

Minutes
Community Outreach Committee Meeting

July 14, 2020

1. Call to Order:

The July 14, 2020 meeting was called to order at 3:34 p.m. by Director Cortez. In attendance via Zoom teleconference were:

- Committee members: Director Cortez and Director Zefferman
- Staff: Keith Van Der Maaten, Derek Cray, Kelly Cadiente, 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 June 9, 2020 Meeting:

Mr. Van Der Maaten suggested a slight correction to the first sentence on Item 6 removing “gave a”. Director Zefferman made a motion to approve the minutes of June 9, 2020 as amended. Director Cortez seconded the motion. The minutes were approved by a vote of 2-Ayes (Cortez, Zefferman), 0-Noes, and 0-Absent.

4. Discuss District Outreach Strategy Concerning COVID-19:

Mr. Van Der Maaten noted that although he was not present at the last meeting, he thought they would be looking at a billing message and asked if he was correct. Mr. Cray said there was discussion that if COVID-19 gets worse, the District would include a message in the monthly bills; and, discussion on how to include one on the electronic bill. This would be done in the Fall.

5. Discuss Establishment of a Marina Coast Water District Customer Assistance Program:

Ms. Cadiente stated that she has reached out to the Central Coast Energy Services (CCES) and there was no answer, but she left a message on the automated system and was waiting for a return call. She stated that she didn't think this organization would be what the District is looking for to outsource the program to. Ms. Cadiente said that the District does refer customers who are having trouble paying their bills to the CCES assistance programs and since March has not been charging late fees and has not shut off water to any customers for non-payment. Mr. Van Der Maaten added that the main intention of this program was to find an organization that would be able manage funds that someone might want to volunteer to help MCWD customers. Ms. Cadiente stated that Soquel Creek Water District has a tab on their website with a list of “Income Assistance Programs” for customers that might need help financially. She said maybe the District could do the same.

6. Identify Agenda Items for the Next Committee Meeting:

Director Zefferman stated he was ready for the Board Procedures Manual to return. The next meeting is scheduled for August 11th.

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7. Committee Member Comments:

Director Zefferman welcomed Mr. Van Der Maaten back and thanked staff for holding down the fort. Director Cortez thanked staff for their support on the Customer Assistance Program.

8. Adjournment:

Meeting adjourned at 4:03 p.m.