

SAN BERNARDINO VALLEY WATER CONSERVATION DISTRICT
STRATEGIC PLANNING WORKSHOP

MINUTES OF July 13, 2023
9:00 a.m.

President McDonald called the Strategic Planning Workshop of the Board of Directors to order at 9:03 a.m.

ROLL CALL:

BOARD MEMBERS PRESENT:

Melody McDonald, President
Robert Stewart, Vice President
David E. Raley, Director
Richard Corneille, Director
John Longville, Director (Arrived 9:42 a.m.)

BOARD MEMBERS ABSENT:

None

GENERAL COUNSEL PRESENT:

David Cosgrove,

STAFF PRESENT:

Betsy Miller, General Manager
Milan Mitrovich, Land Resource Manager
Athena Laroche, Administrative Specialist
Erwin Fogerson, PERC Engineer
Zach Blum, Intern

GUESTS PRESENT:

Ellen Cross, Strategy Driver
Maria Pascoal, Strategy Driver
David E. Smith, East Valley Water District

1. PUBLIC PARTICIPATION

President McDonald announced this as the time for any persons present, who so desire, to make an oral presentation to the Board of Directors. Hearing none, the meeting continued with published agenda items.

2. ADDITIONS/DELETIONS TO AGENDA

There were none.

3. STRATEGIC PLANNING WORKSHOP

Ms. Miller introduced this item for discussion. She noted that Strategy Driver had previously led a strategic planning update workshop for staff to review the draft Goals and example Objectives. Ms. Cross and Ms. Pascoal reviewed the strategic planning update process, schedule, and workshop agenda using a PowerPoint presentation.

The draft updated Mission is as follows:

"As one of California's first sustainable groundwater replenishment agencies, the District proactively recharges, improving water supply for the benefit of water users, local businesses, and native flora and fauna in a financially responsible way.

The District leverages our unparalleled expertise as stewards of the water and land, responsibly innovating in water and habitat conservation, harmonizing and enhancing working landscapes, and enriching open space as a community asset."

The draft updated Vision is as follows:

"With over a century of storing groundwater beneath our multi-functional lands and protecting diverse habitat and open space, our prescient District will continue to drive water availability through nature-based solutions and collaborative partnerships to expand our region's water reliability.

The District fosters economic vitality and endangered species to thrive compatibility in the face of competing resources. We advance sustainable climate-conscious practices to create a resilient future for our interconnected people and ecosystems for generations to come.

San Bernardino Valley Water Conservation District – Partnering With Nature To Store Our Water"

The draft Values that were developed based on survey responses were reviewed via PowerPoint.

The draft updated Values are listed as follows:

- 1. We embody integrity through fiscal responsibility in public service by holding ourselves accountable to our partners and community at large.*
- 2. We continue to build our community of employees, partners, businesses, and neighbors who drive our mission. Our success depends on responsive collaboration and transparent communication.*

3. *We are stewards of the water, land, and environment and are committed to sustainable practices that will ensure a resilient future.*
4. *We are ethical and respect both people and the environment to serve our community's diverse values.*
5. *We balance innovation and time-tested pragmatism to advance professional excellence, continually improving to meet the evolving priorities of today and a changing world tomorrow.*
6. *We are resilient. We adapt to address future climate impacts and ensure the District's next 100 years with our continued humble, flexible, and curious approach to water and the natural world.*

It was moved to approve the Mission, Vision and Values. The motion carried 5-0 with all Directors present voting in the affirmative.

President McDonald: Yes

Vice President Stewart: Yes

Director Longville: Yes

Director Raley: Yes

Director Corneille: Yes

Ms. Pascoal provided the introduction to the Goals, which were developed from survey and interview responses. The draft Goals are not listed in order or importance. She provided the definitions for Goals and Objectives as follows:

Goals – The overarching direction or achievements the organization wants to accomplish that may be considered long-term outcomes.

Objectives – The specific actions need to happen to achieve the long-term outcome.

Director Corneille asked what the standard number of goals are. Ms. Cross indicated that the standard is between five to eight goals.

The draft Goals were reviewed as follows:

1. *Water Supply Reliability through Groundwater Recharge – Maximize water capture and aquifer recovery for the benefit of our communities' water security and support of a healthy watershed.*
2. *Infrastructure Expansion and Operations Optimization – Design, construct, maintain, and optimize facilities to maximize adaptability for a changing climate, and transform and expand our assets for the next generation of water supply.*
3. *Natural Resource Stewardship and Environmental Enhancement – Protect, manage, and rewild natural areas to promote the thriving health of our ecosystems and local and regional communities.*

4. *Community Engagement and Education – Engage, educate, and partner with our diverse community to promote water security and protect valued habitat as critical community assets.*
5. *Collaborative Partnerships – Create and actively maintain local, regional, state, and national partnerships that are mutually beneficial, accelerate the District's Vision and Goals, and demonstrate the District's core values.*
6. *Fiscal Commitment and Accountability – Ensure the District's stability and longevity through financial strategy, planning, transparency, and execution.*
7. *Sustainable Organization & Governance – In order to achieve the District's critical mission and vision for the next century and beyond, the District will invest in its most valued asset – our people.*

Vice President Stewart expressed his preference for shorter sentences. Ms. Cross provided example objectives verbally. Vice President Stewart indicated that goals are too compound. Director Corneille said that objectives should be broken out into two to three bullet points. Director Raley requested that an acronym be spelled out in its entirety before using it in the document.

The draft Goals were revised as follows:

1. *Water Supply Reliability through Groundwater Recharge*
 - a. *Maximize **all** water capture and aquifer recovery for the benefit of our communities' water security and support of a healthy watershed.*
2. *Infrastructure Expansion and Operations Optimization*
 - a. *Design, construct, maintain, and optimize facilities to maximize adaptability for a changing climate, and transform and expand our assets **for future generations** of water supply.*
3. *Natural Resource Stewardship and Environmental Enhancement*
 - a. *Protect, manage, and rewild natural areas to promote the thriving health of our ecosystems and local and regional communities.*

No revisions to this goal. Discussion ensued in favor of the use of "rewild".

4. *Community Engagement and Education*
 - a. *Engage, educate, and partner with our diverse community to promote water security and protect valued habitat **and open space** as **assets** critical to our **collective vitality**.*
5. *Collaborative Partnerships*
 - a. *Create and actively maintain local, regional, state, and national partnerships that are mutually beneficial, accelerate the District's Vision and Goals, and **foster** the District's Values.*
6. *Fiscal Commitment and Accountability*
 - a. *Ensure the District's stability and longevity through **sound** financial strategy, planning, transparency, and execution.*

7. *Sustainable Organization & Governance*

- a. *Original - In order to achieve the District's critical mission and vision for the next century and beyond, the District will invest in its most valued asset – our people.*
- b. *Revised - Invest in our most valued assets – our team and the communities we serve through exceptional leadership.*
- c.

Vice President Stewart said that it is written in a different manner than the other goals and should be changed for consistency. Director Longville concurred with his comment.

It was moved to approve the Goals as revised. The motion carried 5-0 with all Directors present voting in the affirmative.

President McDonald: Yes

Vice President Stewart: Yes

Director Longville: Yes

Director Raley: Yes

Director Corneille: Yes

The Board discussed the unique qualities of the District:

- Vice President Stewart – The fact that the District has land that has remained undeveloped is unique. The District preserved some of the land for optimal use in the future.
- President McDonald – The way that the District facilities were created was unique and simple. We had 60% of our facilities taken out when the dam was put into place. She discussed how operations have changed with the need to permit new facilities and existing operations and maintenance. We help other agencies meet their missions to deliver water by recharging the aquifer. She spoke on the importance of partnerships for the benefit of the region.
- Mr. Cosgrove – We treat habitat preservation as a coequal value with infrastructure and economic development.
- Director Corneille – We are fiscally responsible and transparent. We focus on cost-effectiveness and fiscal responsibility due to the transparent nature of our fee collection. We are sure that there is value gained for expenditures.
- Director Raley – We are dedicated to what we do. We have a very narrow mission, and we know what it is, so we stay focused to get it done.
- Director Longville – The very high stewardship role that the District plays for land, habitat, and water. How much of a lean, mean machine we are that we do what we do with greater efficiency.

Ms. Cross thanked the Board for their feedback, and said that this will help review the objectives in preparation for the staff workshop next week. Director Raley noted that he would like to see a comparison of the 2013, 2017, and 2023 Strategic Plan goals. The next Strategic Planning Workshop is scheduled for August 8 at 12:00 p.m. to be held at the District and via Zoom.

4. ADJOURN MEETING

It was moved by Director Corneille and seconded by Director Longville to adjourn. The motion carried 5-0 with all Directors present voting in the affirmative.

President McDonald: Yes

Vice President Stewart: Yes

Director Longville: Yes

Director Raley: Yes

Director Corneille: Yes

At 11:53 a.m. the meeting adjourned to the next Strategic Planning Workshop scheduled for August 8, 2023, at 12:00 p.m. at District Headquarters, 1630 W. Redlands Blvd., Redlands, CA. and via Zoom/Teleconference.



Betsy Miller
General Manager