



MARINA COAST WATER DISTRICT

11 RESERVATION ROAD, MARINA, CA 93933-2099

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Board of Directors Community Outreach Committee Meeting

Marina Coast Water District

April 5, 2022 at 5:00 p.m.

DIRECTORS

JAN SHRINER
President

HERBERT CORTEZ
Vice President

THOMAS P. MOORE
GAIL MORTON
MATT ZEFFERMAN

Due to Governor Newsom's Executive Order N-29-20 and recommendations on protocols to contain the spread of COVID-19, staff and Committee members will be attending the April 5, 2022 meeting remotely from various locations and the meeting will be held via Zoom conference. There will be NO physical location of the meeting.

To join the webinar:

<https://us02web.zoom.us/j/85313375288?pwd=RDBsaDdKeXBrenRqMHd5b2N4RFNGZz09>

Passcode: 998548

To join via phone: 1-669-900-6833

Webinar ID: 853 1337 5288

Passcode: 998548

Committee Members

Thomas P. Moore

Matt Zefferman

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 2, 2022 Meeting
4. Receive an Update on the Public Relations Firm
5. Identify Agenda Items for the Next Committee Meeting
6. Committee Member Comments
7. Adjournment



Marina Coast Water District

Draft Minutes Community Outreach Committee Meeting

March 2, 2022

1. Call to Order:

The March 2, 2022 meeting was called to order at 5:38 p.m. by Director Zefferman. In attendance via Zoom teleconference were:

- Committee members: Director Zefferman and Director Moore
- Staff: Remleh Scherzinger, Kelly Cadiente, Teo Espero, 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 February 1, 2022 Meeting:

Director Zefferman made a motion to approve the minutes of February 1, 2022. Director Moore seconded the motion. The minutes were approved by a vote of 2-Ayes (Moore, Zefferman), 0-Noes, and 0-Absent.

4. Discuss Video Recording Options:

Mr. Espero gave an update on the video recording options. He explained that the District can 1) broadcast directly on YouTube, 2) Access Monterey Peninsula (AMP) can broadcast the meetings on YouTube using their own software platform, or 3) continue to have AMP record and broadcast on free UHF channels. Mr. Espero suggested having the District broadcast directly on YouTube and not use AMP to broadcast the meetings. The Committee members Discussion on camera/recording equipment followed.

5. Receive an Update on the Shut-Off Moratorium:

Ms. Cadiente gave an update and stated the shut-off moratorium has ended and the District is now starting the process for handling late accounts. She added that in a recent report on past due accounts, there were 696 that were 60 days past due. Of those past due accounts, 249 habitually received door tags in the past, while the other 447 received less than 3 notices in the past. Director Moore suggested keeping an eye on the number of accounts that may be shut off and try to spread it out over several weeks, so it isn't just one large group.

6. Community Relations – Update on the Emergency Rental Assistance Program Workshop:

Mr. Espero stated that there was an information campaign to notify customers of the workshop. He said there were 460 letters sent to customers with past due accounts; 8,000 emails were sent out to customers (with an open rate of 43.5%); the information was also posted on the District website, including the workshop presentation. Discussion followed.

Community Outreach Committee Meeting

March 1, 2022

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7. Identify Agenda Items for the Next Committee Meeting:

Director Moore asked to discuss signage at the District Corporation Yard.

8. Committee Member Comments:

Director Moore thanked staff. Director Zefferman also thanked staff.

9. Adjournment:

Meeting adjourned at 6:25 p.m.