



Marina Coast Water District

Minutes Community Outreach Committee Meeting

January 10, 2023

1. Call to Order:

The January 10, 2023 Community Outreach Committee meeting was called to order at 7:34 p.m. by Director Moore. In attendance via Zoom teleconference were:

- Committee members: Vice President Cortez, and Director Moore
- Staff: Remleh Scherzinger, and Paula Riso
- Public members: Martin Rauch

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

There was no public comment.

3. Approve the Draft Minutes of the November 1, 2022 Meeting:

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

4. Receive Update on District Communications:

Mr. Scherzinger introduced Mr. Rauch, Rauch Communications, who gave a quick review of the November/December outreach efforts. Mr. Rauch reviewed the October customer survey results, the social media posts, the web design changes, the e-newsletters, ongoing outreach, metrics, and a social media follower update. There was discussion on translation engines and which ones to add to the District website. Director Moore suggested doing some strategic thinking with regards to the Coastal Commission's approval of the Cal Am project and the conditions they imposed.

5. Identify Agenda Items for the Next Committee Meeting:

Mr. Scherzinger stated that the Cyber Policy will be brought to the next meeting and staff was still working on the Homeowner's Association list. Upcoming items to be added are an Outreach Plan, and a Program Review.

6. Committee Member Comments:

Vice President Cortez thanked Mr. Rauch for his work. Director Moore thanked Mr. Rauch and noted he was impressed with the efforts by Rauch Communications.

7. Adjournment:

Meeting adjourned at 8:20 p.m.