

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

January 19, 2017 9:00 A.M.

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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:

None

1. PUBLIC PARTICIPATION

None.

2. ADDITIONS/DELETIONS TO AGENDA

None.

3. LEGISLATIVE AND REGULATORY PLATFORM FOR 2017

Director Harrison stated the Board of Directors (Board) was previously provided a draft Legislative Platform document which they referred to the Outreach and Communications Committee for review. Director Harrison is comfortable with the platform but suggested the following changes to section 19 of Resolution 537-GM Responsibilities:

“19. ~~Comments on~~ Responses to Pending Legislation or Policy Matters. The General Manager may, from time to time, ~~comment~~ communicate District’s responses to ~~upon~~ proposed statutes, regulations, or other legislative or quasi-legislative acts, or other items of policy facing or affecting the District or its operations, when such acts directly impact the District and its functions. ~~Comments~~ Communications shall conform to the District Strategic Plan and Annual Goals. If there is any question about the position of the District and to the extent ~~the need for comment~~ of the response ~~on such acts rises~~ without sufficient time for the General Manager

to consult the Board President or Vice-President, or Board of Directors, the General Manager may comment upon such acts to the legislative or quasi-legislative body considering them, or the persons, institutions, corporations, or agency or agencies implicated in the policy matter, on District letterhead, consistent with what the General Manager perceives to be in the District's best interest. No such ~~comment~~ response shall reflect that the General Manager's position as stated in the comment is the position of the Board of Directors, unless the Board of Directors has so authorized the General Manager. In the event the General Manager undertakes to ~~comment~~ respond on such acts in the manner provided herein, a copy of any and all communications so made shall be provided to the Board of Directors at its next regularly scheduled meeting for ratification."

Chairman Longville stated there may be times the District may want to "initiate" legislation in which a "response" would not be appropriate. Director Harrison agreed and suggested "initiate" be added in as well. Mr. Cozad stated either a new resolution will have to be adopted with these changes or the Board may put the changes into the wording of the General Manager's contract when it renews in April or May 2017.

Mr. Cozad noted, under the Consider Supporting section of the platform, there are some standard sign on letters that the District usually takes part in such as for the Endangered Species Act and conservation planning grants as described in Item 2. Typically a broad letter is written requesting more government funding in support of these programs. There is a real opportunity or likelihood that the Trust for Public Lands, Endangered Habitats League and some other groups are putting together money and effort for an initiative bond in the next round. The District may be able to join in to obtain some funding for the Wash Plan. The District has good contacts with these groups. Mr. Cozad believes the good outweighs the bad in obtaining bond money.

Chairman Longville stated he has tremendous trust in District staff and is in favor of recommending the discussed changes to Resolution 537 Section 19 to the Board providing Mr. Cozad as the General Manager with the authority to respond to legislation and regulation as he deems appropriate. Director Harrison concurred. Mr. Cozad stated the resolution will be brought back to the Board in either February or March depending on the Board's agenda.

#### 4. OUTREACH BUDGET

The committee discussed previous Outreach budgets and agreed to continue budgeting for the educational water conservation programs provided by IERCD to elementary and middle school aged children. Chairman Longville suggested including a budget for potential travel expenses incurred for legislative work; however, Daniel indicated these are covered in Director's costs. Director Harrison suggested collaborating with cities within our jurisdiction and the County in sponsoring signs and posting them on well-traveled roads which both commend that city for their conservation efforts but also keeps conservation in the forefront of its citizens' minds. Mr. Cozad stated he can propose these signs at the next BTAC

Conservation Committee meeting in which many city and district water conservation managers attend. The committee discussed costs and options for paying for the signs either splitting the cost with each city individually or the District covering the cost, presenting the sign to each city as an award with the understanding the city will display it in a highly visible location. Director Harrison stated it is very important to continue reminding people how important it is to conserve water especially after the recent storms. People assume there is enough water because they can't see how low the water levels still are in the Bunker Hill Basin. Mr. Cozad stated he would like to add a small amount to the budget for a press release writer. This is not something the District spends money on often, but if we get Congressman Cook and Congressman Aguilar as well as both Senators support of the Wash Plan, that would be newsworthy.

5. FUTURE AGENDA ITEMS/ISSUES

None.

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 9:48 a.m., the meeting adjourned.