

**MEETING OF THE EXTERNAL AFFAIRS COMMITTEE
WATER REPLENISHMENT DISTRICT OF SOUTHERN CALIFORNIA
4040 PARAMOUNT BLVD., LAKEWOOD, CALIFORNIA
12:00 P.M., MONDAY, DECEMBER 20, 2010**

AGENDA

EACH ITEM ON THE AGENDA, NO MATTER HOW DESCRIBED, SHALL BE DEEMED TO INCLUDE ANY APPROPRIATE MOTION, WHETHER TO ADOPT A MINUTE MOTION, RESOLUTION, PAYMENT OF ANY BILL, APPROVAL OF ANY MATTER OR ACTION, OR ANY OTHER ACTION. ITEMS LISTED AS "FOR INFORMATION" MAY ALSO BE THE SUBJECT OF AN "ACTION" TAKEN BY THE BOARD OR A COMMITTEE AT THE SAME MEETING.

- 1. DETERMINATION OF A QUORUM**
- 2. PUBLIC COMMENT**
- 3. MINUTES OF THE MEETINGS OF SEPTEMBER 20, 2010 AND NOVEMBER 15, 2010**
Staff Recommendation: Approve as submitted.
- 4. LEGISLATIVE REPORT**
Staff Recommendation: For information.
- 5. PRESS RELEASE AND MEDIA CONTACT PROCEDURE**
Staff Recommendation: Adopt a press release and media contact procedure.
- 6. CORO FELLOW PROGRAM**
Staff Recommendation: For information.
- 7. CAMP SHIWAKA: URBAN FOREST PROPOSAL**
Staff Recommendation: For information.
- 8. ROUND HOUSE MARINE AQUARIUM**
Staff Recommendation: For discussion.
- 9. DEPARTMENT REPORT**
- 10. DIRECTORS' REPORTS, INQUIRIES, AND FOLLOW UP OF DIRECTIONS TO STAFF**
- 11. ADJOURNMENT**

Posted by Abigail C. Andom, Deputy Secretary, December 15, 2010.

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**MINUTES OF SEPTEMBER 20, 2010
SPECIAL MEETING OF THE EXTERNAL AFFAIRS COMMITTEE
OF THE BOARD OF DIRECTORS
WATER REPLENISHMENT DISTRICT OF SOUTHERN CALIFORNIA**

A special meeting of the External Affairs Committee of the Board of Directors of the Water Replenishment District of Southern California was held on September 20, 2010 at 4:20 p.m. at the District Office, 4040 Paramount Boulevard, Lakewood, California. Director Willard H. Murray, Jr. called the meeting to order. Deputy Secretary Abigail C. Andom recorded the minutes.

1. DETERMINATION OF A QUORUM

Committee: Willard H. Murray, Jr. and Albert Robles
Staff: Elsa Lopez, Adeline Yoong, Ron Beilke

2. PUBLIC COMMENT

None.

3. LEGISLATIVE REPORT

Jacob Johnson of Brownstein Hyatt provided an update on federal legislative activities via teleconference. Mr. Johnson stated that Senator Barbara Boxer may have a marked-up version of the Water Resources Development Act (WRDA) bill but that it is unlikely that a WRDA bill will be completed this year. He noted that the coming elections are driving Congress at the moment and priorities are being held until after the elections. He stated that there are no appropriations forthcoming until after the elections.

Bob Reeb of Millennium Advocates provided an update on state legislative activities also via teleconference. Mr. Reeb stated that the Legislature is scheduled to recess midnight on August 31 but, with no budget in place and 82 days into the new fiscal year, the date may be delayed. He also noted that the Department of Water Resources released the criteria for proposals for the Integrated Regional Water Management Plan (IRWMP) funding.

5. LYNWOOD CHAMBER OF COMMERCE PARTNERSHIP PROPOSAL

Manager of External Affairs Elsa Lopez stated that staff drafted a letter to the Lynwood Chamber of Commerce informing them that WRD does not enter into funding agreements with chambers of commerce. The letter will be sent upon approval by the Committee Chair.

7. SPONSORSHIP OF SURFACING THE SOLUTIONS – A CRITICAL DISCUSSION OF CALIFORNIA’S WATER CRISIS

Discussion followed on possible sponsorship of CORO’s “Surfacing the Solutions – A Critical Discussion of California’s Water Crisis” water summit to be held October 14.

Ms. Lopez stated that WRD General Manager Robb Whitaker will be participating on a panel with other water agency representatives.

The Committee recommended the Bronze level of sponsorship at \$2500, which will be funded under the External Affairs Conservation budget for fiscal year 2010-11.

The Committee also recommended that staff research the possibility of hosting a CORO Fellow for fiscal year 2011-12.

8. DEPARTMENT REPORT

Ms. Lopez gave an overview of the Department's activities. She stated that staff has met with the Ad Hoc Legislative Committee and the Ad Hoc Work Force Committee. She noted that the Government Affairs staff met with several elected Representatives and staff in Washington, D.C. on the issue of support for the Groundwater Reliability Improvement Program (GRIP), with a total of nine offices visited in both the House and the Senate. She also stated that staff is ready to launch the WRD Scholarship program.

Ms. Lopez informed the Committee of upcoming event including the WRD State of the District on October 7, the CORO Water Summit on October 14, and West Basin MWD's Water Harvest on October 16.

6. PRESS RELEASE AND MEDIA CONTACT PROCEDURE

Ms. Lopez presented the draft Press Release and Media Contact Policy. Discussion followed and the Committee asked the item be continued to the next meeting.

4. CONSIDERATION OF CONTRACT EXTENSION FOR TRES ES, INC.

Discussion followed and the Committee asked the item be continued to the next meeting.

9. DIRECTORS REPORTS, INQUIRIES, AND FOLLOW UP OF DIRECTIONS TO STAFF

Ms. Lopez provided an overview of SB 1413 (Leno) which would require schools to make fresh drinking water available where students receive and eat their meals (school cafeteria). She noted that the bill passed the Assembly and the Senate and the Governor sponsored the bill so it is expected to be signed before September 30. Ms. Lopez stated that staff is monitoring the bill which would be a great way to educate kids that regular tap water is safe to drink.

Director Murray stated that he would like staff to get cost estimates for bottled water and water bottles for possible distribution.

10. ADJOURNMENT

There being no further business to come before the Committee, the meeting was adjourned at 5:20 p.m.

Chair

ATTEST:

Director

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**MINUTES OF NOVEMBER 15, 2010
MEETING OF THE EXTERNAL AFFAIRS COMMITTEE
OF THE BOARD OF DIRECTORS
WATER REPLENISHMENT DISTRICT OF SOUTHERN CALIFORNIA**

A meeting of the External Affairs Committee of the Board of Directors of the Water Replenishment District of Southern California was held on November 15, 2010 at 12:30 p.m. at the District Office, 4040 Paramount Boulevard, Lakewood, California. Director Willard H. Murray, Jr. called the meeting to order. Deputy Secretary Abigail C. Andom recorded the minutes.

1. DETERMINATION OF A QUORUM

Committee: Willard H. Murray, Jr. and Albert Robles
Staff: Robb Whitaker, Elsa Lopez, Adeline Yoong,
Ron Beilke, Thomas Martin

2. PUBLIC COMMENT

None.

The agenda items were taken out of order.

4. LEGISLATIVE REPORT

Tammy Lindenberg of Pacific Atlantic Partners provided an update on federal legislative activities via teleconference. Ms. Lindenberg stated that Congress must decide how to fund the government for the remainder of the fiscal year. She noted that the earmark for the Whittier Narrows Dam Feasibility Study could survive if Congress passes an omnibus appropriations bill. She indicated that the Senate will remain under Democratic control and the House will be controlled by the Republicans in the 112th Congress.

Jacob Johnson and Larry LaRocco of Brownstein Hyatt Farber and Schreck added that Congress will reconvene the lame duck session after the Thanksgiving holidays.

Bob Reeb of Millennium Advocates provided an update on state legislative activities also via teleconference. Mr. Reeb stated that the Legislature is very quiet at the moment. He stated that on December 6, the newly elected Senate and Assembly members will be sworn in.

3. MINUTES OF THE MEETING OF AUGUST 16, 2010

The minutes were approved as submitted.

5. PRESS RELEASE AND MEDIA CONTACT PROCEDURE

The Committee requested the item be deferred to next month's Committee meeting.

6. CORO FELLOW PROGRAM

Manager of External Affairs Elsa Lopez stated that the CORO Fellows Program is for a nine-month term beginning September 2011 at a cost of \$7,000 per fellow.

Discussion followed on the process of selecting candidates. The Committee requested that an update on the selection criteria and a recommendation be provided at next month's Committee meeting.

7. FEDERAL ADVOCACY SUPPORT SERVICES

General Manager Robb Whitaker stated that the District went through a procurement process in securing the services of Brownstein Hyatt Farber and Schreck and Pacific Atlantic Partners for the District's federal advocacy support services. Contracts for both firms expire on December 31, 2010 and are being brought to the Committee in order to allow sufficient time to initiate and issue request for proposals, if the Committee so recommends to the Board. He noted that the Committee may also recommend renewal of the contracts for an additional two years effective January 1, 2011. He explained that the Board had approved a two year period for advocacy contracts in order to reflect the two year federal and state legislative cycles.

Director Robles stated that the Ad Hoc Legislative Committee interviewed various high profile firms during the District's legislative trip to Washington, D.C. He stated that Brownstein Hyatt and Pacific Atlantic Partners were ranked very high during the interview process. He noted that the firms demonstrated they could work together effectively in representing the District's interests and he wanted to recommend that the Board renew their contracts.

Director Robles also reminded staff that the existing contract requires the federal advocates to come out to the District to attend a strategic planning session. He suggested that this session be held the early part of next year but should not count as the one for calendar year 2011.

The Committee recommended the Board amend the professional services agreements for federal advocacy support services with Brownstein Hyatt Farber Schreck, and Pacific Atlantic Partners, subject to approval of form by District Counsel, for a two year period that expires on December 31, 2012 at a monthly all-inclusive fee of \$15,000 per firm.

8. STATE ADVOCACY SUPPORT SERVICES

Mr. Whitaker reported that the District receives state advocacy support services from Millennium Government Advocates and the contract at a monthly fee of \$15,000 expires on December 31, 2010.

Discussion followed and the Committee recommended the Board renew the professional services agreement for state advocacy support services with Millennium Government Advocates, subject to approval of form by District Counsel, for a two year period that expires on December 31, 2012 at a monthly fee of \$15,000.

9. LOCAL ADVOCACY SUPPORT SERVICES

Mr. Whitaker stated that the District receives local advocacy support services from Robert E. Bush Corporation and the contract expires on December 31, 2010. He stated that Mr. Bush provides strategic support and counsel on matters relating with the Los Angeles County Department of Public Works and the Los Angeles County Board of Supervisors, and has secured support for several District projects. He noted that the existing contract is on a base monthly rate of \$3,000 with the ability to increase the amount to \$5,000 per month on as needed basis.

The Committee recommended the Board amend the professional services agreement for local advocacy support services with Robert E. Bush Corporation, subject to approval of form by District Counsel, for a two year period that expires on December 31, 2012 at a monthly fee of \$3,000, with the ability to increase it to \$5,000 per month on as needed basis.

10. RENEWAL OF WATERWISE CONSULTANT CONTRACT

Ms. Lopez stated that WaterWise Consulting has been conducting the training curriculum for the District's very successful Eco-Gardener Program. She stated that the contract with WaterWise expires on December 31, 2010 and staff would like to recommend renewing the contract for the same amount of \$100,000 for the period January 1, 2011 to December 31, 2011.

Ms. Lopez stated that WaterWise is also working on a certification program for the Eco-Gardener Program with the Environmental Protection Agency (EPA).

The Committee concurred with the staff recommendation that the Board amend the professional services agreement with WaterWise Consulting, subject to approval of form by District Counsel, for a period of one year that expires on December 31, 2011 at an amount not to exceed \$100,000.

11. EVENT SPONSORSHIPS AND COMMUNITY GRANTS UPDATE

Ms. Lopez stated that on May 24, 2010, the External Affairs Committee recommended reducing and/or eliminating some regional sponsorships and moving some items such as memberships to the proper budget categories. She explained that the Committee asked staff to bring back a revised list of sponsorships and memberships for consideration at the June 21 meeting. She stated that, at the June 21 meeting, the Committee reviewed the revised list of Sponsorships and Memberships and made additional reductions. The Committee directed staff to revise the list to reflect the following reductions and changes: transfer to appropriate budget category Memberships and Conference Registrations; reduce specified sponsorships to minimum sponsorship levels; and purchase individual tickets for certain annual events instead of purchasing table sponsorships. She noted that the reduction resulted in a savings of approximately \$49,600.

Discussion also followed on chamber memberships.

The Committee recommended the Board approve a reduction of \$49,600 in Regional Sponsorships and approval of annual chamber membership fees for the fiscal year 2010-2011 budget.

12. DEPARTMENT REPORT

Ms. Lopez gave an overview of the Department's activities. She stated that staff has begun preparations for the 4th Annual Groundwater Festival. She noted that invitations to vendors and exhibitors have gone out and staff is working on soliciting sponsors to help defray the cost of the Festival. Discussion also followed on potential Groundwater Ambassador award recipients.

13. DIRECTORS REPORTS, INQUIRIES, AND FOLLOW UP OF DIRECTIONS TO STAFF

The Committee requested staff to research appropriate relief efforts for Haiti and provide an update at the December 6, 2010 Board meeting.

14. ADJOURNMENT

There being no further business to come before the Committee, the meeting was adjourned at 2:05 p.m.

Chair

ATTEST:

Director



MEMORANDUM

ITEM NO. 4

Prepared by: Adeline Yoong

Reviewed by: Elsa Lopez

Approved by: Robb Whitaker

DATE: DECEMBER 20, 2010
TO: EXTERNAL AFFAIRS COMMITTEE
FROM: ROBB WHITAKER, GENERAL MANAGER
SUBJECT: LEGISLATIVE REPORT

SUMMARY

Legislative Calendar

State Legislature

January 1	Statutes take effect
January 3	Legislature reconvenes
January 10	Budget must be submitted by Governor
January 21	Last day to submit bill requests to Legislative Counsel

Congress

December 17	Target adjournment for 111 th Congress
January 5, 2011	112 th Congress convenes
Jan. 17-21, 2011	Senate District

Legislative Report

Verbal updates will be provided on state and federal matters.

FISCAL IMPACT

None.

STAFF RECOMMENDATION

For information.



MEMORANDUM

ITEM NO. 5

Prepared by: Elsa Lopez

Reviewed by: Robb Whitaker

Approved by: Robb Whitaker

DATE: DECEMBER 20, 2010
TO: EXTERNAL AFFAIRS COMMITTEE
FROM: ROBB WHITAKER, GENERAL MANAGER
SUBJECT: PRESS RELEASE AND MEDIA CONTACT PROCEDURE

SUMMARY

The Committee Chair asked for a review of the District's press release and media contact procedure. Staff provided an oral report at the September 20th External Affairs Committee meeting. The Chair has scheduled the matter for further discussion at this meeting.

FISCAL IMPACT

None.

STAFF RECOMMENDATION

Adopt a press release and media contact procedure.



MEMORANDUM

ITEM NO. 6

Prepared by: Elsa Lopez
Reviewed by: Robb Whitaker
Approved by: Robb Whitaker

DATE: DECEMBER 20, 2010
TO: EXTERNAL AFFAIRS COMMITTEE
FROM: ROBB WHITAKER, GENERAL MANAGER
SUBJECT: CORO FELLOW PROGRAM

SUMMARY

Several Directors have requested staff to research the possibility of hosting a CORO Fellow for the 2011-2012 fiscal year.

Staff will update the committee on the length of the program, the cost and the selection process.

FISCAL IMPACT

To be determined.

STAFF RECOMMENDATION

For information.



MEMORANDUM

ITEM NO.7

Prepared by: Elsa Lopez

Reviewed by: Robb Whitaker

Approved by: Robb Whitaker

DATE: DECEMBER 20, 2010

TO: EXTERNAL AFFAIRS COMMITTEE

FROM: ROBB WHITAKER, GENERAL MANAGER

SUBJECT: CAMP SHIWAKA: URBAN FOREST PROPOSAL

SUMMARY

Last month, the Long Beach Area Camp Fire USA Council met with District staff to submit a proposal requesting funding for their Camp Shiwaka: The Urban Forest project located in Long Beach. The project consists of an expansion of its seven-acre facility, Urban Forest Facilities at Camp Shiwaka, and combine the study of nature and natural science with preservation, demonstration and education programs that serve diverse populations. The sustainable design of the project consists of energy efficiency, water efficiency and all building materials selection that conform to LEED certification.

The Camp Fire USA Council is seeking a contribution of \$125,000 which would allow for all plantings and irrigation, as well as, development of key water-use features, including blogs, a kitchen garden and native plantings. The water efficiency portion of the project will include rainwater collection and subsurface irrigation with gray water. The total project cost is projected to be \$2.5 million. The Council has already secured funds from various foundations and businesses in the amount of \$800,000.

This project will have the capacity of increasing from 7,000 children annually to over 10,000. The educational programming will include and not be limited to urbanization, conservation on both energy and water and the importance to protecting our natural resources.

The Council would also like to incorporate WRD's ECO Gardener trainings into their educational component and would like to work with staff to establish the education portion of the project.

FISCAL IMPACT

If approved, this item is not included in the fiscal year 2010-2011 budget.

STAFF RECOMMENDATION

For information.



MEMORANDUM

ITEM NO. 8.

Prepared by: Elsa Lopez

Reviewed by: Robb Whitaker

Approved by: Robb Whitaker

DATE: DECEMBER 20, 2010

TO: EXTERNAL AFFAIRS COMMITTEE

FROM: ROBB WHITAKER, GENERAL MANAGER

SUBJECT: ROUNDHOUSE MARINE STUDIES LAB & AQUARIUM OCEANOGRAPHIC TEACHING STATIONS (O.T.S.)

SUMMARY

Director Rob Katherman met with the staff and board of Directors of the Roundhouse Marine Studies Lab and Aquarium (Roundhouse) and received a presentation on their educational and research program. District staff recently met with staff from the Roundhouse to examine the educational program and service capacity.

The Oceanographic Teaching Stations (O.T.S.) was founded in 1979 with the mission to foster and promote the public study of, and interest in, the oceans, tidelands and beaches of Southern California, the marine life therein, and the impact of human populations on that environment. Located over the Pacific Ocean at the end of the Manhattan Beach pier, the Roundhouse Marine Studies Lab and Aquarium (Roundhouse) serves as O.T.S.'s educational facility.

According to the Roundhouse over the last 30 years, O.T.S. has provided a unique experience and quality education to hundreds of thousands of visitors and students in the South Bay, Los Angeles, and surrounding areas. The Roundhouse operating budget is approximately \$250,000 annually. Operations and programs are funded through a variety of sources including donations from families in the community, corporate contributions, program fees, and foundation grants.

The Roundhouse is requesting \$30,000 from the Water Replenishment District of Southern California to fund their Public Education Program, Student Education Program and Volunteer Program.

Program descriptions below:

Student Education Program

Each year, over 12,000 students from across Los Angeles and Orange Counties and the surrounding areas take part in the Roundhouse's educational programs. Students learn about the ocean, marine life, the environment, science, and human impacts in a hands-on, experiential atmosphere. The Roundhouse offers a variety of classes to meet any need, including on-site, tidepool, and outreach classes of varying lengths and topics. The

Roundhouse education program is set apart from similar programs at other local aquariums by the qualifications of the Roundhouse staff. All classes are taught by the full-time staff members who are specialists in the field.

Public Education Program

The Roundhouse is open to the public free of charge every day. This allows all interested individuals to visit the Roundhouse regardless of socio-economic status.

The Roundhouse provides unique learning opportunities for students

Funding from WRD will allow students in grades K-12 to visit the Roundhouse Aquarium for an experiential marine science and environmental education field trip in 2011. These students will come from schools in the areas surrounding Manhattan Beach, including Lawndale, Hawthorne, Torrance, Los Angeles and other local cities. The funding will provide free field trips to approximately 70 classes in the area, allowing them to remain open to the public for free seven days a week, and providing means for them to recruit, train, and reward volunteers.

FISCAL IMPACT

If approved, this item is not included in the fiscal year 2010-2011 budget

STAFF RECOMMENDATION

For discussion