

SAN BERNARDINO VALLEY WATER CONSERVATION DISTRICT

MINUTES OF THE PUBLIC AFFAIRS COMMITTEE MEETING

January 8, 2002

1. CALL THE MEETING TO ORDER

Chairperson Henriques called the Public Affairs Committee meeting to order at 3:05 p.m.

ROLL CALL:

PUBLIC AFFAIRS COMMITTEE MEMBERS PRESENT:

Melody A. Henriques, Chair
Manuel Aranda, Jr., Director
Cheryl A. Tubbs, Director

STAFF PRESENT:

D. Burnell Cavender, General Manager/Board Secretary
Tom Crowley, Deputy Mgr. For Water Resources & Info Systems
Colleen Theuer, Administrative Services Manager/Recording Secretary

CONSULTANT PRESENT:

None

2. PUBLIC PARTICIPATION

Chairperson Henriques announced this as the time for any persons present, who so desire, to make an oral petition to the Public Affairs Committee. Hearing none, the meeting proceeded with the published agenda items.

3. MINUTES OF PREVIOUS MEETING

It was moved by Director Tubbs and seconded by Director Aranda to approve the minutes of December 18, 2001. The motion carried.

4. PROFESSIONAL SERVICES CONTRACT

The Committee discussed a second amendment to the Contract Services Agreement with SLP Communication (SLP), which would extend the agreement for six months. Questions were raised regarding the lack of news articles on District activities, a responsibility listed in SLP's contract. Director Tubbs suggested preparing a list of expectations and requesting a weekly report from SLP showing the activities performed.

Mr. Cavender said he would discuss the issue with Ms. Patane of SLP. It was decided to recommend to the Board to approve the amendment to the contract, with an explanation that discussion of expectations with SLP would be done before actual signing.

It was moved by Director Tubbs and seconded by Director Aranda to recommend to the Board of Directors to approve a Second Amendment to the Contract Services Agreement for Public Awareness Consulting Services with SLP Communication. The motion carried.

5. 70TH YEAR ANNIVERSARY

Chairperson Henriques inquired about the progress of the black and white calendar celebrating the District's 70th Anniversary. Mr. Crowley said the proof of the calendar would be arriving on January 9, with the final proof to be done on January 10. He said Sunwest Printing Company intends to have 100 calendars available for the Quarterly Breakfast on January 18, with the remaining 900 calendars available shortly thereafter.

Regarding the order for the 70th Anniversary stationary, different samples of the 70th logo from Crown Printers were presented. After discussion, it was decided that the stationary should have the exact same logo as the one designed specifically for the 70th Anniversary by PK Designs.

It was moved by Director Tubbs and seconded by Director Aranda to accept the logo from Crown Printers that replicates the 70th Anniversary logo designed by PK Designs. The motion carried.

6. QUARTERLY BREAKFAST WITH WRI

The upcoming January 18 Quarterly Breakfast that the District co-hosts with the Cal-State San Bernardino Water Resources Institute (WRI) was discussed. Mr. Cavender said that President Woodbury of the Board of Directors would present a resolution of appreciation to Mr. Jeff Davis, Director of the Water Resources Institute. He suggested printing two copies of the resolution, one to be given to Mr. Davis and one to be given to Cal-State San Bernardino. After further discussion, minor changes were noted in the resolution.

It was moved by Director Tubbs and seconded by Director Aranda to recommend to the Board of Directors to approve the draft resolution, as amended, for WRI and Jeff Davis. The motion carried.

7. ADJOURN

There being no further business, the meeting adjourned at 4:05 p.m.