AGENDA FOR A WORKSHOP MEETING OF THE BOARD OF DIRECTORS
OF THE VALLECITOS WATER DISTRICT
MONDAY, JULY 20, 2015 AT 4:00 P.M.
AT THE DISTRICT OFFICE
201 VALLECITOS DE ORO, SAN MARCOS, CALIFORNIA

CALL TO ORDER – PRESIDENT EVANS

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. OUTREACH AND COMMUNICATION PLAN

*****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 16, 2015.

Diane Posvar
President Evans called the Board Workshop to order at the hour of 4:00 p.m.

Present: Director Elitharp  
Director Evans  
Director Hernandez  
Director Sannella

Absent: Director Martin

Staff Present: General Manager Lamb  
Assistant General Manager Scaglione  
Administrative Services Manager Emmanuel  
Public Information/Conservation Supervisor Robbins  
Executive Secretary Posvar  
Administrative Secretary Johnson

Others Present: Joseph Charest, Katz & Associates  
Patricia Tennyson, Katz & Associates

**ORAL COMMUNICATIONS**

None.

**DISCUSSION ITEM**

**OUTREACH AND COMMUNICATION PLAN**

Public Information and Conservation Supervisor Robbins provided history on the progress to date and introduced Joe Charest of Katz and Associates. Mr. Charest stated the District has 83% satisfaction among customers and half of the customers know the District by name, which is a high score. However, there is a lack of knowledge of the details of what the District does and some of the services offered. The Communication Plan will proactively focus on the issues the Board wants to get accomplished. Mr. Charest discussed the following:

- Why a Communication Plan?
- Communication objectives
- Audiences
- Short-term activities
In progress: Design
Design Choice
Master presentation
Ongoing strategies, tactics
Media relations
Grassroots outreach
Internal communication
Digital communication
Social media expansion
Measurement

General discussion took place in which the Board provided feedback and suggestions on components in the draft Communication Plan. Specific suggestions consisted of the following:

- Ability for the Board to view/comment on the Master Presentation before it is finalized
- Key Messages (page 11) – direct purchase of desalinated water as well as water from Olivenhain MWD – emphasize more as something the District is doing independent of the SDCWA to diversify and allow local control
- Address the common question of why the District is still allowing new meters to be set in times of drought
- Annual review of the Communication Plan
- Provide small/targeted tour to the media - tailor the message for the SHARE publication and The Paper
- Develop a “Where are We Going” message
- Purpose/message (page 1): communicate message of permanent mind set – change idea of how we use water and what our landscape looks like; water ethics
- Challenging Research Findings (page 1): emphasize idea of reliability/diversify
- What’s at Stake (page 5): include emphasis on wastewater
- Audiences - Community (page 7): specifically identify the individual schools/colleges
- Key Messages (page 8): recycled water – messaging/add to Q&A on why we do not have available for use, acting as wholesale agency
- Key Messages (page 11): rising costs for energy directly affect the cost of delivering water – add percentages instead of just saying “rising costs”; percentages will resonate more with customers
- Key Messages (page 11): repairing and upgrading aging pipelines – specify length/age of pipelines to be repaired/upgraded

OTHER BUSINESS

None.
ADJOURNMENT

There being no further business to discuss, President Evans adjourned the Workshop of
the Board of Directors at the hour of 4:54 p.m.

Betty D. Evans, President
Board of Directors
Vallecitos Water District

ATTEST:

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