

MINUTES OF BOARD OF DIRECTORS MEETING
WITH COMMUNICATIONS AND LEGISLATIVE LIAISON COMMITTEE
ORANGE COUNTY WATER DISTRICT
March 3, 2016 @ 8:00 a.m.

Director Anthony called the Communications and Legislative Liaison Committee meeting to order in Conference Room C-2 at the District office. The Recording Secretary called the roll as follows:

Committee Members

Philip Anthony
Jordan Brandman (not present)
Dina Nguyen
Roman Reyna (arrived at 8:05 a.m.)
Steve Sheldon

OCWD Staff

Mike Markus - General Manager
Eleanor Torres - Director of Public Affairs
Judy-Rae Karlsen - Assistant District Secretary
Gina Ayala, Bruce Dosier, Alicia Dunkin,
Diane Pinnick

Alternates

Roger Yoh
Shawn Dewane (not present)
Jan Flory (not present)
Denis Bilodeau
Cathy Green (not present)

Teleconference

Eric Sapirstein - ENS Resources
Casey Elliott - Townsend Public Affairs

Others

Debbie Cook
John Earl - Surf City Voice
Jim McConnell - McConnell & Associates
Cori Williams – Townsend Public Affairs
James Petersen - Townsend Public Affairs
Stacy Taylor - Mesa Water District

VISITOR PARTICIPATION

There were no persons wishing to participate.

CONSENT CALENDAR

The Consent Calendar was approved upon motion by Director Nguyen, seconded by Director Sheldon and carried [5-0] as follows.

[Yes –Anthony, Nguyen, Reyna, Sheldon, Yoh/No – 0]

1. Minutes of Previous Meeting

The minutes of the February 4, 2016 Communications/Legislative Liaison Committee meeting are approved as presented.

MATTERS FOR CONSIDERATION

Director Reyna arrived during the following discussion.

2. Federal Legislative Update

Federal legislative advisors Jim McConnell and Eric Sapirstein gave verbal updates on their various federal activities and reviewed drought and water recycling bills. There was a brief progress report on the Prado Feasibility Study. Mr. Sapirstein noted the invitation list for the March 22, 2016 White House event has not yet been finalized.

General Manager Mike Markus gave a brief update on recent meetings with the Chief Civilian Officer of the Army Corps of Engineers. Legislative Affairs Liaison Alicia Dunkin reported on the Municipal Water District of Orange County (MWDOC) luncheon in Washington. She then reviewed the Water Conservation Rebate Tax Parity Act (HR 4615) and recommended the District transmit a letter of support for HR 4615 to Congressman Rohrabacher. The Committee discussed the bill and then took the following action.

Upon motion by Director Reyna, seconded by Director Yoh and carried [5-0], the Committee recommended that the Board at its March 16 Board meeting: Direct staff to transmit letter to Congressman Rohrabacher in support of Water Conservation Rebate Tax Parity Act (HR 4615).

[Yes –Anthony, Nguyen, Reyna, Sheldon, Yoh/No – 0]

3. State Legislative Update

State legislative advisors Casey Elliott and Cori Williams (Townsend Public Affairs/TPA) discussed drought funding guidelines, water recycling programs and reported that 2,100 new bills were introduced in the California legislature. Ms. Dunkin advised that staff has been working with the WaterReuse Association seeking support for the water conservation bill. This item was informational and the Committee took no action.

4. H₂O Learning Center at OCWD

Public Affairs Director Eleanor Torres gave a brief update on the progress of the main hallway project. She noted that the project is complete and consists of museum-grade interactive media displays that provide visitors with unique educational opportunities. Ms. Torres advised that staff is seeking direction for naming the hallway and she presented the 4 options proposed by the Visitor Center ad hoc Committee for the Committee to consider. There was a consensus of the Committee to select the logo identified as Option A with a minor revision. Ms. Torres noted that staff will rework the H₂O Learning Center logo that was selected. Director Anthony suggested that staff consider updating the District's logo and General Manager Mike Markus noted that changing the District's logo is an extensive project that requires significant time and effort. He noted that a meeting would be scheduled at a later date to discuss updating the OCWD logo. The Committee then took the following action.

Upon motion by Director Yoh, seconded by Director Anthony and carried [5-0], the Committee recommended that the Board at its March 16 Board meeting: 1) Adopt and approve trademark the name "H₂O Learning Center at the Orange County Water District/OCWD" to be used in marketing OCWD educational programs at OCWD's Fountain Valley headquarters; and 2) Select logo Option A with suggested revision.

[Yes –Anthony, Nguyen, Reyna, Sheldon, Yoh/No – 0]

INFORMATIONAL ITEMS

5. Public Affairs Outreach Report – February 2016

Ms. Torres advised that the staff report is in the packet.

6. 9th Annual Orange County Water Summit

Ms. Torres advised the draft program is in the packet.

ITEMS TO BE PLACED ON THE CONSENT CALENDAR FOR MARCH 16 BOARD MEETING

The Committee recommended placing Items No. 2 and 4 be placed on the Consent Calendar at the March 16 Board meeting.

ADJOURNMENT

There being no further business to come before the Committee, the meeting was adjourned at 8:56 a.m.


Philip Anthony, Chair