

**MEETING OF THE EXTERNAL AFFAIRS COMMITTEE
OF THE BOARD OF DIRECTORS
WATER REPLENISHMENT DISTRICT OF SOUTHERN CALIFORNIA
4040 PARAMOUNT BLVD., LAKEWOOD, CALIFORNIA 90712
11:00 A.M., MONDAY, JANUARY 8, 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" 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. APPROVE MINUTES OF THE MEETING OF NOVEMBER 23, 2016**
Staff Recommendation: The External Affairs Committee approve the minutes as submitted.
- 4. APPROVE STAFF PARTICIPATION IN WATER EDUCATION FOUNDATION WATER LEADERS CLASS**
Staff Recommendation: The External Affairs Committee recommends that the Board of Directors authorize the General Manager to approve tuition for the 2018 Water Education Foundation's Water Leaders Class in an amount not to exceed \$3,950.
- 5. LEGISLATIVE REPORT**
Staff Recommendation: For discussion and possible action.
- 6. SOCIAL MEDIA UPDATE**
Staff Recommendation: The External Affairs Committee receive and file the report.
- 7. DEPARTMENT REPORT**
Staff Recommendation: For discussion and possible action.
- 8. DIRECTORS REPORTS, INQUIRIES AND FOLLOW-UP OF DIRECTIONS TO STAFF**
Staff Recommendation: For discussion and possible action.

9. ADJOURNMENT

The External Affairs Committee will adjourn to the next regularly scheduled meeting of February 12, 2018.

Agenda posted by Sherri Brown, Senior Administrative Specialist on January 5, 2018. In compliance with ADA requirements, this document can be made available in alternative formats upon request.

In compliance with the Americans with Disabilities Act (ADA), if special assistance is needed to participate in the meeting, please contact the Manager of Internal Services 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 Manager of Internal Services 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: JANUARY 8, 2018

TO: EXTERNAL AFFAIRS COMMITTEE

FROM: ROBB WHITAKER, GENERAL MANAGER

SUBJECT: APPROVE MINUTES OF THE SPECIAL MEETING OF NOVEMBER 23, 2016

**MINUTES OF NOVEMBER 23, 2016
SPECIAL 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 Wednesday, November 23, 2016 at 3:48 p.m., at the District Office, 4040 Paramount Boulevard, Lakewood, California 90712. President Willard H. Murray, Jr. called the meeting to order and presided thereafter. Senior Administrative Specialist Tracey Burke recorded the minutes.

1. DETERMINATION OF A QUORUM

Committee: Willard H. Murray, Jr., Sergio Calderon
Staff: Ken Ortega, Pete Brown, Lyndsey Bloxom
Public: None

2. PUBLIC COMMENT

Pursuant to Government Code Section 54954.3
None.

3. APPROVAL OF MINUTES OF AUGUST 1, 2016

Minutes were unanimously approved as submitted.

4. LEGISLATIVE REPORT

Assistant General Manager Ken Ortega shared information about the upcoming annual legislative workshop for staff and Directors. Discussion followed.

5. CALIFORNIA LATINO WATER SUMMIT 2016

Chair Murray asked when the California Latino Water Summit is taking place. Manager of Communications and Education Services Pete Brown, said that the conference had been held on November 9, 2016.

Director Calderon moved that the Board of Directors authorize the General Manager to approve sponsorship for the California Latino Water Summit 2016 in an amount not to exceed \$7,500. Chair Murray seconded the motion.

6. GROUNDWATER FESTIVAL PLANNING

Mr. Brown said that WRD will be holding its 10th annual Groundwater Festival in 2017, but will need to confirm a date before further planning can occur. He said that after researching dates it was decided that Saturday, May 6, 2017 would be ideal to maximize attendance. Chair Murray expressed his delight at seeing such a wide variety of people at the 2016 Groundwater Festival, and asked staff to do everything in its power to promote and ensure continued diversity. Discussion followed.

Director Calderon moved that the Board of Directors authorize the General Manager to approve Saturday, May 6, 2017, for the date of the 2017 WRD Groundwater Festival. Chair Murray seconded the motion.

7. WATER EDUCATION FOUNDATION WATER LEADERS CLASS

Mr. Brown described the Water Education Foundation's Water Leaders Class, and the benefits WRD would gain by participating and enrolling a Communication and Education Services team member in the class series. He said the class meets regularly for a full year and assured the Committee that the classes will not conflict with the staff member's work schedule. Discussion followed.

Director Calderon moved that the Board of Directors authorize the General Manager to approve tuition for the 2017 Water Education Foundation's Water Leaders Class in an amount not to exceed \$3,950. Chair Murray seconded the motion.

8. PROFESSIONAL SERVICES AGREEMENT WITH REEB GOVERNMENT RELATIONS, LLC FOR STATE ADVOCACY SUPPORT SERVICES

Mr. Ortega introduced this item as one of a trio of related items inclusive of numbers 8, 9, and 10. He described the areas of responsibility of each of the three advocacy support services entities. Mr. Brown said that working with the three firms over the past number of years has yielded successes on the Federal, State, and County levels. Mr. Brown reminded the Committee that the advocates would all be at the WRD headquarters the following Monday for an annual legislative and strategic planning workshop. Discussion followed.

Director Calderon moved that the Board of Directors authorize the General Manager to execute a Professional Services Agreement with Reeb Government Relations, LLC for state legislative and advocacy support services for a monthly fee of \$15,000 for an amount not to exceed \$360,000 through December 31, 2018; subject to approval as to form by District Counsel. Chair Murray seconded the motion

9. PROFESSIONAL SERVICES AGREEMENT WITH PACIFIC ATLANTIC PARTNERS FOR FEDERAL ADVOCACY SUPPORT SERVICES

This item was discussed under Item 8.

Director Calderon moved that the Board of Directors authorize the General Manager to execute a Professional Services Agreement with Pacific Atlantic Partners for federal legislative and advocacy support services for a monthly fee of \$15,000 for an amount not to exceed \$360,000 through December 31, 2018; subject to approval as to form by District Counsel. Chair Murray seconded the motion.

10. PROFESSIONAL SERVICES AGREEMENT WITH ROBERT E. BUSH CORPORATION FOR COUNTY ADVOCACY SUPPORT SERVICES

This item was discussed under Item 8.

Director Calderon moved that the Board of Directors authorize the General Manager to execute a Professional Services Agreement with Robert E. Bush Corporation for County advocacy support services for a monthly fee of \$3,000 for strategic support services, for an amount not to exceed \$72,000 through December 31, 2018; subject to approval as to form by District Counsel. Chair Murray seconded the motion.

11. DEPARTMENT REPORT

Mr. Brown went over a list of conferences attended by Communications and Education Services department staff since July 1, 2016, and said that it appears the department has done more outreach in those six months than ever before.

Mr. Brown told the Committee that an RFQ for Eco Gardener training will be coming to a close in December. Chair Murray said that he had attended and enjoyed the classes in the past. Mr. Brown said the District will continue to find new ways to reach larger audiences for the classes through use of the Internet and videos to make them more accessible.

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

None.

13. ADJOURNMENT

There being no further business to come before the Committee, the meeting was adjourned at 4:29 p.m.

Chair

ATTEST:

Member

Approved in minutes of:



MEMORANDUM

ITEM NO. 4

DATE: JANUARY 8, 2018

TO: EXTERNAL AFFAIRS COMMITTEE

FROM: ROBB WHITAKER, GENERAL MANAGER

SUBJECT: APPROVE STAFF PARTICIPATION IN WATER EDUCATION FOUNDATION WATER LEADERS CLASS

SUMMARY

The William R. Gianelli Water Leaders Class is a one-year program conducted by the Water Education Foundation that identifies up-and-coming community leaders from diverse backgrounds, including women, members of minority and ethnic communities, and educates them about water issues.

The program enhances individual leadership skills and prepares participants to take an active, cooperative approach to decision-making about water resource issues. Water Leaders leave the program with a deeper understanding and knowledge of water issues. Leading stakeholders and top policymakers serve as mentors to class members.

External Affairs Manager, Pete Brown, is recommending Jenn Swart for the 2018 Water Leaders Class to represent WRD in the 22nd year of the program. Jenn has already been accepted into the incoming class.

EA representative, Lyndsey Bloxom, successfully matriculated through the 2017 class, culminating in the production and presentation of a formal report on storage at the annual ACWA Fall Conference last November.

Criteria for Acceptance

- Commitment to understanding water issues;
- Commitment to the community through volunteer activities;
- Interest in seeking leadership roles on public boards and commissions, and/or
- Potential or existing opportunities for advancement to key leadership roles within their own organizations

Participant Requirements

Designed as a program for working professionals in early- to mid-career, participation involves a time commitment from both the class member and the employer. Class members are required to:

- Attend a special one-day class orientation in January;
- Attend two Foundation water tours (tours are two or three days);

- Attend the Foundation’s one-day Executive Briefing in March and participate in the Water Leaders auction;
- Spend a day “shadowing” a major water leader (from government, urban, agriculture, environmental organization, private businesses, or public interest group);
- Interview the water leader about an issue selected for the class;
- Attend special work-group meetings to develop a class PowerPoint presentation and written report about the assigned water topic;
- Attend the Foundation’s Winter Board of Directors’ meeting to make a presentation.

Tuition is \$3,950 for the year-long program, which helps to cover costs associated with attendance at Foundation events.

Funding for tuition is included in the 2017-18 FY budget under the professional development category *Trainings and Workshops*.

FISCAL IMPACT

Not to exceed \$3,950.

STAFF RECOMMENDATION

The External Affairs Committee recommends that the Board of Directors authorize the General Manager to approve tuition for the 2018 Water Education Foundation’s Water Leaders Class in an amount not to exceed \$3,950.



MEMORANDUM

ITEM NO. 5

DATE: JANUARY 8, 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.

State Legislative Calendar

2018

Jan. 1 Statutes take effect.

Jan. 3 Legislature reconvenes.

Jan. 10 Budget must be submitted by Governor.

Jan. 12 Last day for policy committees to hear and report to fiscal committees fiscal bills introduced in their house in the odd-numbered year.

Jan. 15 Martin Luther King, Jr. Day observed.

Jan. 19 Last day for any committee to hear and report to the Floor bills introduced in that house in the odd-numbered year. Last day to submit bill requests to the Office of Legislative Counsel.

Jan. 31 Last day for each house to pass bills introduced in that house in the odd-numbered year.

Feb. 16 Last day for bills to be introduced.

Feb. 19 Presidents' Day.

FISCAL IMPACT

None.

STAFF RECOMMENDATION

The External Affairs Committee recommends the Board of Directors receive and file the report.



MEMORANDUM

ITEM NO. 6

DATE: JANUARY 8, 2018

TO: EXTERNAL AFFAIRS COMMITTEE

FROM: ROBB WHITAKER, GENERAL MANAGER

SUBJECT: SOCIAL MEDIA UPDATE

SUMMARY

Communications and outreach through internet and social media platforms has become a critical communication tool for reaching broad audiences, including the general public, public officials, environmental organizations, media and other target populations concerned about groundwater. In 2017, WRD reached a broad spectrum of stakeholders through social media. Staff will provide an update on social media progress and activities.

FISCAL IMPACT

None.

STAFF RECOMMENDATION

The External Affairs Committee receive and file the report.



MEMORANDUM

ITEM NO. 7

DATE: JANUARY 8, 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

For discussion and possible action.