

SAN BERNARDINO VALLEY WATER CONSERVATION DISTRICT

MINUTES OF THE PUBLIC AFFAIRS COMMITTEE MEETING

August 7, 2002

1. CALL THE MEETING TO ORDER

Chairperson Henriques called the Public Affairs Committee meeting to order at 12:10 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
Thomas J. Crowley, Assistant General Manager
Colleen Theuer, Administrative Services Manager

CONSULTANTS PRESENT:

Susan Patane, SLP Communications
Suzanne Exeter, 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 July 10, 2002. The motion carried.

4. UPCOMING OUTREACH EVENTS

Ms. Patane discussed upcoming meetings scheduled with various legislators. She said she would be rescheduling an appointment with Congressman Lewis; confirmed appointments were set for the following:

Assemblymember Bogh	Aug. 15	3:30 p.m.	District Office
Assemblymember Longville	Aug. 16	3:30 p.m.	His SB Office
Senator Soto	Sept. 13	3:00 p.m.	Her SB Office

Discussion continued.

Ms. Patane said she had received fundraiser information, and distributed a list of "Governmental Relations Events." Mr. Cavender said the District would not be allowed to pay for attendance by Directors at political fundraisers, that they would have to bear the cost if they chose to attend.

Ms. Patane distributed a draft format of a community calendar for upcoming community events. After discussion, the committee agreed that city and county events, and Board and committee meetings, should be combined on one calendar for each month. Ms. Patane said she could e-mail the calendar to the Committee every other week.

Ms. Patane said she had met with officials at the county museum, where she discussed the possibility of a water workshop by the District for teachers. Since they would be able to earn credits, the teachers would have an incentive to attend. She said the museum would put together a draft for review.

The possibility of donations of books on water and displaying information about the District at local libraries was discussed. Ms. Patane said there are 24 libraries within the District; Director Tubbs suggested one book to be circulated among the libraries. Mr. Cavender commented that libraries may not have the target audience that the District needs to reach.

Ms. Patane suggested a District display at the San Bernardino County building. Tabletop displays and large displays were discussed. A display at a mall was also considered. She said she would research the ideas of the displays and report her findings at the next Committee meeting.

Suzanne Exeter demonstrated a large display borrowed from Molycorp, Inc. The size of the display was 10' x 10' and included shelves and lighting. The display could be purchased without the shelves and lighting for about \$2,000. Discussion continued. Direction was given to Ms. Patane to research the price for a smaller unit, and obtain the services of Phyllis Kates, a graphics designer, to design a concept for the display.

5. 70TH YEAR ANNIVERSARY

The Pit Barbecue was discussed. The date for the barbecue was set for October 3, at 5:00 p.m., with dinner served at 6:00 pm. Ms. Patane said she would get a confirmation for Huell Howser's appearance as guest of honor on Monday, August 12. She suggested also inviting Congressman Richard Pombo. Costs, such as invitations, replies, etc., were discussed. While elected officials on the state and county level are not expected to pay

an admission fee, agency officials are. Ms. Patane said she would compile a budget for 400 people.

6. PUBLIC AFFAIRS PROGRAM

The status of the Strategy Plan Tasks was reviewed.

7. ADJOURN

There being no further business, the meeting adjourned at 1:55 a.m.