



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

November 1, 2022 at 7:30 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 November 1, 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/81855625465?pwd=LzRxYU9PMIIwOEExPY090dzRPZVhXdz09>

Passcode: 405689

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

Webinar ID: 818 5562 5465

Passcode: 405689

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 October 4, 2022 Meeting
4. Receive Update on District Communications
5. Discuss the Water Conservation Education Program Metrics
6. Identify Agenda Items for the Next Committee Meeting
 - Review Cyber Privacy Policy – Europe vs US
 - Review List of Homeowner Association's within the District's Service Area
7. Committee Member Comments
8. Adjournment



Marina Coast Water District

Draft Minutes Community Outreach Committee Meeting

October 4, 2022

1. Call to Order:

The October 4, 2022 Community Outreach Committee meeting was called to order at 7:32 p.m. by Director Zefferman. In attendance via Zoom teleconference were:

- Committee members: Director Zefferman, and Director Moore
- Staff: Remleh Scherzinger, 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 September 6, 2022 Meeting:

Director Moore made a motion to approve the minutes of September 6, 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 Update on District Communications:

Mr. Scherzinger stated that there was one pick-up article after the September 20th Regional Water Forum. He said there were also positive comments in the Herald and Monterey Weekly. Mr. Scherzinger confirmed that Rauch Communications and Probolsky Research have pulled together a customer service survey to poll the constituents to find out what their top five issues were and what media they receive their information from. He added that the poll was nearly finalized and scheduled to go out soon. Mr. Scherzinger stated that the District received an award of excellence from the EPA and that will go out in a media blast soon as Ms. McCauley with Rauch's firm, now has the ability to post to the District's social media platforms.

5. Identify Agenda Items for the Next Committee Meeting:

Mr. Scherzinger said that staff was putting together metrics for the education program and that would be reviewed next month. Director Moore suggested having a Board member attend various Home Owner Association meetings to answer questions they may have. Mr. Scherzinger said that staff would pull together a list of HOA's and then the Board can decide how best to cover the meetings. Director Moore asked to add ideas on how to make payments more customer friendly and accessible. He also asked if the District has a cyber privacy policy and if so, should check to see if it has a European clause as European citizens have a different set of rules for privacy. Mr. Scherzinger said staff would look into it.

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6. Committee Member Comments:

Director Moore thanked staff for their good work and service. Director Zefferman also thanked staff for their service.

8. Adjournment:

Meeting adjourned at 7:55 p.m.