corrected Strategic Summary #2 from "discharge report" to "recharge report." Ms. Munkres asked the Committee if it felt all strategies have been captured. Director Harrison stated he would like more time to review the plan before confirming. Social media posts were discussed. Infographics from monthly reports will be disassembled and re-purposed on Instagram. Mr. Cozad stated it is simple, quick information that most politicians will see here, on Facebook (FB) or on some other form of social media. Adding these posts also builds up a timeline on these media outlets for people to see the history of what the District does. Ms. Munkres indicated the Strategic Summary lists their primary strategies to meet the Committee's goals. She expressed they tried to keep the strategies very focused with nothing extraneous, using things they can leverage, and things that make sense.

Ms. Munkres next reviewed Target Goals which are listed in six-month and one-year increments. Director Harrison requested, under the six-month goals, that the "General Manager's Report card" be dropped or named something different, so it does not sound as though the General Manager is being rated. Everyone present agreed. Ms. Munkres assured the Committee they will be working closely with staff to develop the calendar of events, so everyone knows when things need to happen and to work on the wording before distribution of any information. Key Messages will be made clear to all Board members and staff, so everyone is being consistent in what they are saying and how they present material. Key Stakeholders have mostly been identified. She requested the Committee and Staff review the diagramed list. Mr. Cozad recommended Industry Experts and Pundits be listed as just Experts. He also asked for a copy of the Plan to be provided to all Board members for review before finalization. Ms. Munkres discussed Brand Refinement. She and Ms. Rivenburg want to be able to provide evidence distinguishing the District from other water agencies. They do not feel that the District's tagline supports what the District does and suggest refining it. The District is unique. It has a clear vision, purpose, and values. It is coherent, different than other water agencies and it is effective. It is authentic and transparent. The District's motto should reflect these attributes. They believe this agency should be used as a model for other agencies to follow which helps to provide a level of insurance against disassembly in the future. ThunderWheel's goal is to provide evidence of the effectiveness of the District.

Ms. Munkres discussed listed Digital Outreach enhancements, on page 6 of the Plan, such as updating the District website with a FB feed that provides new information, creating a monthly calendar of posts on social media, and distributing the General Manager's Report. Concerning Media Relations, ThunderWheel will be connecting with Staff to build the annual schedule of when there should be press releases or when stories should be posted. A list of story ideas is provided. Ms. Rivenburg requested feedback on the suggested stories and

encouraged the Committee and Staff to provide other story ideas. People resonate with stories so ThunderWheel would like the storytelling component tied in aside from just technical information.

Another part of the Plan is developing a speaking tour for Stakeholder Outreach. Board members will make presentations and conduct face-to-face meetings with targeted stakeholders. Before any visit, ThunderWheel staff would like a workshop to develop a comprehensive stakeholder list, to determine how these speaking tours will take place and to establish which Board member is best to present to specific stakeholders. Media training can be provided. Ms. Munkres touched on both Educational Outreach and an awards reception under Events as listed on Plan page 8. She discussed the last section of the Plan: Support Key Partnerships. The District has a partnership with IERCD, but other potential partnerships can be beneficial with environmental groups, other agencies and key legislators that need to be identified.

Director Harrison commended Ms. Munkres and Ms. Rivenburg for their work on the Plan. After the Board reviews the Plan, the Committee will approve or not any suggested changes and finalize the Plan. The Board will then have to authorize any additional funding that may be needed. Mr. Cozad explained if the Board does not permit additional funding, the Plan can still move forward. There is no deadline, so if required we can spread it out over a more extended duration. He believes everything in the Plan is pertinent and we want to do it well even if that means accomplishing the tasks at a slower pace. Director Harrison expressed the importance of reaching out to the key stakeholders that are listed. Ms. Munkres stated it is very focused considering the size of the region. Mr. Cozad agreed with the importance of keeping the list focused on these people who help to determine the District's ability to do its job. Director Harrison suggested switching positions of the County Board of Supervisors with Neighboring City Councils because the County Board of Supervisors are the most influential members of LAFCO. He also suggested adding a "Did you know..." page to the website that lists the District's accomplishments in layman's terms which could also be used as a handout. Ms. Munkres suggested proceeding with the Staff meeting to work on the timeline and Brand Development piece as well as the contact list. These are foundational pieces of the Plan. The list needs to be reviewed for who is missing or who does not need to be included. It can also be sorted by frequency of when and what information is provided. ThunderWheel suggests setting the list up in a program that offers an unsubscribe option which is a Federal requirement under the SPAM act. Discussion ensued.

5. ADJOURN

**It was moved by Director Harrison to adjourn. The motion carried with all members present voting in the affirmative.**

**Chairman Longville: Absent**

**Director Harrison: Yes**

At 11:31 a.m., the meeting adjourned.