

SAN BERNARDINO VALLEY WATER CONSERVATION DISTRICT

MINUTES OF THE PUBLIC AFFAIRS COMMITTEE MEETING

June 7, 2002

1. CALL THE MEETING TO ORDER

Chairperson Henriques called the Public Affairs Committee meeting to order at 8:40 a.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  
Colleen Theuer, Administrative Services Manager

CONSULTANT PRESENT:

Susan L. 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 April 17, 2002. The motion carried.**

4. PUBLIC AFFAIRS PROGRAM

Sue Patane led a discussion on the current public affairs activities. She said she is working on several news articles, including announcing the promotion of Tom Crowley to Assistant General Manager, and a profile on Burnie Cavender.

The September barbecue in the borrow pit was discussed. Three names were suggested as a guest of honor: Huell Howser, a television personality; Dan Walters, a political

analyst; and Michael Ramirez, a cartoonist for the Los Angeles Times newspaper. Arrangements for setting up the area were discussed.

Goals and the focus for 2002-2003 were discussed. Mr. Aranda said that he and Mr. Crowley have put together a program on endangered species and have presented it to the Loma Linda Chamber of Commerce. He said the purpose of developing the program was so that any Director or staff could use it as a presentation whenever the opportunity arose. Two other programs are being developed, "Quality of Water" and "Salton Sea."

Ms. Patane said a 7-minute Channel 3 television interview with the District had been scheduled for Friday, June 14.

Discussion on a strategic plan for the District was discussed. Some activities to focus on suggested by the Committee:

- a. Maintain relationships with legislators
- b. Provide educational programs to Chambers, professional service clubs
- c. Create a mall display
- d. Table-top continuous videos
- e. More publicity for the District/WRI Quarterly Breakfast

Ways to minimize community events and maximize exposure were discussed. It was decided to continue participation in the Highland Harvest Festival, the Loma Linda Business Showcase, and the Redlands Business Expo. The CalState EXPO would be a monetary contribution only.

Creating window displays were discussed. Director Tubbs suggested a window display at the Redlands Mall, as they allow the display to remain a full month. Ms. Patane said the display could be done in November during Groundwater Month. She also suggested using the display in libraries and museums. The cost of a display would be approximately \$2,500 - \$3,000.

Mr. Cavender briefly discussed federal funding for District projects. He said staff is in the process of learning how to proceed. Director Tubbs said that during the summer staff should give presentations to legislators.

7. ADJOURN

There being no further business, the meeting adjourned at 9:50 a.m.

