

SAN BERNARDINO VALLEY WATER CONSERVATION DISTRICT
MINUTES OF THE OUTREACH & COMMUNICATIONS COMMITTEE MEETING
September 25, 2024
1:30 P.M.

Chairperson Longville called the Outreach & Communications Committee Meeting to order at 1:33 P.M.

OUTREACH & COMMUNICATIONS COMMITTEE MEMBERS PRESENT:

John Longville, Chairman
Robert Stewart, Director

STAFF PRESENT:

Betsy Miller, General Manager
Ashima Thomas, Executive Assistant (Contractor)

OTHERS PRESENT:

Richard Corneille, Director

1. PUBLIC PARTICIPATION

Chairman Longville announced this as the time for any persons present, who so desire, to make an oral petition to the Outreach & Communications Committee. Hearing none, the meeting proceeded with the published agenda items.

2. ADDITIONS/DELETIONS TO AGENDA

There were none.

3. APPROVAL OF THE MINUTES OF THE FEBRUARY 09, 2023, MEETING

It was moved by Director Stewart and seconded by Chairman Longville to approve the minutes of the February 9, 2023, Outreach & Communications Committee meeting. The motion was carried unanimously with all directors present voting in the affirmative.

Chairman Longville: Yes
Director Stewart: Yes

4. REVIEW OF 2023-2024 OUTREACH EFFORTS

Ms. Miller provided an update on recent outreach efforts and discussed planned outreach efforts to share the results of the in-progress modeling project being undertaken by GeoScience upon its completion. Director Stewart discussed the outreach reports that are presented to the Board on a monthly basis, including the educational outreach led by IERCD on the Conservation District's

behalf, as well as general tracking of outreach activities. Chairman Longville noted the importance of tracking all outreach efforts, including those to adult audiences, elected officials such as the Board of Supervisors, and groups such as the chamber of commerce, and discussed approaches for high impact engagements that build strong working relationships. He recommended that Board members take an active role in making presentations with staff involvement as appropriate. Discussion continued on future outreach efforts related to the modeling project and other opportunities to share the District's contributions with partners and rate-payers. Director Stewart requested an updated slide presentation on the District's work; Ms. Miller noted that the update of the slide presentation is planned at the same time as the District's upcoming website update.

5. CALPOLY POMONA COLLEGE OF ENGINEERING SENIOR PROJECT

Ms. Miller provided an update the District-sponsored senior project at Calpoly Pomona College of Engineering. The students will select a PERC project for further study to develop their skills and job readiness, culminating with a presentation to the District's Board. Director Stewart inquired about details of the project and expressed support for the value of this partnership for the District and the students.

6. CSU SAN BERNARDINO INSTITUTE FOR WATERSHED RESILIENCY

Ms. Miller provided an update on the Institute for Watershed Resiliency at CSU, San Bernardino, led by Dr. Jennifer Alford. Under Dr. Alford, the Institute is focusing on job readiness through paid experience and internship opportunities. Ms. Miller noted that the District has contributed \$1,500 in funding to support this effort to date and discussed potential collaboration opportunities for on-the-ground learning opportunities for Institute students. Chairman Longville expressed support for Dr. Alford providing a presentation on the Institute to the Board. Director Stewart requested that the District ensure the outcomes achieved through our funds are documented and noted support for on-the-ground learning opportunities for students on District projects.

7. OUTREACH COMPONENT OF U.S. BUREAU OF RECLAMATION
WATERSMART GRANT: KNOWLEDGE SYSTEMS DEVELOPMENT
THROUGH INTEGRATED SANTA ANA RIVER MODEL
ENHANCEMENTS TO QUANTIFY A CENTURY OF MANAGED
AQUIFER RECHARGE

Ms. Miller reported on the District's U.S. Bureau of Reclamation WaterSmart Grant, which includes a specific requirement to form an advisory group with stakeholders and to develop and disseminate the results of the project through workshops, conferences, and scientific publications. A grant kickoff meeting was recently held with CSU Sacramento, a sub-awardee on the grant, and a detailed project approach is in development.

8. GEOSCIENCE INTEGRATED SAR REGIONAL MODEL PROJECT
UPDATE

Ms. Miller provided an update on this ongoing project, noting that the project is expected to be complete in December.

9. WATERWISE GARDEN AT SAN BERNARDINO COUNTY MUSEUM UPDATE

Ms. Miller provided an update on the MOU for a waterwise garden project at the San Bernardino County Museum, noting actions taken to implement previous Board direction. County staff have indicated that the requested changes are in review by the County's legal team. Ms. Miller discussed the estimated project cost, based on the cost per acre for similar work, of \$120,000 - \$180,000 with an additional ~20% if the project is phased. Director Stewart inquired about the existing configuration and current use of the area proposed for the garden. Ms. Miller responded that the area is currently open to the public but is not promoted by the Museum given its current state. She asked for Outreach Committee direction on presenting the revised MOU to the Board. Director Stewart noted the importance of the proposed garden measurably increasing the District's conservation efforts and noted his support for the inclusion of permanent educational signage within the garden.

10. WATERWISE GARDEN AT HIGHLAND BRANCH LIBRARY

Ms. Miller shared that the Highland Branch Library reached out to the District to discuss optimizing their rooftop garden for educational purposes. She shared that she had visited the garden and coordinated with the Inland Empire Resource Conservation District (IERCD) who expressed willingness to develop a planting plan and support the Library with educational efforts, while the District has offered our support for a waterwise section of the garden.

11. EXTENSION OF CONTRACT WITH THUNDER WHEEL FOR PR SERVICES

Ms. Miller discussed renewal of the Thunder Wheel contract for PR services, which is planned for presentation to the Board in October at the cost of \$40,800 per year. The updated contract will include a revised scope that reflects the work that Thunder Wheel is current performing for the District. Other consultants will be needed to complete work that is outside of Thunder Wheel's new scope such as updating the website. Chairman Longville discussed the change in the scope of work and the changes over time.

12. CONTRACT WITH KATZ AND ASSOCIATES FOR WEBSITE MODERNIZATION

Ms. Miller discussed a proposed contract with Katz and Associates for website modernization, noting the opportunity to build a working relationship with a firm with strong water experience. In addition to website modernization, the contract includes updating the District's PowerPoint deck

and support for outreach related to the modeling results. Ms. Miller shared that funding for this work is included in the FY25 budget, and shared her recommendation to proceed with the website project and bring the proposal to the Board, with Committee approval.

13. DRAFT OUTREACH PLAN

Ms. Miller reported that her thorough review of the draft Outreach Plan is complete and sought Committee input on the draft document and its planned presentation to the Board. She noted that the plan is very detailed and implementation of the plan precisely as written is likely beyond the capacity of current staff. If the plan is to be used as a guidance document, however, implementation can likely be led by current staff. Ms. Miller recommended that the plan be adopted as a guidance document to allow for flexibility and implementation by current staff. Director Stewart recommended sending the Outreach Plan to Board members well in advance of the November meeting to allow adequate time for review given its length and level of detail. Director Corneille agreed with sending the plan out to Board members ahead of the Brown Act deadline, and requested to be present at the meeting where it will be discussed, noting planned absences. Ms. Miller stated that she will share this request with President McDonald when planning the Board agenda.

14. COMMITTEE REPORT

This item was discussed previously.

15. ADJOURN

It was moved by Director Stewart and seconded by Chairman Longville to adjourn the meeting. The motion was carried unanimously with all directors present voting in the affirmative.

Chairman Longville: Yes

Director Stewart: Yes

There being no further business, the meeting adjourned at 2:17 p.m.