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General Manager
Mauricio E. Guardado, Jr.

Legal Counsel
David D. Boyer

MINUTES
LEGISLATIVE AND OUTREACH COMMITTEE MEETING

Monday, May 4, 2020 9:00a.m.
UNITED WATER CONSERVATION DISTRICT
Boardroom, 1701 Lombard Street, Oxnard CA 93030

In addition to its public Legislative and Outreach Committee Meeting, UWCD provided virtual access to the meeting via the Webex video conferencing application.

COMMITTEE MEMBERS PRESENT

Bruce Dandy, Chair
Sheldon Berger (via Webex)
Lynn Maulhardt

Staff Present

Mauricio E. Guardado, Jr., General Manager
Kris Sofley, Executive Assistant/Clerk of the Board

Chair Dandy called the meeting to order at 9am and asked if there were any public comments.

1. Public Comment

As there were no public participants, no comments were offered.

2. Approval of Minutes from the March 2, 2020 Legislative Outreach Committee meeting

Motion to approve the Minutes from the March 2, 2020 Legislative Outreach Committee meeting, Director Berger; Second, Chair Dandy. Director Maulhardt abstained as he was not in attendance at the March 2 meeting. Voice vote: two ayes (Berger, Dandy); none opposed; one abstaining (Maulhardt). Minutes are approved 2/0/1.

3. Review proposed Legislative Outreach and Education Strategy campaign

Mr. Guardado introduced the proposed Legislative Outreach and Education Strategy campaign and turned the presentation over to Ms. Sofley to explain the specific details of the campaign.

Director Maulhardt stated that the concept and protocol is absolutely correct and recommended preparing three to five 15-minute presentations that would lead into a 10 to 15-minute question and answer period. He also suggested that staff identify two or three influencers for each entity – focusing on special interest groups and business groups to begin the campaign. By reaching out to the influencers within the various groups, the District would be able to leverage those relationships with community influencers for additional invitations to make presentations with other groups those people are involved with. Director Maulhardt also suggested focusing on a Top 10 target list over the next six months.

Director Berger asked if this campaign included all seven Directors, and Mr. Guardado replied that it did include all seven directors. Director Berger suggested that in addition to the presentations, staff and directors should also ask the targeted entities what UWCD can do to help or support their efforts. Offer information, support, collaboration so that the relationship is not just the District asking for something but a true collaboration.



Chair Dandy agreed with the statements of Directors Berger and Maulhardt and supported the whole Board being involved.

Mr. Guardado asked if the Committee would recommend approval of a one year contract with Mercury Public Affairs at the May 13 Board meeting, at a cost of \$20,000 per month, and all committee members said they would support that recommendation to the full Board.

4. Water Resilience Coalition

Mr. Guardado introduced the committee to the Water Resilience Coalition, an industry-driven, CEO-led initiative of the United Nations Global Compact's CEO Water Mandate which aims to elevate global water resilience to the top of the corporate agenda and preserve the world's freshwater resources through collective action in water-stressed basins and ambitious, quantifiable commitments. Mr. Guardado equated the Coalition to a global version of Governor Newsom's Water Resilience Portfolio and spoke of the value of having a seat at the table alongside very powerful worldwide corporations.

Director Maulhardt said he thought this was too broad and too far a reach for the District and suggested the focus remain on regional endeavors, specifically mentioning Western Water Coalition, whose members include Western Growers, Farm Bureaus and Edgar Terry of Terry Farms.

Director Berger cautioned against spreading staff and consultants too thin by trying to do too much. He said that outreach and educational efforts is a very big effort and agreed with Director Maulhardt that the District should focus on regional groups and issues for now and circle back to this broader global effort later.

Chair Dandy said that he saw the value in a global Coalition and its very influential sphere of supporters, but agreed that the District should come back to this at a later date once local and regional efforts were successful.

5. Update on City Councils and Water Commission

The Committee reviewed the list of City Councils, which included the Ventura Water Commission, and agreed that Directors should be attending and offering the District's support to these entities. Staff will begin advising Directors of Council meeting dates and times within their divisions and would help to facilitate Directors participation at these meetings.

6. Update on Family Farm Alliance Western Water Coalition letters to Congress and White House

Mr. Guardado reported on his recent successful presentation to the Family Farm Alliance and the District's role as a signatory to the Alliance's letters to Congress and the White House regarding Western Water Challenges, including providing several of the District's "shovel ready" project descriptions to the list of water infrastructure projects provided by Family Farm Alliance to members of Congress along with encouragement to support these important projects with federal funding.



7. General Manager update

Mr. Guardado reported that staff continues to work remotely and in adherence with social distancing protocols so that all remain safe and well.

8. Future Topics for discussion


Committee members had no suggestions of future topics for discussion.

ADJOURNMENT: 9:58a.m.

Chair Dandy adjourned the meeting at 9:58a.m.

I certify that the above is a true and correct copy of the minutes of the UWCD Legislative and Outreach Committee meeting of May 4, 2020.

Attest:



Bruce E. Dandy, Committee Chair