

SAN BERNARDINO VALLEY WATER CONSERVATION DISTRICT

MINUTES OF THE PUBLIC AFFAIRS COMMITTEE MEETING

November 13, 2002

1. CALL THE MEETING TO ORDER

Chairperson Henriques called the Public Affairs Committee meeting to order at 12:20 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
Thomas J. Crowley, Assistant General Manager
Colleen Theuer, Administrative Service Manager

CONSULTANTS PRESENT:

Susan Patane, SLP Communications
Fred Hicks, Hicks-Richardson

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. LUNCH-DISCUSSION WITH FRED HICKS, WASHINGTON D.C. LOBBYIST

During lunch, Mr. Hicks, the District's Washington D.C. lobbyist, spoke to the Committee regarding current federal legislative issues. He discussed the possibility of federal funding for District projects, indicating that it would be a challenging endeavor for the year 2003, but not impossible. He also mentioned that the District's California Representative Jerry Lewis is in very good favor with the White House. After further discussion and answering questions from Committee members, Mr. Hicks closed his discussion.

4. MINUTES OF PREVIOUS MEETING

It was moved by Director Tubbs and seconded by Director Aranda to approve the minutes of October 18, 2002. The motion carried.

5. UPCOMING OUTREACH EVENTS

Ms. Patane updated the Committee on upcoming public affairs events:

- December 10 - WRI Breakfast, Hilton Hotel San Bernardino, 7:30 a.m.
- December 12 - San Bernardino Chamber Christmas Mixer, 4:00 - 7:00 p.m.
- December 17 - Loma Linda Chamber State of the Community Lunch, 11:30- 1:30
- January 23 - San Bernardino Chamber and Loma Linda Chamber annual installation dinners, 6:30 p.m. and 6:00 p.m., respectively

The Committee discussed the sponsorship levels offered by the Loma Linda Chamber for their annual dinner and for their State of the Community Luncheon. The dinner sponsorship levels ranged from \$150 (sponsor) to \$550 (benefactor); the luncheon sponsorship offered levels ranging from \$100 (silver sponsorship) to \$275 (platinum sponsorship). Discussion continued.

It was moved by Director Tubbs and seconded by Director Aranda that the District become a platinum sponsor for the Loma Linda State of the Community Luncheon on December 17, 2002, at a cost of \$275, and become a sponsor for the Loma Linda Community Awards Dinner and Installation of Officers on January 23, 2003, at a cost of \$150, plus the cost of two additional dinners. The motion carried.

The San Bernardino Chamber of Commerce Annual Installation Dinner, also held on January 23, plans a "mini business expo" as part of the dinner, from 5:30 p.m. to 9:30 p.m. Exhibit booths, 6' x 8', were offered for interested parties, at a cost of \$200, and included one dinner ticket.

It was moved by Director Tubbs and seconded by Director Aranda to participate in the San Bernardino Chamber of Commerce "mini business expo" on January 23, at a cost of \$200. The motion carried.

Ms. Patane advised the Committee that the District displays should be completed by mid-January. Items that would be attached to the display were discussed.

Mr. Cavender discussed the weekly San Bernardino Chamber Koffee Klatch meetings. He said that while Directors of the Board were free to attend as many Koffee Klatches as they liked, the District should pay for only one of these meetings per month. After discussion, it was decided that the District would pay a Director for just one Koffee Klatch meeting per month.

6. 70TH YEAR ANNIVERSARY

Ms. Patane discussed Resolutions to the District from local cities. She said she will propose this idea to the cities of Highland, Loma Linda, and San Bernardino. The District Resolution to Louis Fletcher will be presented to him at the WRI breakfast on December 10.

Director Henriques suggested the possibility of an Open House to close the 70th Anniversary celebration. After a brief discussion, it was decided it was not necessary to have a closing event.

7. PUBLIC AFFAIRS PROGRAM

Director Aranda discussed an atlas of the Salton Sea from the University of Redlands library, and the California Water Atlas by the California Office of Planning and Research. He suggested that these two items be purchased and put into the District library as part of the District historical documents. They are very scarce, but they can be purchased used, for approximately \$150 - \$300. He said he will try to bring copies for the Committee to examine.

8. ADJOURN

There being no further business, the meeting adjourned at 2:10 p.m.