



Marina Coast Water District

Minutes Community Outreach Committee Meeting

February 1, 2022

1. Call to Order:

The February 1, 2022 meeting was called to order at 5:04 p.m. by Director Zefferman. In attendance via Zoom teleconference were:

- Committee members: Director Zefferman and Director Moore
- Staff: Remleh Scherzinger, Kelly Cadiente, Rose Gill, and Paula Riso
- Public members: Martin Rauch, Alex Hulanicki, Mike Zeballos, Viveca Hess, Alison MacLeod, and, Tom Van Der List

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

There was no public comment.

3. Approve the Draft Minutes of the January 4, 2022 Meeting:

Director Moore made a motion to approve the minutes of January 4, 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 Presentations from Prospective Public Relations Firms:

Mr. Scherzinger introduced this item and noted that there were two Public Relations firms that would be giving presentations to the Committee. He then invited Rauch Communications to give their presentation to the Committee. Mr. Rauch introduced members of his team and then gave a brief presentation. Discussion followed. Mr. Scherzinger invited KP Public Affairs to give their presentation to the Committee. Ms. MacLeod introduced members of her team and then gave a brief presentation. Discussion followed. Director Zefferman asked to see copies of both proposals.

5. Identify Agenda Items for the Next Committee Meeting:

Mr. Scherzinger noted the three items on the agenda, video recording options, community relations, and update on shut-off moratorium, would be brought back.

6. Committee Member Comments:

Director Moore thanked staff. Director Zefferman also thanked staff.

7. Adjournment:

Meeting adjourned at 5:59 p.m.