

SAN BERNARDINO VALLEY WATER CONSERVATION DISTRICT
MINUTES OF THE OUTREACH COMMITTEE MEETING

February 26, 2013 4:00 p.m.

OUTREACH COMMITTEE MEMBERS PRESENT:

Manuel Aranda Jr., Chairman
John Longville, Director
David Raley, Director

STAFF PRESENT:

Daniel Cozad, General Manager
Angie Quiroga, Recording Secretary

OTHERS PRESENT:

None

1. PUBLIC PARTICIPATION

None.

2. ADDITIONS/DELETIONS TO AGENDA

None.

3. APPROVAL OF MEETING MINUTES FROM JANUARY 7, 2013

It was moved by Director Raley and seconded by Chairman Aranda to approve the minutes from the January 7, 2013 Outreach Committee meeting. The motion carried.

4. REVIEW OUTREACH PLAN GOAL

Chairman Aranda recognizes and goes over the draft plan for outreach and communication that Daniel Cozad put together from previous suggestions. Everyone agrees it was well done. Mr. Cozad wants committee to review the mission statement for changes or agreement. The committee agrees. Chairman Aranda wants to determine what important messages we will be spreading. Mr. Cozad states the audiences have been listed in what he thinks should be priority. Discussion ensued.

Chairman Aranda believes the directors should spread the word of what the District does. Director Raley feels it should be up to the director within their division how often they

want to communicate to the public. Director Raley suggests the District consider providing grants to teachers as Western Municipal Water District does to teach children about water. He states it is a very effective, inexpensive way to reach out to the general public and we can build on what we have with IERCD but have it more teacher-oriented.

Chairman Aranda began a discussion about the amount needed for the budget. Director Raley feels like we can do a lot with little money. Another suggestion is to contact Highland Community News to see if they can re-release District articles to other papers, due to the high quality reporting, so that other communities become aware of District issues. Chairman Aranda opposes releasing previous articles because he doesn't want to reprint old news. He states things are always changing.

Director Longville arrived at 4:10 p.m.

Director Raley states that he thinks if we want to be better known, it will be through the Wash Plan. It has everything in there: environmental elements, land use, mining, recreation, water, conservation, habitat, etc. It can be a cornerstone of our recognition in the area. Director Longville wants to know if the Wash Plan is going reasonably well and if it is moving forward at a rate to be news. Mr. Cozad confirms it is progressing. Director Longville agrees the Wash Plan is a big deal to use for outreach if it comes true. Mr. Cozad said in April/May there should be some solid decisions to move forward. Chairman Aranda feels we need to work on what we can now until the Wash Plan is more certain.

5. DISCUSS METHODS TO BE IMPLANTED AND COST BUDGET

Mr. Cozad feels the most valuable things that should be talked about are the mechanisms of Outreach which are stated in Section 7 of the Outreach plan. These are things that we can do pretty easily, if we identify them.

We can use press releases as a website article if nothing else. Director Raley states getting things in the paper depends a lot on if you have a relationship with the reporters. Director Longville feels the articles have to be easy for the public to understand and not too technical.

The issue is how much money and efforts do we really want to spend. Chairman Aranda said he and Mr. Cozad thought about \$5,000. Mr. Cozad said the committee just needs to determine what is worthy of spending \$5,000 on. Director Longville made a specific suggestion; that:

1. Focus on articles on the website
2. Have an email list-that is fairly well organized and flagged with subsets to send out information and press releases without actually having those printed. The other items

are too expensive and we don't have the budget for that. He does feel a brochure to leave behind is also good.

3. Have some director presentations as Chairman Aranda requested. Chairman Aranda states that we do have some brochures that he currently uses to handout at meetings. Director Longville suggests if we design a new tri-fold brochure, we should leave a panel or two blank and unfolded so for specific situations. We can print in those sections specific information or personalize it. Director Raley wants to include some form of information to the groundwater producers when we send out their groundwater production statements. Mr. Cozad notes that the District has a fact sheet we can add in.

Director Longville also feels we need a reasonably informative webpage with links to key pieces of information and be as transparent as possible. We just need to be accessible to those who are seeking us. Chairman Aranda agrees that the website is the way to go. Mr. Cozad asked for a budget. Director Raley says \$5,000 is a good number as far as he is concerned. Chairman Aranda agrees with the \$5,000. The committee will present the proposal to the Board at the next meeting.

Recapping progress of the meeting, Mr. Cozad stated he didn't hear any changes to the mission statement. He will note in section 2 of the Outreach plan regarding comments about the general public. The section will be division and director oriented leaving it open so that if a director wants to do more, they can. In section 3, we will communicate information about the Wash Plan as soon as it is available. Director Longville thinks we should prepare ahead of time with the information about the Wash Plan so that we can move quickly once it goes into action. Mr. Cozad will put together the information to present to the board requesting the \$5,000 budget as a placeholder for now.

6. ADJOURN

There was no further business. Director Longville moved for adjournment. Chairman Aranda seconds the motion. Meeting adjourned at 4:57 p.m.