



Marina Coast Water District

Minutes

Community Outreach Committee Meeting

May 4, 2021

1. Call to Order:

The May 4, 2021 meeting was called to order at 3:37 p.m. by Director Cortez. In attendance via Zoom teleconference were:

- Committee members: Director Cortez and Director Zefferman
- Staff: Remleh Scherzinger, Kelly Cadiente and Paula Riso
- Public members: Paula Pelot

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

There was no public comment.

3. Approve the Draft Minutes of the April 6, 2021 Meeting:

Director Zefferman made a motion to approve the minutes of April 6, 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 Letter to Delinquent Customers Regarding Payment Plans:

Mr. Scherzinger shared the draft letter noting it was ready to be mailed to delinquent customers. He added that staff was continuing to reach out to delinquent customers and offer payment plans. Director Cortez suggested looking at what Cucamonga Water was doing regarding outreach.

5. Review Draft Billing Flyer on Explaining the Difference in Rates between Marina and Ord:

Mr. Scherzinger shared a draft flyer explaining the rates in Marina and Ord. Ms. Pelot suggested explaining the offset for the low-income homes (Manzanita and University Village Apartments) and how long those charges will exist. She also suggested an explanation as to how the administrative overhead is allocated. Discussion followed. An updated draft will be reviewed again at the next meeting. Ms. Pelot also commented that the District should reach out to East Garrison, Preston Park, and Abrams Park (Greystar).

6. Discuss 2021 Drought Activities:

Mr. Scherzinger commented that he was looking at moving conservation discussion and activity updates to this Committee. Director Zefferman commented that he is putting together a spreadsheet on a cost benefit analysis with the District's conservation programs. Mr. Scherzinger stated that he would have conservation staff attend the June meeting and give an outline of all the work they are doing.

7. Identify Agenda Items for the Next Committee Meeting:

The Committee members asked for an update from the East Garrison Town Hall meeting; an inventory of the District's marketing tools and who maintains it; and, review of draft flyer/mailer fact sheet explaining the rates. For the July meeting, Director Cortez asked to discuss holding presentations at Sea Haven and other Ord Communities; and a customer survey.

8. Committee Member Comments:

Director Zefferman welcomed Mr. Scherzinger to the District. Director Cortez stated the District should be proactive with information.

9. Adjournment:

Meeting adjourned at 4:23 p.m.