



Marina Coast Water District

Minutes Community Outreach Committee Meeting

June 7, 2022

1. Call to Order:

The June 7, 2022 meeting was called to order at 7:34 p.m. by Director Zefferman. In attendance via Zoom teleconference were:

- Committee members: Director Zefferman, and Director Moore
- Staff: Remleh Scherzinger, Derek Cray, and Paula Riso
- Public members: Martin Rauch

2. Public Comments on Any Item Not on the Agenda:

There was no public comment.

3. Approve the Draft Minutes of the April 5, 2022 Meeting:

Director Moore made a motion to approve the minutes of April 5, 2022. Director Zefferman seconded the motion. The minutes were approved by a vote of 2-Ayes (Moore, Zefferman), 0-Noes, and 0-Absent.

4. Receive an Update on the Public Relations Firm:

Mr. Scherzinger stated that Rauch Communications Consultants has replaced the team member that was in question and Mr. Rauch was available to answer any questions from the Committee members. Mr. Rauch gave a brief background on Jean McCauley noting that she was from the Bay Area and not involved with the local politics. He added that she has been working as a campaign manager and is active in grassroots, political organizing, community activism, and has been a Grand Juror.

5. Receive an Update on Signage at the District's Corporation Yard:

Director Moore commented that the Corporation Yard signage is old, small and hard to see. He suggested putting a large "MCWD Corporation Yard" sign on both the North and South sides of the property in an effort to lessen probable complaints from new homeowners located around the yard. Mr. Scherzinger commented that perhaps there could be discussion with the developer to add the notification to the sale documentation that there is a corporation yard in the neighborhood.

6. Identify Agenda Items for the Next Committee Meeting:

Director Moore suggested discussing the ASR1 issue and how it is being discussed in the media. Mr. Scherzinger commented that it was better to wait until the Public Relations Firm is on board to tackle this issue. The Committee asked to discuss a communication plan to go over with the PR Firm. Mr. Scherzinger said once the PR Firm is in place, a brainstorming session can be held to discuss a communication plan and later, they can bring back a draft plan for review.

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7. Committee Member Comments:

Director Moore thanked staff for their good work, to keep it up, and to stay safe. Director Zefferman commented that he was glad progress was being made on the PR Firm and it was going to come before the Board for consideration.

8. Adjournment:

Meeting adjourned at 8:00 p.m.