

MINUTES OF THE
PUBLIC AWARENESS/PERSONNEL/POLICY COMMITTEE
OF THE VALLECITOS WATER DISTRICT
MONDAY, JUNE 9, 2008 @ 4:00 P.M.
AT THE DISTRICT OFFICE, 201 VALLECITOS DE ORO,
SAN MARCOS, CALIFORNIA

Committee Chair Gentry called the meeting to order at the hour of 4:00 p.m.

Present: Director Gentry
Director Ferguson
General Manager Rucker
Assistant General Manager Mason
Director of Human Resources Caudle
Operations and Maintenance Manager Arrant
Executive Secretary Lewis
Administrative Secretary Posvar

PUBLIC INFORMATION AND CONSERVATION ACTIVITY REPORT

Assistant General Manager Mason presented the Activity Report. Brief discussion took place.

May 17, 2008 through June, 2008:

Water Education Programs:

- 5/17/08:** Project WET (Water Education for Teachers) Training at Wild Animal Park (hosted by VWD)
- 5/19/08:** Twin Oaks Elementary 2nd Grade JPP
- 5/20/08:** Twin Oaks Elementary 2nd Grade JPP
- 5/21/08:** Twin Oaks Elementary 2nd Grade JPP
- 5/22/08:** Twin Oaks Elementary 2nd Grade JPP

Meetings:

- 5/08/08:** Tanis Brown, San Marcos Historical Society
- 5/15/08:** CA Urban Water Conservation Council State Conference Call
- 5/16/08:** SM Unified School District Conservation Meeting
- 5/21/08:** SM Chamber Education Committee Meeting
- 5/21/08:** SM Community Services Commission Meeting at JPP
- 5/27/08:** Badger Treatment Plant, Filter Display Meeting (for JPP)
- 5/28/08:** CA Friendly Landscape Contest Photo Shoot at District Winner's Home

Training and Tours:

- 5/4/08 – 5/6/08:** Water Education Foundation Bay Delta Tour

Newsletters:

Splash, Summer 2008, Water Quality Report: draft finished; in review

Articles:

SM Chamber Newsletter: Water Conservation and Your Business Plan (May)
SM Chamber Newsletter: Water Quality

Ads:

- Business Buzz Chamber Ad: "Spring is in the Air" (May)
- Business Buzz Chamber Ad: "20 Gallon Challenge" (June)
- San Marcos Magazine: The Cost of Tap Water
- Scholastic Sports Poster Ads: San Marcos High & Mission High
- Scholastic Sports Program Guide

Letters:

- Draft letter to customers regarding valve replacement for Engineering Department

Document Updates:

- Strategic Plan Update (2007-2008)
- Strategic Goals and Objectives (2008-2009)
- VWD Drought Ordinance

Elementary School Presentations:

- Twin Oaks (6/9 – 6/10)

*****Upcoming for June 10th - 30, 2008:**

Meetings:

6/24/08: JPIC

CUYAMACA WATER CONSERVATION GARDEN

Assistant General Manager Mason stated that Fallbrook Public Utility District recently joined the Cuyamaca Water Conservation Garden Partners program at the Garden Conservationist level (\$2,500 - \$9,999). Following a brief discussion, the Committee suggested joining at the Garden Conservationist level in the amount of \$5,000. General Manager Rucker stated that the amount would be included as a line item in the proposed FY 2008/09 budget. It was further determined that the line item would be dedicated to the Public Awareness and Conservation Program budget.

The Public Awareness/Personnel/Policy Committee recommended VWD join the Cuyamaca Water Conservation Garden Partners Program at the Conservationist level in the amount of \$5,000.

VALLECITOS WATER DISTRICT OPEN HOUSE

Assistant General Manager Mason stated that the District has a standing policy to hold an Open House every other year. Discussion followed on a possible topic or theme (including "Green" efforts) for the Open House and possible dates. Staff is considering the possibility of bringing in outside vendor displays such as SDG&E, Fire Department, Green Thumb, and one on sustainable energy. Other vendor suggestions included Black Mountain Ranch, Cuyamaca Water Conservation Garden, Encina Wastewater Authority, and a desalination booth. It was further suggested that drought tolerant plants be available for purchase by attendees.

The Public Awareness/Personnel/Policy Committee recommended that the dates of October 11 and 18, 2008, be presented to the full Board for consideration to hold the Open House.

"GREEN" EFFORTS

This topic was included in Vallecitos Water District Open House item discussion.

BOARD PRESIDENT MEMORY BOOK

Sample photobook options were presented to the Committee for consideration. Brief discussion took place on options.

The Public Awareness/Personnel/Policy Committee recommended that staff develop the Memory Book utilizing their discretion.

RECOGNITION OF CALENDAR CONTESTANTS

Assistant General Manager Mason stated that, while the contestant winner is always recognized, it would be good to recognize all contestants by presenting them with either a certificate or ribbon. Brief discussion followed.

The Public Awareness/Personnel/Policy Committee recommended that all Calendar contestants be recognized by being presented with a Certificate.

OTHER BUSINESS

General Manager Rucker stated that the Annual Consumer Confidence Report will be this edition of the SPLASH Quarterly Newsletter. The District is required to provide the Report by July 1. General Manager Rucker presented the Committee with a draft copy of the Report and stated that it will be presented to the Board at their June 18, 2008, meeting.

General Manager Rucker provided the Committee with a draft copy of the Drought Response Levels Ordinance which legal Counsel has revised per the Board Workshop of June 3, 2008. General Manager Rucker stated that the revised Ordinance includes three options for Section 7 Hardship/Variance for Board consideration at their June 18, 2008, meeting.

There being no further business to discuss, the meeting was adjourned at the hour of 4:45 p.m.