



Marina Coast Water District

Minutes Community Outreach Committee Meeting

November 2, 2021

1. Call to Order:

The November 2, 2021 meeting was called to order at 4:34 p.m. by Director Cortez. In attendance via Zoom teleconference were:

- Committee members: Director Zefferman and Director Cortez
- Staff: Remleh Scherzinger, Paula Riso
- Public members: Brent Ives

2. Public Comments on Any Item Not on the Agenda:

There was no public comment.

3. Approve the Draft Minutes of the September 7, 2021 Meeting:

Director Cortez made a motion to approve the minutes of September 7, 2021. Director Zefferman seconded the motion. The minutes were approved by a vote of 2-Ayes (Cortez, Zefferman), 0-Noes, and 0-Absent.

4. Receive the Draft Minutes of the October 5, 2021 Meeting:

Director Cortez made a motion to approve the minutes of October 5, 2021. Director Zefferman seconded the motion. The minutes were approved by a vote of 2-Ayes (Cortez, Zefferman), 0-Noes, and 0-Absent.

5. Discuss Strategic Planning Public Meeting:

Mr. Scherzinger introduced this item and Mr. Brent Ives, BHI Management Consulting. Mr. Ives gave a brief background of his work with the District and offered different options on how to include the public in these discussions on Strategic Planning. Mr. Scherzinger stated that the Board will work on the Mission and Vision Statements. At the same time, staff and the Board work on the values which will be collected through a survey. Mr. Scherzinger added that after the values are collected, everyone will review and discuss the objectives. The Board and public will then classify which objectives are major or minor issues. Mr. Scherzinger stated that once that is done, the Board and senior staff will develop activities that would help meet the strategic objectives. Discussion followed. Director Cortez asked for a survey to the ratepayers so they can also answer questions.

6. Community Relations Update/Ord Community Outreach:

Mr. Scherzinger gave a brief update noting that the Public Relations RFP will close on November 5th and the Committee will be notified on the status at the next meeting. He also noted that although several Press Releases were sent out, no one picked them up and published them, and the video recording options will be brought back next month.

7. Identify Agenda Items for the Next Committee Meeting:

Mr. Scherzinger stated that the video recording options will be discussed at the next meeting; and, the governor has extended the shut-off moratorium until the end of the year and staff will work on how to reach out to the customers and put together a process for the late accounts. Director Zefferman inquired about the Water Summit and Mr. Scherzinger stated that meeting was pushed back to January 2020. Director Cortez suggested creating a video about the District, similar to the one Cal Am created.

8. Committee Member Comments:

Director Zefferman stated he wanted the District to keep getting their message out and make sure it is simple and straight forward.

9. Adjournment:

Meeting adjourned at 5:29 p.m.