

**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., MONDAY, NOVEMBER 29, 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 MEETING OF OCTOBER 28, 2004**
Staff Recommendation: Approve the minutes as submitted.
- IV. LEGISLATIVE REPORT**
Staff Recommendation: For information.
- V. NOMINATION OF CANDIDATE FOR LAFCO ALTERNATE**
Staff Recommendation: For discussion.
- VI. SOUTH BAY CITIES COUNCIL OF GOVERNMENTS**
Staff Recommendation: For discussion.
- VII. CREATIVE DEVELOPMENT**
Staff Recommendation: For information.
- VIII. DEPARTMENT REPORT**
Staff Recommendation: For information.
- IX. DISTRICT ADVOCACY PROGRAM**
Staff Recommendation: (1) Staff draft a Request for Proposals to be made public in January 2005. Proposals must be submitted by February 18 with a final selection process completed by March 31 and Board approval at the April 6, 2005 meeting.
(2) Current contract advocates be invited to submit proposals for 2005-06.
(3) Current contract advocates be invited to perform on a month-to-month basis for a period not to exceed three months to get WRD through this RFP process.
- X. ADJOURNMENT**

**MINUTES OF OCTOBER 28, 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 October 28, 2004, at 10:10 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
Tracey Burke

II. PUBLIC COMMENT

None.

The agenda items were taken out of order.

IV. LEGISLATIVE REPORT

The District's federal legislative advocate, Peter Carlson of Will and Carlson & Associates, gave an update on activities in Washington, D.C. Mr. Carlson stated the big news to the water industry was the President signing the CALFED bill into law. He recommended the Board send a letter to the California delegation to formally thank them for their support. Mr. Carlson noted there was not much activity probably until after the elections.

Curtis Earnest of Millennium Advocates, the District's state legislative advocate, gave an update on activities in Sacramento. Mr. Earnest stated there was also not much activity in Sacramento regarding policy programs. He informed the Committee of the upcoming retirement of Ron Gastelum, Chairman of the Metropolitan Water District (MWD). He also noted there will be a Proposition 50 workshop on November 4 at the EPA Building in Sacramento and recommended that WRD send a staff person and he will also be in attendance. Lastly, Mr. Earnest gave the Committee an update on highly contested senate and assembly seats of concern to the District.

III. APPROVAL OF THE MINUTES OF THE REGULAR COMMITTEE MEETINGS OF JULY 22, 2004 AND SEPTEMBER 23, 2004

The minutes were approved as submitted.

V. LAKEWOOD CHAMBER OF COMMERCE

External Affairs Representative Albert Frias stated, in anticipation of the District's move to Lakewood next year, staff recommended the District apply for membership to the Lakewood Chamber of Commerce. Mr. Frias stated the annual membership fee is \$375.00 plus a one-time processing fee of \$30.00 for a first year cost of \$405.00.

The Committee recommended the Board approve WRD's membership to the Lakewood Chamber of Commerce.

VI. WRD WATER BOTTLE LABEL

Mr. Frias informed the Committee the District's original request to get a trademark for WRD's bottled water "Agua Dulce" was rejected by the U.S. Patent and Trademark Office (USPTO). He stated the USPTO issued an action memorandum denying the WRD's application on the basis of the name being "merely descriptive." Mr. Frias added, at the request of Director Acosta and the suggestion of the attorneys, staff submitted another request that will read, "WRD Agua Dulce."

The Committee reviewed some samples of water bottle labels and suggestions were made. The Committee also recommended that a graphic artist be consulted with the final decision on the water bottle label be made in consultation with Director Acosta.

VII. UPDATE: 45TH ANNIVERSARY – NOVEMBER 17

External Affairs Manager Evelyn Fierro gave an update on plans for the District's 45th anniversary celebration. Ms. Fierro stated 800 invitations were mailed out and staff is expecting approximately 100-125 attendees.

Discussion was held on the proposed program for the Board meeting and the reception, including possible emcees and awards.

Director Murray requested staff to provide additional information regarding the National Groundwater Foundation at the next Committee meeting.

VIII. DEPARTMENT REPORT

Ms. Fierro referred the Committee to staff's written report of the department's activities for the month of September/October.

IX. CREATIVE DEVELOPMENT

Ms. Fierro gave an update on the District's rolling classroom. She noted that she had been in contact with the project manager of a similar rolling classroom concept and will provide additional information to the Committee after their meeting.

Ms. Fierro informed the Committee that an ad appeared in the Lakewood Chamber of Commerce's community newspaper informing them of WRD's

move next year. She noted the publication is distributed to approximately 57,000 people.

Director Acosta stated she attended the Watereuse Conference in San Antonio last year and the State of Hawaii presented a model for the use of recycled water which she found interesting and informative. She asked if staff would consider investing in a similar model.

X. ADJOURNMENT

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

Chair

ATTEST:

Director



MEMORANDUM

ITEM NO. IV

Prepared by: Adeline M.L. Yoong

Reviewed by: Evelyn Fierro

DATE: NOVEMBER 29, 2004
TO: EXTERNAL AFFAIRS COMMITTEE
FROM: ROBB WHITAKER, GENERAL MANAGER
SUBJECT: LEGISLATIVE REPORT

SUMMARY

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

FISCAL IMPACT

None.

STAFF RECOMMENDATION

For information.



MEMORANDUM

ITEM NO. V

Prepared by: Adeline M.L. Yoong

Reviewed by: Evelyn Fierro

DATE: NOVEMBER 29, 2004

TO: EXTERNAL AFFAIRS COMMITTEE

FROM: ROBB WHITAKER, GENERAL MANAGER

SUBJECT: NOMINATION OF CANDIDATE FOR LAFCO ALTERNATE

SUMMARY

The Local Agency Formation Commission (LAFCO) is accepting nominations to fill the office of the special district alternate for the remainder of the term which ends in May 2006. The independent special district seats are filled by the Special District Selection Committee, a committee made up of the presiding officers of each independent special district in Los Angeles County.

After nominations are received, each district will receive a complete package of nominee resumes, together with a ballot for consideration by the presiding officer of the board. Voting will be conducted by mailed ballot.

Nominations must be received in the office of Lagerlof, Senecal, Bradley, Gosney & Kruse no later than December 17, 2004.

FISCAL IMPACT

None

STAFF RECOMMENDATION

For discussion.



MEMORANDUM

ITEM NO. VI

Prepared by: Evelyn Fierro

Reviewed by:

DATE: NOVEMBER 29, 2004

TO: EXTERNAL AFFAIRS COMMITTEE

FROM: ROBB WHITAKER, GENERAL MANAGER

SUBJECT: SOUTH BAY CITIES COUNCIL OF GOVERNMENTS

SUMMARY

The South Bay Cities Council of Governments (SBCCOG) will be holding its 6th Annual General Assembly on Thursday, February 24, 2005. The event will be held at the Norris Pavilion for the Performing Arts Center in the City of Rolling Hills Estates. This year's theme is "Facing the Future-Energy Use and Supply in the South Bay". They are expecting 200 attendees.

The General Assembly is focused on bringing together the local elected officials in the South Bay as well as city commissioners, committee members and staff from the 16 member cities in order to provide information and share ideas.

Each city will have a table top display based on the theme. This year the cities will display how they are responding to the challenges of energy use and supply. Non-city entities may provide a display as a supporter, sponsor, benefactor, patron and golden circle participant.

FISCAL IMPACT

For a government agency such as WRD, the fee is \$250. This will allow a table display. For an additional amount of \$250, WRD will be included in all the attendant materials and publicity. This is not a budgeted item.

STAFF RECOMMENDATION

For discussion.



MEMORANDUM

ITEM NO. VII

Prepared by: Evelyn Fierro

Reviewed by:

DATE: NOVEMBER 29, 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.



MEMORANDUM

ITEM NO. VIII

Prepared by: Adeline Yoong

Reviewed by:

DATE: NOVEMBER 29, 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.



MEMORANDUM

ITEM NO. IX

Prepared by: Evelyn Fierro

Reviewed by:

DATE: NOVEMBER 29, 2004

TO: EXTERNAL AFFAIRS COMMITTEE

FROM: ROBB WHITAKER, GENERAL MANAGER

SUBJECT: DISTRICT ADVOCACY PROGRAM

SUMMARY

The needs and outlook for WRD have changed over the course of 2003 and 2004. Because of this, staff has been directed by the Committee chair to reevaluate our overall advocacy program and needs for 2005. The District currently contracts with advocates representing WRD's federal, state and local matters. In order to provide substantive advocacy and to reframe WRD's program for 2005, it is suggested that all interested advocates submit proposals that include a suggested work plan for 2005.

FISCAL IMPACT

Currently, Federal advocacy is costing \$15,000 per month, State advocacy is costing \$15,000 per month and local advocacy is costing \$10,000 to \$20,000 per month. Public/media affairs consultants is costing \$12,000 per month.

STAFF RECOMMENDATION

- (1) Staff draft a Request for Proposals to be made public in January 2005. Proposals must be submitted by February 18 with a final selection process completed by March 31 and Board approval at the April 6, 2005 meeting.
- (2) Current contract advocates be invited to submit proposals for 2005-06.
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