



MARINA COAST WATER DISTRICT

11 RESERVATION ROAD, MARINA, CA 93933-2099

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DIRECTORS
WILLIAM Y. LEE
President

DAN BURNS
Vice President

HOWARD GUSTAFSON
KENNETH K. NISHI
JAN SHRINER

Agenda

Special Board Meeting, Board of Directors Marina Coast Water District

11 Reservation Road, Marina, California

Friday, July 1, 2011, 9:00 a.m.

This meeting has been noticed according to the Brown Act rules.

Mission: *Providing high quality water, wastewater and recycled water services to the District's expanding communities through management, conservation and development of future resources at reasonable costs.*

Vision: *The Marina Coast Water District will be the leading public supplier of integrated water and wastewater services in the Monterey Bay Region.*

1. Call to Order

2. Roll Call

3. Closed Session

- A. Pursuant to Government Code Section 54956.9
Conference with Legal Counsel – Anticipated Litigation
Significant Exposure to Litigation Pursuant to Subdivision (b)
- One Case

4. Possible Action on Closed Session Items *The Board will report out on any action taken during Closed Session, and may take additional action in Open Session, as appropriate. Any closed session items not completed will be discussed at the end of the meeting.*

5. Public Comments *Anyone wishing to address the Board on matters not appearing on the Agenda may do so at this time. Please limit your comment to three minutes. The public may comment on any other items listed on the agenda at the time they are considered by the Board.*

This agenda is subject to revision and may be amended prior to the scheduled meeting. A final agenda will be posted at the District office at 11 Reservation Road, Marina. Copies will also be available at the Board meeting. Information about items on this agenda or persons requesting disability related modifications and/or accommodations can contact the Board Clerk at: 831-883-5910. The next regular meeting of the Board of Directors is scheduled for July 12, 2011.

6. Action Item

- A. Consider Adoption of Resolution No. 2011-48 which Authorizes Staff to Issue a Request for Proposal for Professional Services Related to Public Outreach Activities to Assist the Marina Coast Water District with Public Communication

Action: The Board of Directors will consider authorizing staff to send a Request for Proposal to hire a consultant for public outreach activities and communication for the Marina Coast Water District.

7. Directors Comments

8. Adjournment *Set or Announce Next Meeting(s), date(s), time(s), and location(s):*

*Special Joint Meeting: Friday, July 8, 2011, 3:00 p.m.,
910 2nd Avenue, Marina*

*Regular Meeting: Tuesday, July 12, 2011, 6:45 p.m.,
11 Reservation Road, Marina*

Marina Coast Water District
Agenda Transmittal

Agenda Item: 6-A

Meeting Date: July 1, 2011

Submitted By: Patrick Breen

Presented By: Patrick Breen

Reviewed By: Carl Niizawa

Agenda Title: Consider Adoption of Resolution No. 2011-48 which Authorizes Staff to Issue a Request for Proposal for Professional Services Related to Public Outreach Activities to Assist the Marina Coast Water District with Public Communication

Detailed Description: Staff is requesting authorization from the Board of Directors for issuance of a Request for Proposal for professional services related to public outreach and communications.

Based on the quantity of District activities in recent months, it has become apparent that the District is in need of support services related to public outreach to facilitate public communications. To address this need, Staff is recommending that a Request for Proposal process be initiated for procurement of a consultant for public outreach and communication services.

Staff will conduct this process so that the District can begin utilizing these services in a timely manner.

Environmental Review Compliance: Not applicable.

Prior Committee or Board Action: None.

Board Goals/Objectives: *Strategic Plan, Goal No. 3 – To meet 100% of current and future customers' needs and make timely improvements and increase infrastructure and level of services and human resources to meet needs of expanding service areas in an environmentally sensitive way.*

Financial Impact: Yes No

Funding Source/Recap: The District will utilize District Reserves to fund this proposed project; will be shared across all four cost centers.

Material Included for Information/Consideration: Resolution No. 2011-48.

Staff Recommendation: Authorize Staff to issue a Request for Proposal for professional services related to Public Outreach activities to assist the Marina Coast Water District with public communication.

Action Required: Resolution Motion Review
(Roll call vote is required.)

Board Action

____ Resolution No ____ Motion By _____ Seconded By _____

Ayes _____ Abstained _____

Noes _____ Absent _____

Reagendized _____ Date _____ No Action Taken _____

July 1, 2011

Resolution No. 2011-48
Resolution of the Board of Directors
Marina Coast Water District
Authorizing Staff to Issue a Request for Proposal for Professional Services Related to Public Outreach Activities to Assist the Marina Coast Water District with Public Communication

RESOLVED by the Board of Directors (“Directors”) of the Marina Coast Water District (“District”), at a special meeting duly called and held on July 1, 2011, at the business office of the District, 11 Reservation Road, Marina, California as follows:

WHEREAS, the District is in need of services related to public outreach activities to facilitate public communications;

NOW, THEREFORE, BE IT RESOLVED, that the Board of Directors of the Marina Coast Water District does hereby:

- 1) Authorize the General Manager and/or Deputy General Manager/District Engineer to issue a Request for Proposal for Professional Services Related to Public Outreach Activities,
- 2) To take all actions and execute all documents as may be necessary or appropriate to give effect to this resolution.

PASSED AND ADOPTED on July 1, 2011 by the Board of Directors of the Marina Coast Water District by the following roll call vote:

Ayes: Directors _____

Noes: Directors _____

Absent: Directors _____

Abstained: Directors _____

William Y. Lee, President

ATTEST:

Jim Heitzman, Secretary

CERTIFICATE OF SECRETARY

The undersigned Secretary of the Board of the Marina Coast Water District hereby certifies that the foregoing is a full, true and correct copy of Resolution No. 2011-48 adopted July 1, 2011.

Jim Heitzman, Secretary