

**REGULAR MEETING OF THE EXTERNAL AFFAIRS COMMITTEE
OF THE BOARD OF DIRECTORS
WATER REPLENISHMENT DISTRICT OF SOUTHERN CALIFORNIA
12621 E. 166th Street (Corner, Bloomfield & 166th), Cerritos, California
10:00 A.M., THURSDAY, OCTOBER 28, 2004**

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.

- I. DETERMINATION OF A QUORUM**
- II. PUBLIC COMMENT**
- III. APPROVAL OF THE MINUTES OF THE REGULAR COMMITTEE MEETINGS OF JULY 22, 2004 AND SEPTEMBER 23, 2004**
Staff Recommendation: Approve the minutes as submitted.
- IV. LEGISLATIVE REPORT**
Staff Recommendation: For information.
- V. LAKEWOOD CHAMBER OF COMMERCE**
Staff Recommendation: Recommend the Board approve WRD's membership to the Lakewood Chamber of Commerce.
- VI. WRD WATER BOTTLE LABEL**
Staff Recommendation: For information.
- VII. UPDATE: WRD'S 45TH ANNIVERSARY – NOVEMBER 17**
Staff Recommendation: Proceed with recognition of celebration.
- VIII. DEPARTMENT REPORT**
Staff Recommendation: For information.
- IX. CREATIVE DEVELOPMENT**
Staff Recommendation: For information.
- X. ADJOURNMENT**

UNAPPROVED
MINUTES

UNAPPROVED
MINUTES

**MINUTES OF JULY 22, 2004
A REGULAR MEETING OF THE EXTERNAL AFFAIRS COMMITTEE
OF THE BOARD OF DIRECTORS
WATER REPLENISHMENT DISTRICT OF SOUTHERN CALIFORNIA**

A regular meeting of the External Affairs Committee of the Board of Directors of the Water Replenishment District of Southern California was held on July 22, 2004, at 10:08 a. m. at the District Office, 12621 E. 166th Street, Cerritos, California. Chairwoman Pat Acosta called the meeting to order and presided thereover. Deputy Secretary Abigail C. Andom recorded the minutes.

I. DETERMINATION OF A QUORUM

Attendees included:

Committee: Directors Pat Acosta and Willard Murray, Jr.

Staff: Evelyn Fierro, Adeline Yoong, Albert Frias

II. PUBLIC COMMENT

None.

**III. APPROVAL OF THE MINUTES OF THE REGULAR MEETINGS OF
MAY 27, 2004 AND JUNE 17, 2004**

The minutes were approved as submitted.

IV. NEWSLETTER UPDATE

External Affairs Representative Albert Frias stated that President Murray had asked staff to gather information on the cost to upgrade the quality of the District newsletter, the Source. Mr. Frias explained that staff was asked to look into the possibility of increasing the number of newsletters printed and mailed from 100,000 each quarter to 200,000. President Murray had also requested figures on changing the quality of paper used, costs for using color photographs, and selecting a mailing list that would focus on voters who have a history of voting in multiple elections.

Mr. Frias stated that presently, the WRD prints and mails 100,000 newsletters quarterly, about 20,000 to each division. Total cost to produce the publication is \$108,601.52 annually. He noted that increasing the number of newsletters printed to 200,000 quarterly and using color pictures on white coated paper would cost approximately \$61,021.84 annually, about \$15,255.46 each issue. Postage costs would be approximately \$136,000 for four issues and the mailing list of high propensity voters is estimated at \$5,900. Total cost would be approximately \$202,921.84 to produce four newsletters, thus increasing the cost to of the newsletter annually by \$94,320.32.

Director Murray stated that he felt the additional cost would be justified in order to make the newsletter more attractive and informative.

Director Acosta stated that she liked the idea of upgrading the newsletter and using a mailing list of high propensity voters. However, she asked that staff develop other options and present comparisons.

The Committee directed staff to look into other options and provide an update at a future meeting.

V. LEGISLATIVE REPORT

Senior External Affairs Representative Adeline Yoong provided the Committee with a revised legislative matrix of state and federal bills that the District is following. Specifically, Ms. Yoong discussed AB 1647 (Horton), SB 1165 (Local Government), and AB 2528 (Lowenthal).

The Committee recommended that the District's legislative advocates in Washington, D.C. and Sacramento be available by teleconference for future meetings. The Committee also directed staff to schedule visits to local legislative and congressional members this fall.

VI. DEPARTMENT REPORT

Manager of External Affairs Evelyn Fierro provided an update on the Department's activities. Staff provided a presentation on photographs taken at the reception for elected officials held July 9, 2004. Ms. Fierro added that groundwater tours were also held for Director Goldsworthy, a group of officials from the Peoples Republic of China, and a group from Morocco.

Discussion was held regarding activity reports from legislative advocates. Director Acosta asked that staff explore this further.

The Committee also requested that a new standing item be added to the regular agenda. This item will be called "Creative Development."

VII. ADJOURNMENT

With no other business to come before the Committee, the meeting was adjourned at 11:35 a.m.

Chair

ATTEST:

Director

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**MINUTES OF SEPTEMBER 23, 2004
A REGULAR MEETING OF THE EXTERNAL AFFAIRS COMMITTEE
OF THE BOARD OF DIRECTORS
WATER REPLENISHMENT DISTRICT OF SOUTHERN CALIFORNIA**

A regular meeting of the External Affairs Committee of the Board of Directors of the Water Replenishment District of Southern California was held on September 23, 2004, at 10:13 a. m. at the District Office, 12621 E. 166th Street, Cerritos, California. Chairwoman Pat Acosta called the meeting to order and presided thereover. Acting Deputy Secretary Sheryll A. Petty recorded the minutes.

I. DETERMINATION OF A QUORUM

Attendees included:

Committee: Directors Pat Acosta and Willard Murray, Jr.
Staff: Evelyn Fierro, Adeline Yoong, Albert Frias
Robb Whitaker, Staci Moraza

II. PUBLIC COMMENT

None.

III. LEGISLATIVE REPORT

The District's legislative advocates, Peter Carlson, of Will and Carlson & Associates and Lucie Gikovich of the Platinum Advisors, in Washington, D. C. gave an update on the Federal bills of interest to the District including the following: VA/HUD, CAL FED, WRDA and the Water and Energy Bill. Mr. Carlson noted that the VA HUD Bill did not include any money for the District's request; however the request was earmarked on Senator Feinstein's list. Of 250 projects that were earmarked, a total of \$2.6 million was awarded to seven projects in the State of California. On the Senate side, the bill should go to the floor before the October 8th recess. Mr. Carlson and Ms. Gikovich plan to work with our representatives to see what can be done.

In regard to the energy and water appropriations bills which fund the Federal Corps of Engineers and the Water Reclamation Bureau, no committee action has taken place. It is an important bill to the District but nothing will probably happen before they recess on October 8th.

On September 15th, the Senate passed a package of water authorization bills including the Cal Fed bill which has sections that are of interest to the District, such as water use efficiency and water recycling projects.

The Senate has passed a different version of the Cal Fed bill than the House but Mr. Carlson believes that the House will work this out with the Senate. The District should look at those sections within the bill on reclamation, recycling and the provision on groundwater. These will affect the Colorado River Basin. Ms. Gikovich and Mr. Carlson will keep

pressure on the appropriations and authorization committees to move these bills along.

Ms. Fierro, Manager of External Affairs, asked what seven projects will be funded and if they are of a competitive nature with the District's plans. Mr. Carlson told the Committee that \$300,000 was awarded the Santa Clara Valley Water District; \$300,000 to the Inland Empire Water District; \$400,000 to the City of Santa Ana; \$500,000 to the City of San Jose; \$500,000 to the City of Eureka; \$200,000 to the M.W.D. of Southern California for the Ontario final design for wellhead treatment of perchlorates. Most of these funds were awarded to help with perchlorate clean-up and detection. Director Acosta noted that the WRD's basin is too clean and asked what the Committee could do to help them. They responded that the District should be talking to our local District government offices on these issues. Many times in previous years these types of appropriations bills do not pass until January of the new year.

Ms. Fierro suggested that perhaps our Board President and Chair should visit our Federal representatives as well. Ms. Gikovich and Mr. Carlson felt that would be advisable any time, but reminded the Committee that many of these Federal officials will be in California within the next month or so because it is election year.

Senior External Affairs Representative, Ms. Yoong gave an update on the State side noting that Mr. Curtis Earnest, our State legislative advocate has been ill and will be undergoing an angiogram today. He is reviewing the California Performance Review Index and will provide an update by next Friday, October 1st. The Index will then go to the Hoover Commission and be subject to public comment at that point.

On September 14, one bill was signed into law – SB 922 (Soto bill). The Lowenthal Bill (AB2528) is of interest to the District but it has not been signed by the Governor yet.

Director Murray asked that a card and flowers or whatever is appropriate, be sent to Mr. Earnest.

Director Murray asked what the WRD's priorities will be for the next session: the reserve is about the only issue that the District is interested in unless our conjunctive use committee recommends changes to the Water Code. Director Acosta will be calling a special Ad Hoc Committee Meeting after the election on November 2nd. Director Murray noted that Karen Bass and Jerome Horton have expressed an interest in carrying legislation for the District. He will also ask Senator Kevin Murray to do so as well. Director Murray noted that the new protem of the State Senate, Mr. Don Perata, is a long time friend of his. The Board has sent him a letter of congratulations.

IV. ULTRA-LOW FLUSH TOILET (ULFT) DISTRIBUTION PROGRAM

Mr. Guy Meza, Conservation Coordinator for the Central Basin Municipal Water District was introduced. The District participated in this program in 2002 but not in 2003. Director Murray proposes that we participate again this year and decide to what degree. They are asking for \$150,000 which will increase their distribution efforts by 2,500 additional toilets. The actual cost is \$118-120 to place each toilet. The old toilets are recycled to whatever group is handling the distribution. The District would be named as a participant in a press release. Our name would be listed as a sponsor and distributed via door hangers, newspaper ads and flyers to the schools. The consumer has to present their water bill and driver's license and they are limited to two per household. The vendors handle all of this. The ULFT toilet program is done through MET. They save 26 gallons per day or over the twenty year life of the toilet, 1,000 acre feet of water. The fiscal year of the program is 7/1/04 to 6/30/05.

Director Acosta would like more information and noted that we will have to check with our controller's office in regard to our budget. She would also like to check with other directors to see how our areas of service overlap. We need to explore further and have more specifics before presenting it to our Board. Director Acosta felt that we should be a part of this program upfront so that we get as much credit as possible. General Manager Robb Whitaker also noted that this program is not a budgeted item – we could tap into our reserves but there are other activities and items that we need to look into today as far our reserve goes.

Director Murray moves that we participate at the \$150,000 level. Director Acosta wants to postpone any action until we get more information. This will go as a split recommendation to the Board at their October 6th meeting. Mr. Meza will get the additional information for staff and Director Acosta will present it to the Board as a written presentation with charts. Director Acosta has also asked Mr. Ota, Chief Financial Officer, for a complete cash flow analysis.

V. CONSERVATION PROGRAM

Ms. Yoong presented additional water conservation methods, including displacement bags for toilet water tanks; an on/off garden hose; water saving shower heads and aerators. The shower heads would be ideal as a promotional item for the District's 45th anniversary celebration as well as the various conferences that we participate in and our groundwater tours.

After discussion, the Committee will present all four of the conservation items to the Board on October 6th and recommend the purchase of the on/off garden hoses. Ms. Yoong will provide a cost breakdown for the four items by the next Board meeting.

VI. CENTRAL VALLEY PROJECT TOUR

Director Murray had directed Staff to look into organizing a Central Valley Project Tour. Based on discussions that Ms. Yoong had with the manager at the Bureau of Water Reclamation a 3-day tour would run \$850 per person plus an additional \$2,400 for the bus and a 2-day tour would run \$600 per person plus \$1,700 additional for the bus. This would include all airfare, hotel accommodation and food. The Bureau recommends the three day tour.

The Committee will present the dates available and the cost for both tours to the Board at the next meeting as an information item.

VII. UPDATE: 45TH ANNIVERSARY

Ms. Fierro gave an overview of plans underway for the District's 45th anniversary celebration. Staff would like to have it in a special location with water as a component so the Reef and the Long Beach Museum of Art are being considered. Tentative plans include having the Board meeting that day, Wednesday, November 15th from 4:00 p.m. until 5:00 p.m. followed by a reception.

Director Acosta noted that Staff should check with Mr. Ota in regard to the budget. We need to make sure that the funds are available.

Mr. Whitaker, General Manager, noted that we will launch our rolling classroom and our new Website as part of the anniversary celebration. The rolling classroom will be a mobile unit with interactive displays such as the groundwater model Plexiglas display. It will be used for after school programs.

Ms. Fierro stated that every quarter we do 100,000 newsletters. For an additional \$1,500 we can do a special color newsletter for our anniversary. We will need to add an addendum to our existing contract (for color printing). Mr. Whitaker noted that we are not doing contingencies for anything other than construction. However, we can amend the contract with Board approval.

After discussion the Committee decided that the General Manager will decide if we need any action. He will have Staff check on the details and put it on the draft agenda for the October 6th meeting if necessary.

VIII. LONG BEACH AREA NAACP AWARDS BANQUET

Director Murray outlined a request received from Frank Clark of the Long Beach Area NAACP regarding our participation at their awards banquet on

October 15, 2004. We can buy a table for \$1,000 which includes a quarter page ad or buy 10 tickets for \$85 a piece.

The Committee recommended that the District buy a table at \$1,000 which includes the ad. This will be presented to the Board on October 6th.

IX. DEPARTMENT REPORT

Manager of External Affairs Evelyn Fierro presented an update on the Department's activities.

Director Murray inquired about the status of the Media Workshop. It will be held on Saturday, October 9th beginning at 10am and followed by lunch.

Discussion followed on the Ecoli notice that South Gate residents received this week. The WRD will be doing an informational piece to send out with the water bills and also have meeting at 2pm today to discuss this.

Director Murray asked if Bennett Chong, Assistant Hydrogeologist, could do a presentation on the WRD during the Colorado Tour this weekend.

X. CREATIVE DEVELOPMENT

Mr. Frias, External Affairs Representative, noted that the rolling classroom is an ongoing project and part of the creative development.

We have been invited to attend the "Friends of the LA River (FOLAR)" Banquet which will be held tomorrow evening in Los Angeles. He will get tickets for anyone who would like to attend.

XI. ADJOURNMENT

With no other business to come before the Committee, the meeting was adjourned at 12:26pm.

Chair

ATTEST:

Director



MEMORANDUM

ITEM NO. IV

Prepared by: Adeline M.L. Yoong

Reviewed by:

DATE: OCTOBER 28, 2004
TO: EXTERNAL AFFAIRS COMMITTEE
FROM: ROBB WHITAKER, GENERAL MANAGER
SUBJECT: LEGISLATIVE REPORT

SUMMARY

Legislative Calendar

State Legislature

November 30 – Legislature adjourns.

December 6 – 2005-06 Regular Session convenes for organizational session.

Congress

November- Congress may reconvene for lame duck session

Update

A verbal update on federal and state matters will be provided.

FISCAL IMPACT

None.

STAFF RECOMMENDATION

For information.



MEMORANDUM

ITEM NO. V

Prepared by: A. Frias

Reviewed by: E. Fierro

DATE: OCTOBER 28, 2004

TO: EXTERNAL AFFAIRS COMMITTEE

FROM: ROBB WHITAKER, GENERAL MANAGER

SUBJECT: LAKEWOOD CHAMBER OF COMMERCE

SUMMARY

The Lakewood Chamber of Commerce is a growing organization with a membership of about 260. Since the WRD is moving to Lakewood next year, it's not too early to build relationships in the city and business community.

The Chamber holds several monthly meetings on a variety of issues, including business breakfast sessions, government affairs, chamber mixers and general business meetings. In addition, the Chamber publishes a monthly publication with a circulation of 56,000. The WRD's news releases would be published in the newsletter.

FISCAL IMPACT

The annual membership fee is \$375.00 plus a one-time processing fee of \$30.00, making the first-year cost \$405.00

STAFF RECOMMENDATION

Recommend the Board approve WRD's membership to the Lakewood Chamber of Commerce.



MEMORANDUM

ITEM NO. VI

Prepared by: Albert Frias

Reviewed by:

DATE: OCTOBER 28, 2004
TO: EXTERNAL AFFAIRS COMMITTEE
FROM: ROBB WHITAKER, GENERAL MANAGER
SUBJECT: WRD WATER BOTTLE LABEL

SUMMARY

The WRD's original request to get a trademark for "Agua Dulce" was rejected by the U.S. Patent and Trademark Office (USPTO). The USPTO issued an action memorandum denying the WRD's application on the basis of the name being "merely descriptive." At the request of Director Pat Acosta and the suggestion of the attorneys, the WRD submitted another request that will read, "WRD Agua Dulce."

Meanwhile, the stock of the WRD bottle water is nearly gone. Staff will have to order more water. Staff will present some label samples at the meeting for the Committee members to review and to make suggestions on a design for a new label.

FISCAL IMPACT

None.

STAFF RECOMMENDATION

For information.



MEMORANDUM

ITEM NO. VII

Prepared by: Evelyn Fierro

Reviewed by:

DATE: OCTOBER 28, 2004
TO: EXTERNAL AFFAIRS COMMITTEE
FROM: ROBB WHITAKER, GENERAL MANAGER
SUBJECT: UPDATE: WRD 45TH ANNIVERSARY - NOVEMBER 17

SUMMARY

November 17th will mark the 45th Anniversary of WRD's formation.

The following plans are underway:

- November 17th Board meeting and buffet reception to be held at the Reef Event Center in Long Beach. It's next to the Queen Mary overlooking the harbor.
- Invitation was finalized on October 18. It will be mailed week of October 25.
- Announce Board meetings to be held in each of the districts. Suggested Site selections: Dates to be determined

Division 1: Inglewood City Hall
Division 2: Redondo Beach Library
Division 3: Lakewood Community Park Center
Division 4: Downey or South Gate tbd
Division 5: Carson Community Center

- Press announcement regarding the upcoming Anniversary
- November Anniversary Issue of the Newsletter
- Unveiling a newly designed website- noting "45 years" of service.

FISCAL IMPACT

Approximately \$ 4,500 for the meeting and buffet. Funds are not budgeted.

STAFF RECOMMENDATION

Proceed with recognition of celebration.



MEMORANDUM

ITEM NO. VIII

Prepared by: Adeline Yoong

Reviewed by:

DATE: OCTOBER 28, 2004
TO: EXTERNAL AFFAIRS COMMITTEE
FROM: ROBB WHITAKER, GENERAL MANAGER
SUBJECT: DEPARTMENT REPORT

SUMMARY

Staff will provide an update of department activities.

FISCAL IMPACT

None.

STAFF RECOMMENDATION

For information.



External Affairs Department Activities Report (September/October)

Compiled October 20, 2004

Government Affairs

- Staff is planning a quarterly briefing for staff of elected officials in the WRD service area. The kick-off meeting will be held in November
- Conducted hydrogeological briefing of the Pemaco Superfund site in Maywood for the office of Congresswoman Roybal-Allard. Attended community meeting on the superfund site as requested by the Congresswoman.
- A hydrogeological briefing of the Pemaco Superfund site in Maywood is also being scheduled for Speaker Nunez's office.
- GM Robb Whitaker did presentation on Conjunctive use at the Contract Cities Association Seminar on Water, held in Oxnard. External Affairs Manager Evelyn Fierro also attended.
- Staff participated in the L.A. Chamber's Natural Resources Committee
- Sent letter to President requesting his signature on the CALFED bill
- Contacted elected officials in WRD service area seeking resolution/commendations for the agency's upcoming 45th Anniversary
- Mailed "thank you" letters to elected officials who visited the WRD exhibit booth during the recent League of Cities annual convention in Long Beach
- Cerritos Chamber of Commerce candidates forum and luncheon was attended by WRD staff

Community Outreach

- WRD donated 15 cases of water to 2 South Gate schools and to City Hall during South Gate's recent water crisis
- An insert for a South Gate mailer discussing Water Quality was developed in conjunction with the City
- The next Public Groundwater Tour is set for November 4. A tour was held in September and 50 people attended
- WRD will have an exhibit booth at the WCBMWD annual Harvest Festival on October 30 in El Segundo.
- WRD will host a table at the Torrance Chamber Annual State of the Region Luncheon
- WRD will host a table at the Carson Senior Luncheon

- WRD hosted a table at the Long Beach NAACP dinner
- The WRD donated 20 cases of water to the Friends of LA River banquet
- The Harbor City/ Harbor Gateway Chamber received 3 cases of water and other WRD promotional items for its annual Installation Dinner highlighting Mayor Jim Hahn of Los Angeles

Educational Partnership Program

- Staff visited a local trailer manufacturer to get estimates on trailer to determine if the project would be economically feasible. Staff met with representatives of the Los Angeles County Office of Education to get information regarding the countywide After School Program. The Education office said they are more than happy to work with the WRD in the program. In November, staff will conduct a WRD tour for the county office of education educators and for the After School program representative with the Los Angeles City School District
- Staff will attend an education field trip at West Basin Municipal Water District

Speakers Bureau

- Staff made presentations to community and service groups in Pico Rivera, Downey, South Gate and Torrance. Additional presentations are scheduled in November.

Media Relations

- Financial Rating Press Release was prepared for distribution
- Met with Mike Sprague of the *Whittier Daily News*
- Staff is working on news articles for the anniversary issue of the WRD newsletter
- Planning Anniversary coverage and reception for WRD's 45th Anniversary
- A Media Workshop was developed and held on Saturday, Oct. 16 for the Directors

Miscellaneous

- Providing support and oversight on WRD website development.
- Staff attended monthly meeting of the Whittier Narrows Nature Center project
- A display ad announcing that WRD is moving to Lakewood was designed for the Lakewood Chamber's Community News, circulation 57,000 to Lakewood, Hawaiian Gardens, Cerritos and Long Beach
- A display ad was designed and placed in the L.A. Area Chamber's Annual Business and Resource Directory with a distribution of 15,000 and a mailing to 2,500 top executives
- Staff attended monthly meeting of LA Watershed Council
- A demonstration of WRD technical staff taking samples from a monitoring groundwater well was held. Photos were taken for the WRD library
- WRD information books and brochures are being revised
- Worked with technical staff providing support for a pumper newsletter
- Staff visited a wellhead project site in Los Angeles for a upcoming dedication ceremony



MEMORANDUM

ITEM NO. IX

Prepared by: Evelyn Fierro

Reviewed by:

DATE: OCTOBER 28, 2004
TO: EXTERNAL AFFAIRS COMMITTEE
FROM: ROBB WHITAKER, GENERAL MANAGER
SUBJECT: CREATIVE DEVELOPMENT

SUMMARY

Open discussion on potential activities and projects.

FISCAL IMPACT

None.

STAFF RECOMMENDATION

For information.