

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

April 12, 2004
1:30 p.m.

ROLL CALL/PLEDGE OF ALLEGIANCE

OUTREACH COMMITTEE MEMBERS PRESENT:

Manuel Aranda Jr., Chairman
Cheryl Tubbs, Director
Melody Henriques, Director

STAFF PRESENT:

Lawrence M. Libeu, General Manager
Thomas Crowley, Assistant General Manager
Colleen Theuer, Administrative Services Manager

1. PUBLIC PARTICIPATION

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

2. APPROVAL OF THE MINUTES OF THE JANUARY 13, 2004

It was moved by Director Tubbs and seconded by Chairperson Aranda to approve the minutes from the January 13, 2004 Outreach Committee meeting. The motion carried.

3. ADVERTISING IN THE SAN BERNARDINO SUN NEWSPAPER

There was a discussion regarding participating in Earth Day on April 20, 2004, by placing an ad in the San Bernardino Sun newspaper. The District had previously done so in April 2002, using a District business card as the ad. After discussion, the committee decided that there was not enough benefit derived by participating in this manner.

It was moved by Director Tubbs and seconded by Chairperson Aranda to decline placing an ad in the San Bernardino Sun newspaper for Earth Day, 2004. The motion carried.

4. COMMUNITY OUTREACH PROGRAM

Chairperson Aranda discussed several community outreach items. He spoke on District participation in community events, including donating water or sponsoring events with local chambers of commerce. He recalled that several months ago, the Loma Linda Lopers, a running club in Loma Linda, called the District to request a donation of water for a running event scheduled the next day. Bear Valley had previously donated the water, but at the last minute they were unable to provide it. The District agreed to donate the water, for which the Loma Linda Lopers were very appreciative. Chairperson Aranda said other requests have been received for water, which will be considered in the Outreach budget. Director Tubbs said the committee could designate particular events for donations within the budget.

Chairperson Aranda reported that the Loma Linda Business Expo that the District has participated in for the last three years would this year be held on May 13, 2004. He asked the committee to approve participation again this year. There are three sponsorship opportunities, the Gold at \$450.00; the Silver at \$300.00; and the Bronze at \$150.00. The District purchased a Gold sponsorship in the past.

It was moved by Director Tubbs and seconded by Chairperson Aranda to approve participation in the Loma Linda Chamber of Commerce Business Expo on May 13, 2004, at the Gold Sponsorship level, in the amount of \$450.00. The motion carried.

The Highland Citrus Festival that the District participated in on March 27 was discussed. Chairperson Aranda said he was not aware that the District had planned to participate. Director Henriques said the District has participated in it for several years; Mr. Libeu said he would inform Directors ahead of time via fax or e-mail in the event there would not be enough time to call an Outreach meeting for approval.

Chairperson Aranda reported that the letters of invitation for a tour of the Seven Oaks Dam and District facilities would soon be sent to the two political candidates for the 63rd Assembly District, as previously discussed at the last Outreach Committee meeting.

Director Tubbs discussed the Quarterly Water Resources Institute (WRI) Breakfast and the fact that it has not been done for some time. She had discussed this issue with Jeff Davis, the Director of WRI, and he said he had wanted to follow Chairperson Aranda's wishes for a legislative speaker format, but has been unable to get a commitment from a legislator. Discussion continued. Director Tubbs said the breakfasts should be continued. Mr. Crowley suggested a possible speaker topic could be on the Santa Ana suckerfish as an endangered species. The City of San Bernardino was heavily involved in the Santa Ana suckerfish negotiations with the Fish & Wildlife Service, and they were able to get a portion of the river out of the critical habitat. Stacy Aldstadt, of the City of San Bernardino Municipal Water Department, might be willing to speak on the subject. He said attendance had been dropping off at the breakfasts because of the subject matter.

Director Tubbs mentioned that one of the big project objectives for WRI was to obtain a bibliography and art book on the history of the Santa Ana River. Mr. Libeu said he would talk to Mr. Davis and try for a date in early June for the WRI Breakfast.

5. HOSTING CSDA MONTHLY MEETING

Chairperson Aranda said the District was to have hosted the monthly dinner meeting with the Association of San Bernardino County Special Districts, but several conflicts arose. Staff was able to change the date to December 20, 2004. Staff will be working on an entertainment agenda for the dinner program.

6. ATTENDANCE AT CHAMBER MEETINGS

Chairperson Aranda reiterated from previous discussions that Directors should attend Chamber and local organization meetings often. Director Tubbs reported that she spoke at a Kiwanis Club meeting recently, and used visual aids and other materials in her presentation that explained the District's mission and purpose.

7. SPEAKING OPPORTUNITIES

Chairperson Aranda suggested that directors and staff taking advantage of speaking opportunities when they occur.

8. SB 1272: SENATOR ORTIZ, ACWA AMENDMENTS

Chairperson Aranda updated the committee on SB 1272 (Ortiz). He discussed portions of the bill; specifically, limiting Directors' compensation to \$100 per meeting and to six meetings a month, as well as one of the proposed amendments to the bill requiring ethics training. The bill would be amended on April 12, and would then be heard before the Senate Local Government Committee on April 21. ACWA sent this information to Districts, along with a sample letter to be sent to the Senate Local Government Committee, if a District wished to communicate a position or concern. After discussion, the committee agreed to send the letter with modifications. Mr. Libeu said the letter had a deadline of April 14; he would send it (faxed, as requested by ACWA) the next day, on April 13.

9. NOMINATION DR. MERLE ALESHIRE TO THE ACWA-JPIA EXECUTIVE COMMITTEE

There was a brief discussion regarding the nomination of Dr. Merle Aleshire to the ACWA-JPIA Executive Committee. As there was little information on this subject, this item was passed.

10. 2004-2005 OUTREACH BUDGET

Mr. Libeu presented the proposed 2004-2005 Outreach budget. A brief discussion followed, in which it was decided to add a line item for bottled water in the amount of \$1,500, making the Outreach budget \$98,500.

It was moved by Director Tubbs and seconded by Director Henriques to approve the 2004-2005 Outreach Budget, as amended, to be brought before the Ad Hoc Finance Committee. The motion carried.

11. ADJOURN

There being no further business, the meeting was adjourned at 3:10 p.m.