



# Marina Coast Water District

## Minutes

### Community Outreach Committee Meeting

March 2, 2021

#### 1. Call to Order:

The March 2, 2021 meeting was called to order at 3:34 p.m. by Director Cortez. In attendance via Zoom teleconference were:

- Committee members: Director Cortez and Director Zefferman
- Staff: Derek Cray, Kelly Cadiente and Paula Riso
- Public members: None

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

There was no public comment.

#### 3. Approve the Draft Minutes of the January 12, 2021 Meeting:

Director Zefferman made a motion to approve the minutes of January 12, 2021. Director Cortez seconded the motion. The minutes were approved by a vote of 2-Ayes (Cortez, Zefferman), 0-Noes, and 0-Absent.

#### 4. Discuss Strategy for the NextDoor Forum:

Mr. Cray noted that the District was able to unlink the District's NextDoor account from Vice President Moore's personal account. He added that the District can post two messages per month at no charge, and all replies to posts are unlimited. Director Zefferman asked to check if it was a business or public agency account. There was discussion on posting quarterly updates to advise people to contact the District regarding water quality, concerns, or emergency.

#### 5. Discuss Outreach to the East Garrison Community:

Director Zefferman briefed everyone on his discussion with Ms. Teri Short, East Garrison Community Services District. He commented that he would like to see how the District could include them in outreach, e.g. a forum or a meeting similar to the Joint City District meeting. Mr. Cray suggested a mailer included with the bill notifying customers in the Ord Community that they have been annexed and what that means to them. Director Cortez preferred holding a forum or 'State of the District' with Sea Haven, the Dunes, East Garrison, and others in the Ord Community and have key staff members there as well to help answer any questions. The Committee requested to have the Executive Committee discuss the possibility of holding the forums and which Directors would participate in the discussions.

#### 6. Identify Agenda Items for the Next Committee Meeting:

The Committee members asked for the NextDoor Strategy to return. Director Cortez would like Ms. Cadiente to discuss how the bills would be handled once the moratorium is lifted and how the District would communicate that with the customers.

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Agenda Item 6 (continued):

Director Cortez would like to see a percentage of how many customers pay online, pay at the office, mail in payments, and use auto pay. In the near future, Director Cortez would like to see a presentation of rates for the different cost centers and what costs go into those rates.

7. Committee Member Comments:

Director Zefferman thanked staff for doing a good job and added that he liked how this Committee looks at ways of being able to communicate with the public. Director Cortez agreed with Director Zefferman's comments.

8. Adjournment:

Meeting adjourned at 4:20 p.m.