

MINUTES OF BOARD OF DIRECTORS MEETING
WITH COMMUNICATIONS AND LEGISLATIVE LIAISON COMMITTEE
ORANGE COUNTY WATER DISTRICT
October 7, 2021, 8:00 a.m.

Due to the continuing state of emergency declared by the Governor and pursuant to Government Code Section 54953(e), Chair Bilodeau called the Communications and Legislative Liaison Committee meeting to order via Zoom webinar. Members of the Board and the public participated via Zoom. The Secretary called the roll and reported a quorum as follows:

Committee Members

Denis Bilodeau
Cathy Green
Dina Nguyen (arrived 8:05am)
Roger Yoh
Bruce Whitaker

OCWD Staff

Mike Markus – General Manager
Alicia Dunkin – Legislative Affairs Liaison
Gina Ayala – Director of Public Affairs
Crystal Nettles – Principal Communications Specialist
Christina Fuller – Asst. District Secretary

Alternates

Tri Ta
Kelly Rowe
Nelida Mendoza (absent)
Harry Sidhu
Steve Sheldon

CONSENT CALENDAR

The Consent Calendar was approved upon motion by Director Bilodeau, seconded by Director Green and carried [5-0] as follows:

Ayes – Bilodeau, Green, Yoh, Whitaker, Ta

1. Minutes of Previous Meeting

The minutes of the September 2, 2021 Communications/Legislative Liaison Committee meeting are approved as presented.

Director Nguyen arrived during discussion of the following item.

MATTERS FOR CONSIDERATION

2. State Legislative Update

State Legislative consultants provided updates on efforts to gain \$250 million in the state budget for PFAS cleanup grant funding and of bills of interest to the District.

3. Federal Legislative Update

Federal consultants provided an update on the following topics: Infrastructure, Budget reconciliation, Orange County Delegation and PFAS Congressional hearings.

4. 2022 Children's Water Education Festival

Principal Communications Specialist Crystal Nettles recalled that in January 2020, the Board approved a name change from Children's Water Education Festival to Youth Environmental Summit (YES) to seek increased participation from presenters, schools and sponsors. She advised that staff recommends changing the name back to Children's Water Education Festival

due to its brand recognition and overarching theme of water education. She stated that OCWD successfully implemented a virtual YES in April 2021 and staff would like to build upon that success and recommends hosting the 2022 event in a virtual format. Ms. Nettles advised that a virtual event is less expensive than an in-person event with minimal costs beyond that of the virtual platform. She reported that staff recommends entering into an agreement with Empire Entertainment (Empire) for \$168,682.50 to provide virtual and live planning, production and support services. She noted that Empire provided services for the 2021 YES and is familiar with the unique needs of the event.

Upon motion by Director Bilodeau, seconded by Director Whitaker and carried [5-0], the Committee recommended that the Board at its October 20 Board meeting: 1) Approve a change in name from Youth Environmental Summit (YES) to its previous name of Children's Water Education Festival (Festival), 2) Approve hosting YES virtually in April 2022; and 3) Enter into an agreement with Empire Entertainment for an amount not to exceed \$168,682 to provide virtual and live planning, production and support services. Yes – Bilodeau, Green, Nguyen, Yoh, Whitaker

INFORMATIONAL ITEMS

5. OC Water Summit (Summit) Update

Director of Public Affairs Gina Ayala stated that the Summit will take place October 15 at Disney's Grand Californian Hotel in Anaheim with 291 attendees. She reported that Fritz Coleman will serve as master of ceremonies for the event which will feature five sessions focused on critical water issues. Ms. Ayala advised that \$66,500 has been raised in sponsorships.

6. Public Affairs Outreach Report (September 2021)

Ms. Ayala stated that the report is contained in the packet.

ADJOURNMENT

There being no further business to come before the Committee, the meeting was adjourned at 8:30 a.m.

DocuSigned by:

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Denis Bilodeau, Chair

11/8/2021