

**SPECIAL MEETING OF THE EXTERNAL AFFAIRS COMMITTEE
WATER REPLENISHMENT DISTRICT OF SOUTHERN CALIFORNIA
4040 PARAMOUNT BLVD., LAKEWOOD, CA. 90712
12:00 PM, WEDNESDAY, DECEMBER 12, 2018**

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" or "For discussion" 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**
Pursuant to Government Code Section 54954.3
- 3. FY 2019-20 CHAMBER DUES AND REGIONAL SPONSORSHIPS**
Staff Recommendation: The External Affairs Committee recommend that the Board of Directors approve WRD's FY 2019-20 Chamber Dues and Regional Sponsorships.
- 4. LOS ANGELES BUSINESS COUNCIL (LABC) SUSTAINABILITY SUMMIT APPROVE CONFERENCE SPONSORSHIP**
Staff Recommendation: The External Affairs Committee recommend that the Board of Directors approve WRD's conference sponsorship participation to the Los Angeles Business Council for an amount not to exceed \$5,000.
- 5. WRD EDUCATION OUTREACH**
Staff Recommendation: For discussion and possible action.
- 6. LEGISLATIVE REPORT**
Staff Recommendation: For discussion and possible action.
- 7. DEPARTMENT REPORT**
Staff Recommendation: Staff recommends that the External Affairs Committee receive and file the report.
- 8. DIRECTORS REPORTS, INQUIRIES AND FOLLOW-UP OF DIRECTIONS TO STAFF**
- 9. ADJOURNMENT**
The Committee will adjourn to the next regular meeting.

Agenda posted on 12/11/2018. In compliance with the Americans with Disabilities Act (ADA), if special assistance is needed to participate in the meeting, please contact Brandon Mims, Board Deputy Secretary at (562) 921-5521 for assistance to enable the District to make reasonable accommodations. All public records relating to an agenda item on this agenda are available for public inspection at the time the record is distributed to all, or a majority of all, members of the Board. Such records shall be available at the District office located at 4040 Paramount Boulevard, Lakewood, California 90712. Agendas and minutes are available at the District's website, www.wrd.org. EXHAUSTION OF ADMINISTRATIVE REMEDIES – If you challenge a District action in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or in written correspondence delivered to the Deputy Secretary at, or prior to, the public hearing. Any written correspondence delivered to the District office before the District's final action on a matter will become a part of the administrative record.

**MEMORANDUM****ITEM NO. 3**

DATE: DECEMBER 12, 2018

TO: EXTERNAL AFFAIRS COMMITTEE

FROM: ROBB WHITAKER, GENERAL MANAGER

SUBJECT: FY 2019-20 CHAMBER DUES AND REGIONAL SPONSORSHIPS

SUMMARY

As part of the District's water education program, WRD maintains annual memberships with local and regional chambers of commerce which provide WRD with a platform to educate businesses about WRD projects and programs as well as important regional groundwater planning matters. Through chamber memberships, the District has successfully raised awareness about WRD's efforts to create locally sustainable and resilient projects that will protect the region from future droughts. The anticipated 2019-20 budget for chamber membership dues is \$65,000.

Similarly, WRD provides regional sponsorships to organizations throughout the service area to advance WRD's outreach efforts educating the public about groundwater issues. The anticipated 2019-20 budget for regional sponsorships is \$90,000.

A list of proposed chamber dues/memberships and regional sponsorships are included for the Board's review in attachments A and B, respectively.

FISCAL IMPACT

Funds to be allocated in the FY 2019-20 budget for Chambers of Commerce Dues/Memberships will not exceed \$65,000. Funds to be allocated in the FY 2019-20 budget for Regional Sponsorships will not exceed \$90,000. Both of these items will be budgeted under EAC 5910 – Non RA fund accounts.

STAFF RECOMMENDATION

The External Affairs Committee recommend that the Board of Directors approve WRD's FY 2019-20 Chamber Dues and Regional Sponsorships.

CHAMBER MEMBERSHIP DUES

<u>Chamber of Commerce</u>	<u>Description</u>	<u>Division</u>	<u>2019-20 Budget</u>
Alliance for Water Effectiency	Dues	1,2,3,4,5	\$900
Artesia Chamber of Commerce	Dues	3	\$275
Bell Gardens Chamber of Commerce	Dues	4	\$275
Bellflower Chamber of Commerce	Dues	5	\$275
BizFed	Membership	1,2,3,4,5	\$5,500
Cerritos Chamber of Commerce	Dues	3	\$424
Commerce Industrial Council	Dues	4	\$429
Compton Chamber of Commerce	Dues	5	\$440
California Contract Cities Association	Dues	1,2,3,4,5	\$16,500
Downey Chamber of Commerce	Dues	4,5	\$347
LA EDC	Membership	1,2,3,4,5	\$5,500
Florence~Firestone/Walnut Park Chamber of Commerce	Dues	4	\$330
Gardena Valley Chamber of Commerce	Dues	2	\$409
Harbor City - Harbor Gateway Chamber,	Dues	2	\$193
Hawthorne Chamber of Commerce	Dues	1	\$330
Hermosa Beach Chamber of Commerce	Dues	2	\$330
Huntington Park Chamber of Commerce	Dues	4	\$330
Inglewood Airport Area Chamber of Commerce	Dues	1	\$330
La Mirada Chamber of Commerce	Dues	3	\$330
LA Latino Chamber of Commerce	Dues	1,2,3,4,5	\$2,500
LAX Coastal Area Chamber of Commerce	Dues	1,2,3,4,5	\$770
Long Beach Area Chamber	Dues	3	\$1,315
Los Angeles Business Council	Dues	1,2,3,4,5	\$5,000

Los Angeles Area Chamber of Commerce	Bronze Membership	1,2,3,4,5	\$2,000
Lakewood Chamber of Commerce	Dues	3	\$473
Lawndale Chamber of Commerce	Dues	2	\$550
Lomita Chamber of Commerce	Dues	2	\$385
Manhattan Beach Chamber of Commerce	Dues	2	\$638
Montebello Chamber of Commerce	Dues	4	\$490
Norwalk Chamber of Commerce	Dues	5	\$429
Palos Verdes Peninsula Chamber of Commerce	Dues	2	\$440
Paramount Chamber of Commerce	Dues	4	\$373
Pico Rivera Chamber of Commerce,	Dues	5	\$154
Redondo Beach Chamber	Dues	2	\$633
San Pedro Chamber of Commerce	Dues	2	\$1,584
Santa Fe Springs	Dues	5	\$264
Signal Hill Chamber of Commerce	Dues	3	\$330
South Gate Chamber of Commerce	Dues	4	\$550
Torrance Area Chamber of Commerce	Dues	2	\$330
Vernon Chamber of Commerce	Dues	4	\$773
Whittier Chamber of Commerce	Dues	5	\$572
Wilmington Chamber of Commerce	Dues	2	<u>\$374</u>
Subtotal			\$54,371
Miscellaneous Sponsorships			<u>\$10,629</u>
Total Budgeted for FY 2018-19 Chamber Dues			<u>\$65,000</u>

External Affairs Regional Sponsorships*

Item	Description
Cabrillo Marine Aquarium	5 tickets
California Latino Leadership Institute	Sponsorship
Sen. Holly Mitchell Youth Outreach Event	Sponsorship
Sanitation Districts Annual Earth Day Event	Sponsorship
Friends of the Los Angeles River - Annual Cleanup	Sponsorship
Friends of the Los Angeles River	Membership
Heal The Bay Annual Gala	Annual Dinner
Heal the Bay Coastal Cleanup	Sponsorship
South Bay Cities Council of Governments (SBCCOG) -	Annual Gen. Assembly
Miguel Contreras Foundation	Sponsorship
MLK Day Parade (Long Beach & LA)	Sponsorship
Southern California Water Committee (Coalition)	Patron Membership
VerdeXchange	Sponsorship
West Basin Harvest Festival	Sponsorship
West Basin Art Contest	Sponsorship
District-wide Congressional Art Competitions	Sponsorship (multiple)
District-wide State of the County/State of the Nation Events	Sponsorship (multiple)
District-wide Legislator-Speaking Events	Sponsorship
Los Angeles Business Council - Sustainability Summit	Sponsorship
WELL - Water Education for Latino Leaders	Sponsorship

Misc Regional Sponsorships**

Total Budgeted for FY 2018-19 Regional Sponsorships

TOTAL

* Covers more than 3 Divisions

** Event not planned

**2019-20
Budget**

\$	5,000
\$	5,000
\$	3,000
\$	2,500
\$	1,500
\$	5,000
\$	3,000
\$	2,000
\$	2,500
\$	3,500
\$	1,000
\$	5,000
\$	6,000
\$	2,500
\$	2,000
\$	5,000
\$	6,000
\$	6,000
\$	5,000
\$	10,000
\$	81,500

\$ 8,500

\$ 90,000

**MEMORANDUM****ITEM NO. 4**

DATE: DECEMBER 12, 2018

TO: EXTERNAL AFFAIRS COMMITTEE

FROM: ROBB WHITAKER, GENERAL MANAGER

SUBJECT: LOS ANGELES BUSINESS COUNCIL (LABC) SUSTAINABILITY SUMMIT APPROVE CONFERENCE SPONSORSHIP

SUMMARY

The Los Angeles Business Council (LABC) is renowned for its effective advocacy and educational programs throughout the region, and is a vital representative of business leaders from all industry sectors. The LABC provides its members with strong conduits to local, state and federal officials through targeted policy recommendations and key issue briefings, and annually hosts the influential Mayoral Housing, Education and Sustainability Summits and Los Angeles Architectural Awards luncheon. Their mission is to “unite the power of business with the power of government for education and advocacy to promote environmental and economic sustainability.”

LABC has invited WRD to participate in the 2019 Sustainability Summit as an event sponsor at the “Committee Member” level. This annual summit will be held at the Getty Center on Friday, April 5th and is expected to be a successful event, drawing in more than 1,500 attendees across various industries, corporations, and civic organizations. The forum advocates for business-driven solutions and effective public policy to help Los Angeles realize a more sustainable future.

Invited speakers and keynotes to the 2019 Sustainability Summit include: the newly elected Governor of California Gavin Newsom, Los Angeles Mayor Eric Garcetti, California State Pro Tempore Toni Atkins, California State Senator Nancy Skinner, California State Assemblymember Chris Holden, CPUC Commission President Michael Picker, CPUC Commissioner Andrew McCallister and California Air Resources Board Chair Mary Nichols.

As a “Committee Member” sponsor for \$5,000 WRD will receive the following benefits:

- Silver Sponsor Recognition in all Print/Electronic Media, Event Materials and
- Signage
- Registration for 2 guests at the VIP reception
- Registration for 6 guests at the Summit with preferred seating
- Quarter page ad in Summit Program
- Distribution of promotional materials in Summit registration area

FISCAL IMPACT

None. The FY 2018-19 budget has sufficient funding for the sponsorship amount from the EAC 5910 account. The current balance under EAC 5910 is \$105,700.

STAFF RECOMMENDATION

The External Affairs Committee recommend that the Board of Directors approve WRD's conference sponsorship participation to the Los Angeles Business Council for an amount not to exceed \$5,000.



MEMORANDUM

ITEM NO. 5

DATE: DECEMBER 12, 2018

TO: EXTERNAL AFFAIRS COMMITTEE

FROM: ROBB WHITAKER, GENERAL MANAGER

SUBJECT: WRD EDUCATION OUTREACH

SUMMARY

The WRD Education Program features interactive lessons that demonstrate the importance of groundwater, the basics of water sources and treatment, and the need for conservation. WRD Education staff are available for in-classroom demonstrations, exhibiting at environmental/education fairs, and as a resource for any water science related questions.

Knowing there are multiple water agencies across California with a mission to educate people on groundwater, water, conservation, water replenishment, and more, WRD Staff will reach out to other Water Agencies to collaborate in creating a single, concise Water Education Curriculum.

Team will provide Monthly updates on the development of the curriculum.

FISCAL IMPACT

None

STAFF RECOMMENDATION

For discussion and possible action.



MEMORANDUM

ITEM NO. 6

DATE: DECEMBER 12, 2018

TO: EXTERNAL AFFAIRS COMMITTEE

FROM: ROBB WHITAKER, GENERAL MANAGER

SUBJECT: LEGISLATIVE REPORT

SUMMARY

Verbal reports on current legislation will be provided by Sacramento and Washington D.C. advocates, respectively.

2018/19 STATE LEGISLATIVE CALENDAR

DECEMBER

- Dec. 3 - 2019-20 regular session convenes for organizational session at 12 noon.

JANUARY

- Jan. 1 - Statutes take effect
- Jan. 7 - Legislature reconvenes
- Jan. 10 - Budget must be submitted by Governor
- Jan. 21 - Martin Luther King, Jr. Day.
- Jan. 25 - Last day to submit bill requests to the Office of Legislative Counsel.

FEBRUARY

Feb. 22 – Last day for bills to be introduced.

FISCAL IMPACT

None

STAFF RECOMMENDATION

For discussion and possible action.



MEMORANDUM

ITEM NO. 7

DATE: DECEMBER 12, 2018

TO: EXTERNAL AFFAIRS COMMITTEE

FROM: ROBB WHITAKER, GENERAL MANAGER

SUBJECT: DEPARTMENT REPORT

SUMMARY

Staff will report any significant department activities that are not agendaized and require no action on the part of the Committee.

FISCAL IMPACT

None

STAFF RECOMMENDATION

Staff recommends that the External Affairs Committee receive and file the report.