

SAN BERNARDINO VALLEY WATER CONSERVATION DISTRICT
MINUTES OF THE OUTREACH & COMMUNICATIONS COMMITTEE MEETING
MARCH 15, 2018
3:30 p.m.

ROLL CALL/PLEDGE OF ALLEGIANCE

OUTREACH COMMITTEE MEMBERS PRESENT:

John Longville, Chairman
T. Milford Harrison, Director

STAFF PRESENT:

Daniel Cozad, General Manager
Athena Monge, Administrative Services Specialist

OTHERS PRESENT:

Kimberli Munkres, Thunderwheel Communications

1. PUBLIC PARTICIPATION

Chairman Longville 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 OCTOBER 9, 2017

It was moved by Director Harrison and seconded by Director Longville to approve the minutes from the October 9, 2017 Outreach & Communications Committee meeting. The motion carried unanimously with all directors present voting in the affirmative.

**Chairman Longville: Yes
Director Harrison: Yes**

3. REVIEW BRAND DISCOVERY RESULTS WITH THUNDERWHEEL COMMUNICATIONS

Ms. Munkres provided handouts and reviewed the key points and facts that came out of brand discovery meetings with directors and staff. There were two versions of effort statements presented. The essence statement defines the why of the organization. The five unique selling propositions were reviewed. Chairman Longville suggested using the word guardians rather than stewards in the Option 1 equal statement. Ms. Munkres said that the equal statement is for internal use. It was the consensus of the committee to

recommend the use of “Helping Nature Store Our Water” as our tagline; which will be for external use and replace “Our Name is Our Mission”. Review of handouts continued. The Committee discussed “The Scrappy Awards” which will be awards created from items found in the wash. Ms. Munkres provided a handout of an example of an electronic newsletter that will be distributed to key influencers. This item will be moved forward to Board of Directors meeting on April 11.

4. SCHEDULE OF OUTREACH AND EFFORTS

The OpEd will be co-authored by three agencies. Also, an editorial meeting will need to be scheduled. Ms. Munkres requested additional direction regarding coordination of presentations with public officials and press. Mr. Cozad said that she should review list and coordinate with directors directly.

11. ADJOURN

There being no further business, the meeting was adjourned at 4:54 p.m.