AGENDA FOR A WORKSHOP MEETING OF THE BOARD OF DIRECTORS
OF THE VALLECITOS WATER DISTRICT
TUESDAY, JULY 22, 2014 AT 3:00 P.M.
AT THE DISTRICT OFFICE
201 VALLECITOS DE ORO, SAN MARCOS, CALIFORNIA

CALL TO ORDER – PRESIDENT MARTIN

ORAL COMMUNICATIONS

Persons wishing to address a matter not on the Agenda may be heard at this time; however, no action will be taken until the matter is placed on a future agenda in accordance with Board policy.

ITEMS FOR DISCUSSION

1. DISTRICT OUTREACH AND COMMUNICATION

*****END OF DISCUSSION ITEMS*****

OTHER BUSINESS

*****END OF OTHER BUSINESS*****

*****END OF AGENDA*****

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, July 17, 2014.

_____________________________________________
Diane Posvar
President Martin called the Board Workshop to order at the hour of 3:03 p.m.

Present: Director Evans
Director Hernandez
Director Poltl
Director Sannella
Director Martin

Staff Present: General Manager Lamb
Assistant General Manager Scaglione
Legal Counsel Scott
Administrative Services Manager Emmanuel
Public Information & Conservation Supervisor Urabe
Public Information Representative Yerman
Executive Secretary Posvar
Administrative Secretary Johnson

Others Present: Patricia Tennyson, Katz and Associates, Inc.
Tina Malott, Katz and Associates, Inc.

ORAL COMMUNICATIONS

None.

DISCUSSION ITEM

DISTRICT OUTREACH AND COMMUNICATION

President Martin provided opening comments and General Manager Lamb provided a brief overview regarding the Board’s request to develop additional outreach at the Board level and to develop a standard for the outreach materials.

Patricia Tennyson, Katz and Associates, Inc., facilitated the workshop and began the session by explaining the purpose of the workshop is to determine and develop the outreach program allowing consistent messaging by the Board and staff, and consider modifications to the existing program to improve and achieve greater benefits for the District and its customers. She also provided a summary review of the Board members’ interviews conducted prior to the workshop.

Ms. Tennyson recommended the following:

- Update the District’s communication plan annually
- Consider conducting a public opinion poll that would also assess customer satisfaction
- Develop several presentations/videos varying in length and portable information boards
- Develop a Board/staff speakers bureau
The workshop consisted of Board input/discussion on what the focus of the District’s outreach should be, specifically the rate payers. The Board discussed the following options:

- Focus on our rate payers
- Presentations should be simple and easy to understand
- There should be various levels of presentations, i.e. school versus adult audiences
- Videos that can be run on websites, U-Tube, Facebook, in lobbies or distributed to schools
- Focus on what the District does and how it does it
- Emphasize the water supply is not limitless
- Address the cost of service

The workshop concluded with discussion on the next steps to be taken. General Manager Lamb stated a scope of work, costs, and timeframes will be put together and presented to the Board as soon as possible for their review to make sure all the elements the Board requires are included, and then a firm can be selected to assist the District with fine tuning the outreach program.

OTHER BUSINESS

None.

ADJOURNMENT

There being no further business to discuss, President Martin adjourned the Workshop of the Board of Directors at the hour of 4:15 p.m.

Hal J. Martin, President
Board of Directors
Vallecitos Water District

ATTEST:

Dennis O. Lamb, Secretary
Board of Directors
Vallecitos Water District