

SAN BERNARDINO VALLEY WATER CONSERVATION DISTRICT

MINUTES OF THE PUBLIC AFFAIRS COMMITTEE MEETING

July 10, 2002

1. CALL THE MEETING TO ORDER

Chairperson Henriques called the Public Affairs Committee meeting to order at 3:10 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
Colleen Theuer, Administrative Services Manager

CONSULTANT PRESENT:

Susan Patane, SLP Communications
Suzanne Exeter, 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 June 7, 2002. The motion carried.

4. UPCOMING OUTREACH EVENTS

Ms. Patane discussed several upcoming events, including the "Leaders of Distinction" luncheon on July 26, and the Redlands Chili Cook-off on July 20. She said participating in the Redlands Business Expo probably does not give enough coverage for the District, and suggested finding another activity for the City of Redlands. Director Aranda discussed limiting participation in events because of staff and Directors' time involved.

Ms. Patane distributed a "Proposed Public Relations Strategy Plan" (Plan) for the District. The tasks making up the Plan were discussed:

Task 1: 70th Anniversary

This would be discussed under agenda item 5.

Task 2 and Task 3: Community Calendar/County/City Calendar

Ms. Patane suggested developing a community calendar that would show upcoming special events for possible District participation. The county/city calendar would show meeting dates and times of commissions, committees, and city and county meetings that the District might attend. The Committee agreed to Task 2 and 3. Ms. Patane suggested contributing two cases of water at the Redlands Chili Cook-off. The Committee agreed.

Task 4: Partnerships

Ms. Patane said the District might want to develop partnerships with libraries and learning centers, and donate books or displays, and possibly sponsor events. She said the District could get maximum exposure for minimum cost. Developing a partnership with the County Museum might also give the District opportunities to display material and/or sponsor a workshop. She said she would get more information on these possibilities and report back to the committee.

Task 5: Government Relations

Mr. Cavender requested that Ms. Patane obtain schedules for congressional officials for the purpose of scheduling visits by staff to them or visits by them to the District.

Task 6: Media Relations

Ms. Patane said media relations were an ongoing task. She said an article regarding Tom Crowley's promotion to Assistant General Manager would be going to press this date in the Sun newspaper. She will continue to identify media opportunities within the District for publication in local newspapers and newsletters.

Task 7: Awards and Recognition

Ms. Patane said the District, as members of the various city chambers, should recognize those chambers in the form of resolutions. Additionally, the District should apply for the various awards and recognitions that are available. She suggested requesting resolutions from the various local cities that would recognize the District during National Groundwater Month in November.

Task 8: Community Outreach

Director Aranda said he would continue to pursue presenting information about the District to the various service clubs. The Highland Kiwanis, the San Bernardino Kiwanis, and the Redlands Rotary were suggested as possible clubs to visit.

Task 9: Display

Ms. Patane said she had just finished a display for Molycorp, a mining company. The cost was \$7,200. She said the District would probably not be able to get a good display for under \$6,000. She will borrow the display from Molycorp to bring to the next Committee meeting.

5. 70th YEAR ANNIVERSARY

Ms. Patane led a discussion on the planned barbecue in the pit in September. She said she is still trying to get Huell Howser, a television personality, as the guest of honor. Other suggestions for the guest of honor was Richard Pombo, a California congressman, or Jerry Lewis, also a California congressman. Mr. Cavender suggested scheduling the barbecue for October rather than September. The final decision would be based on the availability of the guest of honor.

6. PUBLIC AFFAIRS PROGRAM

Ms. Patane said the San Bernardino Chamber of Commerce has a monthly magazine, sent to chamber members and elected officials. She said the District could have a full story on the front page for approximately \$1,500. She will get more information and report back to the Committee.

Other items for the Public Affairs Program were previously discussed.

The next meeting was scheduled for Monday, August 5, at 12:00 p.m. (brown bag lunch). (The meeting subsequently changed to Wednesday, August 7.)

7. ADJOURN

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