



Board of Directors
Michael W. Mobley, President
Bruce E. Dandy, Vice President
Sheldon G. Berger, Secretary/Treasurer
Patrick J. Kelley
Lynn E. Maulhardt
Edwin T. McFadden III
Daniel C. Naumann

General Manager
Mauricio E. Guardado, Jr.

Legal Counsel
David D. Boyer

MINUTES
LEGISLATIVE AND OUTREACH COMMITTEE MEETING

Monday, March 2, 2020 at 9:00a.m.
UWCD Boardroom, 1701 North Lombard Street, Oxnard CA 93030

Committee Members Present:

Bruce E. Dandy, Chair
Sheldon G. Berger

Committee Members Absent:

Lynn Maulhardt

Staff Present:

Mauricio E. Guardado, GM

OPEN SESSION: 9a.m.

1. Public Comment

Chair Dandy asked for public comment. None was offered.

2. UWCD Legislative Policy and Platform Update

Mr. Guardado opened the discussion of updating the District's legislative policy and platform explaining that outreach efforts should support the District's mission and should be strategic. There needs to be a vision and a framework to meet with legislators and regulators and other public officials. Mr. Guardado used the Water Sustainability Summit as an example of using political strategy in outreach efforts. Director Berger agreed that it was a great program and Director Dandy said that there was a lot of talk about the Summit in advance. Mr. Guardado restated that the District needs to realign its outreach program.

Director Berger suggested more involvement with ACWA, using its conferences as an opportunity to set up meetings and build relationships. Chair Dandy agreed, stating that the District has a responsibility to be involved and needs to collaborate. He also suggested outreach to newly elected officials, meeting with them and leveraging future outreach opportunities. Director Berger suggested an outreach effort with City Council members in Oxnard. Mr. Guardado said the committee can create the strategy for an organized and effective outreach effort. He suggested creating a strategic plan that utilized the Directors for outreach based on their individual strengths and relationships, have each cover different areas to maximize the outreach effort.

3. Expansion of UWCD's membership with Chambers of Commerce throughout the County

Mr. Guardado suggested coordinating a ribbon cutting ceremony with the Oxnard Chamber of Commerce, putting a VIP group of invitees together to "open" UWCD's new headquarters. Director Berger suggested attending the various chambers' monthly "mixers," and the possibility of hosting some of those events at the new headquarters building.

Mr. Guardado explained that the Santa Paula Chamber of Commerce was looking to expand with four other local Chambers. He also suggested outlining different chambers for Board member outreach. Director Berger agreed to re-engage with Ventura Chamber, attend Chamber events, introduce Director Kelly to Chamber members for outreach. Director Berger suggested that each Director be responsible for engagement of their local chamber (chamber covering their division).



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Staff had researched membership fees for the District with various Chamber of Commerce, including Oxnard (\$790 government rate); Camarillo (\$345 flat rate); Santa Paula (\$575), and was not able to ascertain membership rates for Port Hueneme Chamber, Fillmore Chamber of Ojai Chamber of Commerce.

4. General Update

Mr. Guardado said that many agencies and businesses don't want to go outside their silo, which creates a tremendous opportunity for the District to outreach, collaborate and build relationships throughout the County.

5. Future Agenda Topics

- Ribbon Cutting Ceremony/Event for new headquarters with refreshments – photo opportunity
- Pre Ribbon Cutting mixer for 1 hour before ceremony for VIPs, District as “new neighbors” welcome to Oxnard. Mr. Guardado suggested keeping the group small and holding it in Chambers
- Director Berger suggested inviting Assemblymember Jacqui Irwin for a tour/visit of the new headquarters.

ADJOURNMENT 10:08a.m.

Chair Dandy adjourned the meeting at 10:08am.

I certify that the above is a true and correct copy of the minutes of the UWCD Legislative and Outreach Committee meeting of March 2, 2020.

Attest: 
Bruce E. Dandy, Chair



United Water
CONSERVATION DISTRICT

Board of Directors
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AGENDA

LEGISLATIVE AND OUTREACH COMMITTEE
Monday, March 2, 2020 at 9:00a.m.
UNITED WATER CONSERVATION DISTRICT
Boardroom, 1701 Lombard Street, Oxnard CA 93030

OPEN SESSION:

1. Public Comment

The public may address the Legislative and Outreach Committee on any matter on the agenda or within the jurisdiction of the Committee. All comments are subject to a five minute time limit.

2. UWCD Legislative Policy and Platform Update

Committee will review and determine if, as suggested in the Legislative Policy, an update needs to be drafted prior to September 2020.

3. Expansion of UWCD's membership with Chambers of Commerce throughout the County

Committee will review and recommend whether or not the District should expand its membership beyond the Oxnard and Santa Paula Chambers of Commerce to others throughout the County.

4. General Update

5. Future Agenda Topics

ADJOURNMENT:

Directors:

Bruce E. Dandy, Chair *BD*
Lynn E. Maulhardt
Sheldon G. Berger *SB*

Staff:

Mauricio E. Guardado, Jr., General Manager

The Americans with Disabilities Act provides that no qualified individual with a disability shall be excluded from participation in, or denied the benefits of, the District's services, programs or activities because of any disability. If you need special assistance to participate in this meeting, or if you require agenda material in an alternative format, please contact the District's offices at (805) 525 4431. Notification of at least 48 hours prior to the meeting will enable the District to make appropriate arrangements.

Approved: _____

Mauricio E. Guardado, Jr., General Manager

Posted (Date): February 27, 2020 (time) 9am
At: UWCD Headquarters, 1701 Lombard Street, Oxnard CA 93030

(attest) *Kris Sofley*

Posted (Date): February 27, 2020 (time) 9am
At: www.unitedwater.org

(attest) *Kris Sofley*