



# MARINA COAST WATER DISTRICT

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## DIRECTORS

JAN SHRINER  
*President*

THOMAS P. MOORE  
*Vice President*

HERBERT CORTEZ  
GAIL MORTON  
MATT ZEFFERMAN

## Board of Directors Community Outreach Committee Meeting

Marina Coast Water District

August 3, 2021 at 3:30 p.m.

Due to Governor Newsom's Executive Order N-29-20 and recommendations on protocols to contain the spread of COVID-19, staff and Committee members will be attending the August 3, 2021 meeting remotely from various locations and the meeting will be held via Zoom conference. There will be NO physical location of the meeting.

To join the webinar:

<https://us02web.zoom.us/j/89230663165?pwd=U0g3OXR3RUtjWTVOL05WeEFNVFc0Zz09>

Passcode: 575433

To join via phone: 1-669-900-6833

Webinar ID: 892 3066 3165

Passcode: 575433

### Committee Members

Herbert Cortez

Matt Zefferman

### **Agenda**

*This meeting has been noticed according to the Brown Act rules. The Committee will receive information on, discuss and consider making recommendations to the MCWD Board on the items contained in this agenda.*

1. Call to Order/Roll Call
2. Public Comment on any item Not on the Agenda *Anyone wishing to address the Committee on matters not appearing on the Agenda may do so at this time. Please limit your comment to four minutes. The public may comment on any other item(s) listed on the Agenda at the time the item(s) is considered by the Committee.*
3. Approve the Draft Minutes for the July 13, 2021 Meeting
4. Discuss Public Relations and District Forums
5. Identify Agenda Items for the Next Committee Meeting
6. Committee Member Comments
7. Adjournment



# Marina Coast Water District

## Draft Minutes Community Outreach Committee Meeting

July 13, 2021

### 1. Call to Order:

The July 13, 2021 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: Remleh Scherzinger, Patrick Breen; 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 1, 2021 Meeting:

Director Zefferman made a motion to approve the minutes of June 1, 2021. Director Cortez seconded the motion. The minutes were approved by a vote of 2-Ayes (Cortez, Zefferman), 0-Noes, and 0-Absent.

### 4. Discuss 2021 Drought Activities and Outline of Conservation Activities:

Mr. Breen informed the Committee that the District continues to be in Stage 2 drought, which is voluntary and a 20% reduction of water use. He reviewed the water levels in the local reservoirs and discussed the drought activities that are in place. Director Zefferman asked if the District has done any additional outreach. Mr. Breen answered that there have been increased eblasts and updated mailers. Director Zefferman suggested to notify/praise customers for current accomplishments and offer suggestions on how to continue saving along with the District's programs. Director Cortez suggested posting updates on NextDoor to stay ahead of the curve.

### 5. Receive Update on How Many Customer Accounts are on Payment Plans:

Ms. Cadiente stated that there are currently two District customers on payment plans. She added that there may be more in the future when the moratorium on shut-off's lift.

### 6. Discuss Public Relations for the District:

Mr. Scherzinger stated that he has a Request for Proposals ready to go out to look for a new Public Relations firm. He also noted that the District has Armanesco Public Relations on the back burner in case needed.

7. Identify Agenda Items for the Next Committee Meeting:

Mr. Scherzinger suggested discussing a District Forum to discuss conservation, RUWAP, and future rates.

8. Committee Member Comments:

Director Zefferman and Director Cortez thanked staff for pulling the information together. Director Cortez commented that on the last page of the Consumer Confidence Report there was confusion on the “Range Low-High”. Mr. Scherzinger stated that we could add the word “Regulatory” to “Range” to help clarify that it is the regulatory range.

9. Adjournment:

Meeting adjourned at 4:20 p.m.