



# Marina Coast Water District

## Minutes

### Community Outreach and Personnel Committee Meeting

February 7, 2023

#### 1. Call to Order:

The February 7, 2023 Community Outreach Committee meeting was called to order at 7:32 p.m. by Director Moore. In attendance via Zoom teleconference were:

- Committee members: Director Moore and Director Imamura
- Staff: Remleh Scherzinger, David Hobbs, 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 January 10, 2023 Meeting:

Director Imamura noted that he was not present for the January 10<sup>th</sup> meeting and wasn't sure he could vote on the minutes. Mr. Hobbs stated that members are allowed to vote on committee minutes even when they were not at the meeting. Director Imamura made a motion to approve the minutes of January 10, 2023. Director Moore seconded the motion. The minutes were approved by a vote of 2-Ayes (Imamura, Moore), 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 January outreach efforts and upcoming outreach items. Mr. Rauch reviewed the social media posts, the web design changes, the e-newsletters, ongoing outreach, metrics, and press releases. There was discussion on landscape irrigation management outreach. Mr. Rauch stated that they were working on incremental web design, web updates on water quality, public events, and the Year in Review. They are also developing an outreach plan, new branding update, monthly e-news, regular social posts and adding NextDoor.

#### 5. Review Cyber Privacy Policy:

Mr. Hobbs reviewed the General Data Protection Regulation (GDPR) and cyber policy laws noting that the District was not subject to the GDPR as it is sovereign and not a EU nation. He also noted that California adopted its own cyber policy, called the California Consumer Privacy Act, in 2020 and government agencies are exempt. Director Imamura questioned the District's cyber security strength. Mr. Scherzinger commented that would be discussed in closed session at the Board level.

#### 6. Identify Agenda Items for the Next Committee Meeting:

Mr. Scherzinger stated that staff was still working on the Homeowner's Association (HOA) list. Mr. Hofer commented that they would welcome meetings between the Shea HOA's and the District.

7. Committee Member Comments:

Director Imamura commented that it was a great idea that outreach on water quality would be presented at the Fort Ord Clean-up event. He also suggested more outreach to elementary and high schools. Director Moore requested the Conservation Education Program be discussed at a future meeting. Director Moore thanked staff for their good work.

7. Adjournment:

Meeting adjourned at 8:18 p.m.