

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

June 24, 2014 9:00 A.M.

Chairman Aranda called the Outreach Committee Meeting to order at 9:05 a.m.

OUTREACH & COMMUNICATIONS COMMITTEE MEMBERS PRESENT:

Manuel Aranda Jr., Chairman
John Longville, 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. APPROVAL OF MEETING MINUTES FROM APRIL 14, 2014

It was moved by Director Longville and seconded by Chairman Aranda to approve the minutes from the April 14, 2014 Outreach & Communications Committee meeting. The motion carried with all members present voting in the affirmative.

Aranda: Yes

Longville: Yes

4. REVIEW OUTREACH EFFORTS AND REGION WIDE DROUGHT UPDATE

Chairperson Aranda began by stating the mission of the Outreach Committee, as he sees it, is to reach out to the public. Due to minimal staff and funds, we need to collaborate our outreach efforts with other water agencies. He feels it is important to educate the public by teaching them the value of water and changing people's attitude toward water otherwise they won't make water conservation efforts. He does not see an end to the drought any time soon and that

we cannot bank on an El Nino winter coming. Chairperson Aranda stated we need to continue working on the assumption that we have minimal water coming from Northern California and that we could be cut off.

5. WASH PLAN OUTREACH

Jeff Beehler provided a Power point presentation. He started with a schedule of the Wash Plan in which he noted three timeframes that he feels are important to coordinate outreach efforts to the public. First, when the draft HCP (habitat conservation plan) and habitat management plan are complete will be a noteworthy time to reach out to the public so they can understand what the Wash Plan Task Force is doing in the wash area. He anticipates that in September, we should talk with Highland Community News. There is a legal requirement that we post to the Federal Register that the Wash Plan is moving and it is a public notice. The real important document, the EIR, will be circulating late this year or early next year. It is a public process and we will be circulating with an EIR/EIS which is a Federal document. It will be noticed in the Federal Register and with the State Clearing House. People will be able to comment on it and it is important we tell our story and make sure everyone sees it in a positive way. There is one other place where some concentrated outreach will be helpful is with the land swap with BLM but we don't know the timeframe on that yet. Chairperson Aranda asked what we want the lay people to understand about the Wash Plan as opposed to the technicians and water people. Mr. Beehler explained it will be presented as economic development, jobs, environmental protection, parks and recreation. Mr. Cozad believes we should focus outreach efforts on community leaders and people who can make decisions about us more so than the general public. These people are more likely to understand an EIR and the benefits. We are in charge of changing our producer's way of thinking, our customers, not other agencies' customers. Chairperson Aranda stated ACWA says we need to communicate with the public. He wants everyone to know what the District is doing. Director Longville reiterated from the minutes of April 14, 2014, that the District can't reach all people at the retail level because we are not large enough and we don't have enough resources. He stated we need to put our efforts to the leaders. We should reach out to groups where there is a specific impact on our own activities such as the environmental community. Chairperson Aranda is convinced we have to send out a message. Mr. Cozad suggested we send out conservation information when we bill our producers. Mr. Longville believes our message shouldn't be about us but about the problem. He feels landscaping should be a key message because that is where a majority of our water is used. Chairperson Aranda concurs with Director Longville's comments. Discussion ensued.

6. DISCUSS OFFERING BOYSCOUTS A PRESENTATION TO EARN MERIT BADGES IN SEPTEMBER

Chairman Aranda stated he was approached by the Director of the Boy scouts of America for San Bernardino and asked if the District would provide a way for Boy scouts to earn a merit badge regarding water conservation. If the youth and Boy scouts know the value of water maybe they can educate their parents. We would have to provide information so they can earn their badges. Director Longville voiced opposition. Discussion ensued.

7. EXPLORE BUSINESS EXPO OPPORTUNITIES

Chairman Aranda stated he was asked by the Loma Linda Chamber of Commerce if the District would like to participate in their Business Expo again this year for \$175 in September. He stated we have successfully participated in the past. We have a booth and pictures and he is prepared to do it all himself. Director Longville stated he does not think it is worth the money but if Chairman Aranda feels it is important, he will not go against him. Discussion ensued.

It was moved by Chairman Aranda and seconded by Director Longville to participate in Loma Linda Chamber of Commerce's Business Expo in 2014 based on the only costs being \$175 participation fee, copying costs, the use of some equipment, no staff time, and one Director's fee. The motion carried with all members present voting in the affirmative.

Chairman Aranda: Yes

Director Longville: Yes

8. CONSIDER FACILITY TOURS WITH EAST VALLEY WATER DISTRICT

Taken out of order. Chairman Aranda stated he was approached by Kip Sturgeon of East Valley Water District (EVWD) to join together to offer facility tours of EVWD and the District's property. Mr. Sturgeon stated he could provide vans for the tours. Mr. Cozad showed concerns of political implications that may arise if we agree to do the tours. Chairman Aranda stated Mr. Sturgeon said he has support of his Board to do tours with our District. Discussion ensued. Mr. Longville stated he will make contact with EVWD Board Member Matt LeVesque to discuss his view on the tours and report back at the next meeting.

9. ADJOURN

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

Chairman Aranda: Yes

Director Longville: Yes

At 10:00 a.m., the meeting adjourned.