

SAN BERNARDINO VALLEY WATER CONSERVATION DISTRICT

MINUTES OF THE PUBLIC AFFAIRS COMMITTEE MEETING

January 22, 2002

1. CALL THE MEETING TO ORDER

Chairperson Henriques called the Public Affairs Committee meeting to order at 3:32 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
Holly Haberli, Administrative Assistant

CONSULTANT PRESENT:

Sue Patane, SLP Communications

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 January 8, 2002. The motion carried.

4. 70TH YEAR ANNIVERSARY

Continuing plans for the 70th Year Anniversary were discussed. A list of activities planned was prepared (see attached 70th Year Activities Plan).

On April 15, 2002, the District will host the Association of San Bernardino County Special Districts. The District has been requested to have the Executive Director of LAFCO as the speaker. Additionally, a pamphlet titled "LAFCO Service Review

Guidelines” was provided to the Committee members. Mr. Cavender said that LAFCO will be performing service reviews for all County special districts. Director Henriques will be a member of a special districts committee to work with LAFCO. Following discussion, the Committee concurred to invite LAFCO to speak on April 15, 2002.

Regarding press coverage of 70th year activities, Committee members reviewed eight draft press releases prepared by Ms. Patane, which would be sent to various newspapers over the next eight weeks. Ms. Patane advised that one release should be sent each week. She discussed several different newspaper sections that releases might appear, such as People on the Move, people who give a lot to the community, community leaders or experts in the field, etc.

To give more coverage to the District this year, touring the District facilities by the Board of Supervisors and city councils was discussed. Director Aranda said that he would be scheduling another tour in February for Loma Linda people. It was suggested that a commemorative calendar and letter be sent to invite those groups to tour the District.

5. QUARTERLY BREAKFAST WITH WRI

Mr. Cavender said he received good reports about the breakfast and the District’s commemorative calendar. He said a gentleman came to the District office to pick up more calendars and advised staff that his great-grandfather and great-uncle were on the cover. Chairperson Henriques said she also received good feedback on the breakfast and the calendar. Mr. Cavender said three local newspapers published articles about the breakfast and speakers Candidate Forum. One paper had no mention of the 70th Anniversary of the District or WRI. The other two papers gave coverage, but only one paper had everything correct. Ms. Patane said that the reporters being at the meeting was a good start. Ms. Patane suggested that thank you letters be sent to WRI, the candidates, and to the reporters.

Mr. Cavender said the commemorative calendar cost was \$10.79 per copy. Director Aranda said he went to Kinkos to obtain a price for duplicating the calendar for cost comparison. He stated that the cost would be \$12,910.00 for 1,000 copies, so the District did get a good price on the calendars.

6. ADJOURN

There being no further business, the meeting adjourned at 5:34 p.m.