



MARINA COAST WATER DISTRICT

11 RESERVATION ROAD, MARINA, CA 93933-2099

Home Page: www.mcwd.org

TEL: (831) 384-6131 FAX: (831) 883-5995

DIRECTORS

JAN SHRINER
President

HERBERT CORTEZ
Vice President

BRAD IMAMURA
THOMAS P. MOORE
GAIL MORTON

Board of Directors Community Outreach and Personnel Committee Meeting

Marina Coast Water District
920 2nd Avenue, Suite A, Marina, CA
and via Zoom Teleconference

April 4, 2023 at 7:30 p.m.

MCWD Committee members and staff will be attending the meeting in person. While the meeting is open to the public, the public may also attend via Zoom at the link provided below.

Committee Members

Brad Imamura

Thomas P. Moore

Herbert Cortez - Alternate

Agenda

This meeting has been noticed according to the Brown Act rules. The Committee will receive information on, discuss and consider making recommendations to the MCWD Board on the items contained in this agenda.

1. Call to Order/Roll Call
2. Public Comment on any item Not on the Agenda *Anyone wishing to address the Committee on matters not appearing on the Agenda may do so at this time. Please limit your comment to four minutes. The public may comment on any other item(s) listed on the Agenda at the time the item(s) is considered by the Committee.*
3. Approve the Draft Minutes for the March 7, 2023 Meeting
4. Receive Update on District Communications and Discuss Outreach Plan
5. Discuss the Water Conservation School Program Branding
6. Identify Agenda Items for Future Committee Meetings
7. Committee Member Comments
8. Adjournment

Zoom access information:

<https://us02web.zoom.us/j/87674872559?pwd=dHg0SWNVeVVpOENNR2kvdHovZ3Axdz09>

To join via phone: 1-669-900-9128

Webinar ID: 876 7487 2559

Passcode: 839272



Marina Coast Water District

Draft Minutes Community Outreach and Personnel Committee Meeting

March 7, 2023

1. Call to Order:

The March 7, 2023 Community Outreach Committee meeting was called to order at 7:32 p.m. by Director Moore. In attendance were:

- Committee members: Director Moore and Director Cortez
- Staff: Remleh Scherzinger, Patrick Breen, 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 February 7, 2023 Meeting:

Vice President Cortez made a motion to approve the minutes of February 7, 2023. Director Moore seconded the motion. The minutes were approved by a vote of 2-Ayes (Cortez, Moore), 0-Noes, and 0-Absent.

4. Receive Update on District Communications:

Mr. Rauch, Rauch Communications, who gave a quick review of the February outreach efforts and upcoming outreach items. Mr. Rauch reviewed the social media posts, the web design changes, the e-newsletters, ongoing outreach, metrics, and press releases. Director Moore suggested posting water heater maintenance videos on the District website. Mr. Rauch also noted that his firm was working on the Year in Review and would be done with it shortly.

5. Review List of Homeowner Associations within the District's Service Area:

Mr. Breen provided a list of Homeowner Associations (HOA'S) within the District's service area. The list consisted of approximately 14 HOA's that are registered on the State Register for HOA's. In reviewing the list of 14, Director Moore suggested limiting the District's outreach to those HOA's with over 50 homeowners. Mr. Scherzinger stated that staff can reach out and find when the HOA's hold their Board meetings and make plans to provide them with information, and give a presentation. Director Moore suggested reaching out to the Military Community and talking to their Mayor Group which acts like an HOA.

6. Identify Agenda Items for the Next Committee Meeting:

Director Moore asked for an update on the Outreach Plan, and the school conservation program. Vice President Cortez asked for a follow-up on the NextDoor progress.

Community Outreach and Personnel Committee

March 7, 2023

Page 2

7. Committee Member Comments:

Vice President Cortez thanked staff and Mr. Rauch for their hard work. Director Moore also thanked staff.

7. Adjournment:

Meeting adjourned at 8:20 p.m.