

SAN BERNARDINO VALLEY WATER CONSERVATION DISTRICT

MINUTES OF THE PUBLIC AFFAIRS COMMITTEE MEETING

March 14, 2002

1. CALL THE MEETING TO ORDER

Chairperson Henriques called the Public Affairs Committee meeting to order at 3:05 p.m.

ROLL CALL:

PUBLIC AFFAIRS COMMITTEE MEMBERS PRESENT:

Melody A. Henriques, Chair  
Manuel Aranda, Jr., Director  
Cheryl A. Tubbs, Director

STAFF PRESENT:

D. Burnell Cavender, General Manager/Board Secretary  
Tom Crowley, Deputy Manager for Water Resources and Info. Sys.  
Colleen Theuer, Administrative Services Manager

CONSULTANT PRESENT:

Sue Patane, SLP Communications

2. PUBLIC PARTICIPATION

Chairperson Henriques announced this as the time for any persons present, who so desire, to make an oral petition to the Public Affairs Committee. Hearing none, the meeting proceeded with the published agenda items.

3. MINUTES OF PREVIOUS MEETING

**It was moved by Director Tubbs and seconded by Director Aranda to approve the minutes of January 22, 2002. The motion carried.**

4. WEBSITE DEVELOPMENT

Mr. Crowley presented a demonstration of the District's new website. Ms. Patane suggested featuring special events on the site. Several other additions were suggested and discussed. Mr. Crowley said that the demonstration would be presented at the next Board meeting.

5. 70TH YEAR ANNIVERSARY

Ms. Patane reported on the current activities for the District 70th Anniversary celebrations. Regarding the proposed barbecue in the pit scheduled for September, she said it would cost approximately \$8.00 per person, for a total cost of \$6,000 - \$8,000, which included hiring a person to do the cooking. The Committee discussed the possibility of charging people to attend, at the risk of low attendance. Director Tubbs suggested connecting the barbecue with the Water Resources Institute (WRI). Mr. Cavender said he would contact Jeff Davis at WRI to see if they would be interested in co-hosting the event.

Mr. Cavender said that the District would be recognizing the Association of the San Bernardino County Special Districts when the District hosts the Special Districts dinner on April 15.

Regarding the Cal-State EXPO in April, Ms. Patane said she would be ordering 1,000 beach balls with the 70th Anniversary logo imprinted on them for the event. She discussed the possibility of also having "passports," which would involve taking pictures of children with a Polaroid camera. The cost would be approximately \$.95 each. After discussion, it was decided not to have passports.

6. UPCOMING OUTREACH EVENTS

Mr. Cavender distributed information from the Association of California Water Agencies (ACWA) regarding Region Outreach Contacts. He discussed a pamphlet from the State Senate entitled "What's So Special About Special Districts?" from February 2002. Ms. Patane suggested writing a news editorial about Special Districts.

7. ADJOURN

There being no further business, the meeting adjourned at 4:45 p.m.