

SAN BERNARDINO VALLEY WATER CONSERVATION DISTRICT  
MINUTES OF THE OUTREACH & COMMUNICATIONS COMMITTEE MEETING  
AUGUST 23, 2019  
9:30 a.m.

ROLL CALL/PLEDGE OF ALLEGIANCE

OUTREACH COMMITTEE MEMBERS PRESENT:

John Longville, Chairman  
Bob Stewart, 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. ADDITIONS/DELETIONS TO AGENDA

There were none.

3. APPROVAL OF THE MINUTES OF THE MARCH 15, 2018 MEETING

**It was moved by Director Longville and seconded by Director Stewart to approve the minutes from the March 15, 2018, Outreach & Communications Committee meeting. The motion carried unanimously with all directors present voting in the affirmative.**

**Chairman Longville: Yes**

**Director Stewart: Yes**

4. REVIEW OF 2018-2019 OUTREACH EFFORTS

Ms. Munkres presented a PowerPoint presentation on Communications & Brand Updates. Director Longville provided history of the Committee to Director Stewart. Ms. Munkres said that there are two goals 1) To define and promote roles of the District to surrounding agencies and 2) to build District support among state, local, and national legislators and

key stakeholders. There was also a reach goal to build awareness of the importance of the District work among regional constituents. Five key propositions that the District provides were identified: 1) ongoing stewardship, 2) resourcefulness, 3) strategic approach to fulfilling our mission, 4) relationship directed and 5) service to community. The new tagline is “Helping Nature Store Our Water.” Ms. Munkres reviewed the monthly newsletter that they send out and key statistics. She reviewed how social media is being utilized to make the public aware of the Districts’ operations. Ms. Munkres reviewed the District increased exposure through media relations and coverage. Director Longville said to achieve the primary goals will require Board and Staff direct activity. He said that Board members need to develop and improve relationships with elected officials.

## 5. OUTREACH PLAN FOR 2019-2020

The goals for next year are: to increase newsletter subscribers, increase Facebook followers, launch reskinned websites, continue to support staff regarding communications and launch Scrappies. Thunderwheel will work on updating the presentation and kicking those off again. Director Longville suggested having a Clare Henry Day award or naming a structure after him. Mr. Day put a lot of effort into the District, and Director Longville believes he should be recognized for his work. Mr. Cozad said that it could be a public service award. Ms. Munkres will update the plan and forward to staff for Board review.

## 6. WEBSITE REVISIONS

Ms. Munkres reviewed the current website and statistics. She said that the future of the website is to have less text/more images and icons, lighter palette, contemporary design and updated content/navigation. Thunderwheel is going to do a website reskin. Director Longville asked how the District could make the website broader. Ms. Munkres indicated that the District could add additional collaborative partners and invest in search engine optimization. Mr. Cozad said that we could include links to retail and non-retail agencies on our website. Ms. Munkres said that the search optimization specialist would research and bring their recommendations back to the Board. Ms. Munkres said that we could move the partner agencies to its own page and create an interactive map that shows our relationships with other districts. It was the consensus of the Committee to move forward with the recommended revisions to the website. Director Longville recommended including information on how water interconnects with various things such as water, transportation, housing, homelessness, and fire. Ms. Munkres recommended creating a white paper that lives on the website.

## 7. LEGISLATIVE POLICY

Mr. Cozad provided a handout on Legislative Advocacy Policy, which was reviewed by the Committee. It was the consensus of the Committee to utilize and update the existing Legislative Platform rather than utilize CSDA’s policy.

8. COMMITTEE REPORT

There were none discussed.

9. ADJOURN

**It was moved by Director Stewart and seconded by Director Longville to adjourn the meeting. The motion carried unanimously with all directors present voting in the affirmative.**

**Chairman Longville: Yes**

**Director Stewart: Yes**

There being no further business, the meeting was adjourned at 11:50 a.m.