



Marina Coast Water District

Minutes

Community Outreach and Personnel Committee Meeting

October 8, 2024

1. Call to Order:

The October 8, 2024 Community Outreach Committee meeting was called to order at 11:40 a.m. by Director Moore. In attendance were:

- Committee members: Director Imamura and Director Moore
- Staff: Remleh Scherzinger, Mary Lagasca, and Paula Riso
- Public members: Martin Rauch

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

There were no public comments made.

3. Approve the Draft Minutes for the August 6, 2024 Meeting:

Director Imamura made a motion to approve the minutes of August 6, 2024. Director Moore seconded the motion. The minutes were approved by a vote of 2-Ayes (Imamura, Moore), 0-Noes, and 0-Absent.

4. Receive Update on District Communications and Discuss Outreach Plan:

Mr. Rauch, Rauch Communications, gave a review of the August and September social media outreach efforts, quarterly metrics, and upcoming outreach items. Discussion on the quarterly metrics followed.

5. Discuss District Double Mailing and Billing Delay:

Ms. Lagasca reviewed the latest changes to the Customer Service Department. She explained the recent double mailing issue that sent 325 duplicate letters to customers due to a corrupted file. Ms. Lagasca stated that the District responded by posting an apology on all social media accounts. She also updated the Committee on the latest payment options available to the customers, and the new online portal that began in July 2024.

6. Identify Agenda Items for Future Committee Meetings:

Mr. Scherzinger said that the District can have Mr. Rauch create a tri-fold packet for HOA's. Director Moore also asked to look into offering a credit to customers who sign up for paperless billing.

7. Committee Member Comments:

Director Imamura and Director Moore made comments.

8. Adjournment:

Meeting adjourned at 1:14 p.m.