



# Marina Coast Water District

## 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.

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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.