AGENDA FOR A MEETING OF THE
PUBLIC AWARENESS/PERSONNEL/POLICY COMMITTEE
OF THE VALLECITOS WATER DISTRICT
MONDAY, JANUARY 20, 2014 @ 3:00 P.M.
VALLECITOS WATER DISTRICT
201 VALLECITOS DE ORO, SAN MARCOS, CA 92069

CALL TO ORDER – DIRECTOR MARTIN

ITEM(S) FOR DISCUSSION

1. PUBLIC OUTREACH

OTHER BUSINESS

ORAL COMMUNICATIONS

Persons wishing to address a matter on the Agenda may be heard at this time. No action can take place at a Committee meeting of the Board of Directors until the matter is placed on a future Regular Board meeting agenda in accordance with Board policy.

If you have any disability which would require accommodation in order to enable you to participate in this meeting, please call the Executive Secretary at 760.744.0460 ext. 264 at least 48 hours prior to the meeting.

AFFIDAVIT OF POSTING

I, Diane Posvar, Executive Secretary of the Vallecitos Water District, hereby certify that I caused the posting of this Agenda in the outside display case at the District office, 201 Vallecitos de Oro, San Marcos, California by 3:00 p.m., Thursday, January 16, 2014.

Diane Posvar
MINUTES OF THE
PUBLIC AWARENESS/PERSONNEL/POLICY COMMITTEE
OF THE VALLECITOS WATER DISTRICT
MONDAY, JANUARY 20, 2014 @ 3:00 P.M.
AT THE DISTRICT OFFICE, 201 VALLECITOS DE ORO,
SAN MARCOS, CALIFORNIA

Committee Chair Martin called the meeting to order at the hour of 3:00 p.m.

Present:  Director Hernandez
            Director Martin
            General Manager Lamb
            Assistant General Manager Scaglione
            Public Information/Conservation Supervisor Urabe
            Executive Secretary Posvar

PUBLIC OUTREACH

Director Martin stated that some type of structure or guidelines should be developed which addresses Board member representation of the District by way of speaking or presenting to the public and other local agencies. He further indicated a preference that a staff person should be present with the Board member at these speaking engagements to address any technical questions.

General discussion took place on specific tools/information to be developed for use at speaking engagements as follows:
- The use of presentations, maps showing flow charts (i.e. Metropolitan Water District → San Diego County Water Authority → Vallecitos Water District)
- Use of easy to understand verbiage
- Inclusion of the 90 or 30 second version of commercial developed for use in movie theaters
- History of the District
- Challenges
- District staff
- Rates
- Programs
- Academies
- Website
- Tailoring existing presentations to the audience addressed
- Develop a pocket card containing specific information (i.e. conversion chart, basic information) for distribution
- Information to be updated periodically
- Drought alerts
- Develop list of speaking topics for review and prioritization
- Develop handouts for “leave-behinds”
- Add “Speakers Bureau” to the website
Organizations that should be focused on include:

- City Council
- Chamber of Commerce
- Rotary Club
- Lake San Marcos Club
- Kiwanis Club
- HOA's
- Senior Center
- Mobile Home Parks

Discussion followed on the approach with respect to speaking engagements i.e. invitation, reaching out to audiences, etc., with the Committee consensus to reach out instead of being invited.

General Manager Lamb stated that this item/concept will need to be discussed at the full Board for determination on how much involvement with speaking engagements, per diem, approved meetings, Board policy, etc. He further stated that this item, including the Public Awareness/Personnel/Policy (PAPP) Committee meeting minutes, will be placed on the next agenda for Board discussion. The Board can provide direction to the PAPP Committee regarding the outreach program approach and provide staff with direction on policy issues. Should the Board direction be to move forward, the entire process could take 60+ days.

Public Information/Conservation Supervisor Urabe presented information that is provided at the Water Academy tours and stated that the Speakers Bureau is listed on the District website under Public Relations. She stated that staff partners with the SDCWA periodically and that it might be nice to have a second individual included in some of these speaking engagements. She further stated that staff will be giving a presentation to the Lake San Marcos Garden Club on March 14.

OTHER BUSINESS

None.

There being no further business to discuss, the meeting was adjourned at the hour of 3:34 p.m.