

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

August 30, 2017 9:00 A.M.

Director Harrison called the Outreach Committee Meeting to order at 9:08 a.m.

OUTREACH COMMITTEE MEMBERS PRESENT:

John Longville., Chairman
T. Milford Harrison, Director

STAFF PRESENT:

Daniel Cozad, General Manager
Angie Quiroga, Recording Secretary

OTHERS PRESENT:

Deniene Rivenburg, ThunderWheel
Kimberli Munkres, ThunderWheel

1. PUBLIC PARTICIPATION

None.

2. ADDITIONS/DELETIONS TO AGENDA

None.

3. PUBLIC OUTREACH SUPPORT - KICK OFF MEETING

Daniel Cozad reminded committee members that Deniene Rivenburg and Kimberli Munkres' Proposed Communications Plan scope of work was presented and approved at the last Board of Directors (Board) meeting. The Board approved option C, 20 hours per month of Outreach and editing support. Mr. Cozad stated today's meeting is to review and refine the scope of work if needed. Additional funding may be requested from the Board as value is realized. Deniene Rivenburg requested the committee hone in on specific targeted ideas they want to work on with ThunderWheel to reach the District's goals. She would like to determine the types of media outlets and create a list of the target audience the Board wants to pursue.

Chairman (Chair) Longville began the discussion by stating he believes reaching out to a very small group of local, state and federal officials to raise the District's profile is the best way to distinguish the District from other water agencies; informing legislative members of the District's existence and essential service the District provides. He would like Board members

to occasionally meet with legislative members to generate and maintain relationships. Chair Longville's number one goal is to reach out to the people who directly have the ability to affect the District's powers and abilities. He suggested having a one page single sided cover sheet with listed points that summarize critical messages the District wants to share to hand out. He stated it needs to be short enough so the legislators will actually look at it. Chair Longville also suggested reaching out to California legislative members who are on the committee that will be considering the Wash Plan legislation the District has out. Identifying California members who have a voting history or history that shows they may be likely supporters of the District and its projects is fundamental.

Director Harrison would like to make sure the District stays in good standing with LAFCO by making sure local councilmembers of at least Redlands, Loma Linda, Highland, San Bernardino and Colton and the five county supervisors are aware of the District and its role. He suggested sending out a quarterly or semi-annual report to remind them of what the District is doing and accomplishing. Chair Longville concurs and believes the Board should have one-on-one contact with LAFCO members as often as possible. Ms. Rivenburg asked if a meeting should be held with Board members to be sure everyone is conveying the same message. The committee agreed.

Ms. Munkries reviewed the Committee's top three goals:

1. Build support of the District targeting key influencers among national, state and local legislators
2. Build support from regulatory agencies
3. Promote unique role of the District to LAFCO

Director Harrison clarified not only do we want to reach out to LAFCO members but future potential LAFCO members and their constituents as well. Ms. Rivenburg agreed. The committee discussed speaking/presenting at City Council and Board of Supervisors meetings to share what the District has accomplished under the Community Strategic Plan. Share how the Plan has benefitted local communities, what the new Plan is and welcome any input. The committee discussed what should be in the presentation and how it should be presented such as a graphic of where water is stored and all of the connections the District has in order to percolate water into the ground. Mr. Cozad noted when speaking with the Board of Supervisors to thank them for their support of HR 497 since they put it in their legislative agenda. Director Harrison stated water issue awareness will become more and more pertinent as fees to provide water to disadvantaged communities are distributed among agencies and/or the general public. ACWA is against it but the District has not yet taken a position on this issue. Mr. Cozad stated he would look for policy direction from the Board regarding this matter. Chair Longville is pleased the District has differentiated itself from other water agencies in recent years with basic environmental interests. This legislation may be a good time for the District to point out once again our environmental efforts. The District's efforts show environmental groups that we are in support of their efforts and we would like their support in return.

Mr. Cozad stated another item that may be near term is the lawsuit we are to file today or tomorrow against the Army Corp of Engineers joining a lawsuit filed by the Center for Biological Diversity and Endangered Habitats League. We are not leading this suit but if it gains press, there are several reasons why we are on this side. San Bernardino Valley Municipal Water District is filing a suit in support of the environmentalists simultaneously. No current need to voice our opinion.

For additional Outreach efforts, Chair Longville suggested instituting an annual award named after Bob Holcomb and another gentleman, who were responsible for blocking MWD from taking over our water table, at a reception in honor of someone who has been helpful to the District. The committee was in agreeance. Mr. Cozad suggested having a couple of awards each year. Ms. Rivenburg recommended a vision award and an implementation award. Chair Longville believes these Outreach efforts will far surpass the efforts we have with IERCD providing conservation programs to school aged children. Ms. Rivenburg and Ms. Munkres are in support of student programs. They recommended partnering with other organizations and possibly offering funding support to the McKeefe Grant which provides art classes to schools whose art programs have been eliminated. The children could complete a water project or essay in which the District chooses one award recipient to be acknowledged at the annual award reception.

Ms. Munkres reviewed the monthly outreach communication. She, in agreeance with the committee, proposed a monthly milestone or dashboard report with strong imagery, great analytics and a few key headline issues. She believes the one sheet, one sided progress report, no less than quarterly and no more than monthly, will be the most effective. A mailing list of the District's key influencers such as city council members, Board of Supervisors, legislature, and staff members is needed so this report can easily be sent to them. It will be a joint effort to create a solid list. Also, making agenda listed ten minute yearly presentations at city council meetings will be beneficial. Other suggested mailing list contacts include environmental and bureau groups, the media, and Southern California public radio. District newsworthy articles should be printed in both the Sacramento Bee and the LA Times.

Mr. Cozad requested the Committee state their first year's goal. Chair Longville responded: 1.being in good standing with LAFCO and 2.raising the District's profile and building relationships with state legislators. Secondary goals are building relationships at the Federal level and partnering with other agencies for school programs managed by District Staff as opposed to the Board of Directors. Ms. Munkres stated enough information was provided today for ThunderWheel to begin laying out the Outreach plan and mailing list. The Committee will meet again to review the plan prior to taking it to the Board.

4. FUTURE AGENDA ITEMS/ISSUES

Review generated public outreach plan and mailing list provided by Deniene Rivenburg and Kimberli Munkres of ThunderWheel at next scheduled Outreach and Communications Committee meeting on Monday, October 9th, 2017 at 10:00 a.m.

6. ADJOURN

It was moved by Chairman Longville and seconded by Director Harrison to adjourn. The motion carried with all members present voting in the affirmative.

Chairman Longville: Yes

Director Harrison: Yes

At 10:35 a.m., the meeting adjourned.