



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**  
**Tuesday, September 8, 2020, 11:30 A.M.**  
**Board Room, UWCD Headquarters**  
**1701 N. Lombard Street, Oxnard CA 93030**

**Committee Members Present:**

Bruce E. Dandy, Chair  
Lynn E. Maulhardt (arrived at 11:55am)  
Sheldon G. Berger

**Staff Participating:**

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

**Public Participating:**

Tara Bravo, CV Strategies

**OPEN SESSION: 11:36a.m.**

Chair Dandy opened the meeting at 11:36a.m.

**1. Public Comment**

Chair Dandy asked if there were any public comments; none were offered.

Mr. Guardado asked Chair Dandy if item 6, Preview of UWCD's New Website Design, could be moved up on the agenda to follow item 2, Approval of Minutes, to make the best use of Ms. Bravo's time. Chair Dandy asked if there were any objections to Mr. Guardado's request; none were offered and Chair Dandy said the change would be noted to the agenda.

**2. Approval of Minutes**

Chair Dandy introduced approval of the Minutes from the June 29, 2020 meeting. Motion to approve the Minutes from June 29, 2020, Director Berger; Second, Chair Dandy. Voice vote: two ayes (Dandy, Berger), none opposed, one absent (Maulhardt). Motion carries unanimously 2/0/1.

**6. Preview of UWCD's New Website Design**

Mr. Guardado addressed the Committee, explaining that the Board had requested an update to the District's website, incorporating current technologies, updating the look and functionality of the site and to make it mobile friendly. He explained that staff have been working with Ms. Bravo and the team at CV Strategies to deliver on the Board's request

and Ms. Bravo was going to walk the Committee through the preliminary redesign elements and get its feedback in preparation for unveiling the new website to the full Board.

Ms. Bravo addressed the Committee and said that the team was very proud of the new design and believes the site showcases the value of United Water Conservation District and underscores the District's objectives in open communication with stakeholders, promoting regional sustainability through collaborative projects and reflects the District's culture and ideology.

With that, Ms. Bravo revealed the home page of the new website design and began moving down the page. Mr. Guardado commented that moving imagery was a key element requested by the Board and Ms. Bravo added that the initial video highlights United's story and follows the water from the Santa Felicia Dam all the way to the Pacific Ocean. The About Us section tells the history of the District, and offers an interactive timeline as well as a short video describing what a California Special District is. There are also call outs to the District's various facilities, services and staff; and under the Governance heading offers an interactive map that corresponds to the various Directors and their division areas. She added that the navigation is very simple and visitors can opt to scroll through the material or, if they have a specific topic in mind, can move directly to that area through the prompts at the top of the home page.

Director Berger said the section with the headline Funding didn't make sense and that the historical video in the background was horrible. He suggested more modern imagery should be used and that this section should specifically answer the question of where the ratepayers' money is going *today!* Director Maulhardt agreed with Director Berger.

Under the Regional Sustainability heading, Director Maulhardt suggested a voice over be used stating "building on its 95 year history..." and should highlight the strength of the District's staff and the incredible level of expertise they bring to the District. He said maybe that includes incorporating photos and biographies for staff, highlighting their education. He also said the site should address what the District has done for stakeholders lately and what the District is doing for stakeholders for tomorrow, too. He went on to suggest that Leadership, Management and Teams representing Environmental Services, Water Resources, Engineering, Operations & Maintenance, Finance and Administration should be highlighted as well as each project, with a detailed presentation as well as progress reports or updates. Someone suggested changing the word Staff to Team and the suggestion to provide more marketing style language and information.

Mr. Guardado suggested that a link be sent to the Committee members so they could spend more time, at their leisure, reviewing all of the elements of the site and provide comments back to Ms. Sofley who would communicate the suggestions and changes to the CV Strategies team. It was agreed that Ms. Bravo would incorporate the suggestions and requested changes to the website and bring back a revised site for the Committee's review in early October.

Mr. Guardado and the Committee members thanked Ms. Bravo for all of her hard work and complemented her on the look and functionality of the site overall.

**3. Consideration of Quarterly Meeting Schedule**

Mr. Guardado explained to the Committee that, as legislation moves slower and with the overlap of the ad hoc Legislative Committee, it may be more effective for this committee to meet quarterly and suggested changing the Committee's meeting schedule from the first Monday of each month to the first Monday of each quarter (January, April, July, and October).

Director Berger said he was fine with the meeting schedule change and reminded the Committee members that the schedule could be adapted as necessary, if there was important legislation being introduced or an immediate need for outreach. The Committee seemed to be in agreement and Chair Dandy said the quarterly meeting schedule would be adopted with the next meeting on October 5, 2020.

**4. Update on Water Sustainability Summit – Phase II**

Mr. Guardado addressed the Committee stating that he was eager to “carry the torch forward,” even if that meant a virtual format due to the COVID-19 guidelines and social distancing. He reminded the Committee that the Water Sustainability Summit in February attracted over 140 participants, including the full support of the GSAs and the Fox Canyon GMA, and that an update presentation of the Water Sustainability Projects presented through AWA in June had over 80 participants. Mr. Guardado said that he wanted to start scheduling virtual presentations with various groups including CoLAB, Farm Bureau, Ventura County Economic Development Association, Ventura County Taxpayers Association and other community and special interest groups in an effort to keep them engaged and to garner their support as various projects come up for funding opportunities or approvals.

Director Maulhardt said that as long as there was something to update, and by that he meant significant advancement on a project. He added that a 30-minute presentation that tells the story is fine, but that he felt it was the actual facetime spent with these people that was the bigger issue. He suggested that perhaps after the first of the year, District staff could look at scheduling these types of outreach opportunities in person and onsite. He suggested a second phase could begin with smaller local boards and other resource groups and build to a larger, all inclusive event similar to the Summit. He added that depending on the organization or group being addressed, he's like to see Board member involvement, especially with groups like the Farm Bureau; and that the discussions should be tailored to the audience and informal so that constituents feel comfortable engaging in the discussion. Director Maulhardt said he believed the United Board could take that information and use it to structure compromises regarding some of the issues being dealt with currently. He reiterated reaching out to smaller groups at their headquarters with one or two Directors depending on the nature of the group and the type of presentation.

Director Berger said he agreed with Director Maulhardt and stressed that Director contact with constituents is very important. Chair Dandy said that the Summit was great at bringing everyone together into one room, but that he wasn't sure virtual meetings would have the same level of participation, stating that he's often not sure who is participating in virtual meetings.

Director Maulhardt agreed that face-to-face is the best way to get a read on the audience and that was the kind of engagement he wanted where participants will be willing to make a decision about their level of commitment, where the District can communicate its long term objectives. He added that if the District is selective in its outreach, covering a wide range of user groups strategically, it would deliver the biggest return on investment.

**5. Review of General Outreach PowerPoint Presentation**

Mr. Guardado explained to the Committee that several Board members had requested tools for preparing Directors for public outreach events and to that end, Ms. Sofley had prepared a number of various powerpoint presentation templates that could be utilized for a variety of outreach efforts. He then turned the discussion over to Ms. Sofley.

Ms. Sofley shared what she called the Core District presentation, covering the District's goals and objectives as established in its Strategic Plan and addressing its achievements in earning a seat at the table regarding water legislation, serving as a regional leader in water resource management and creating "new" sources of water. This section would serve as the generic "introduction" to the District for most presentations. Then, Directors would have a selection of thematic presentations, including proactive planning, innovative leadership, the benefits derived from the Santa Felicia Dam, and the various Water Sustainability projects, which can be added to complete the presentation based on who the presentation is being delivered to.

Ms. Sofley explained that each of the thematic presentations would be updated with the most current information as appropriate and could also be further enhanced with information and/or details that specifically address the interests of the audience being presented to. These modules can be reduced or expanded as well as combined as needed, quickly and efficiently, while the Directors gain confidence by having the key talking points reiterated every time they give a presentation.

Ms. Sofley said she would upload the various modules into the Committee's Dropbox folder for their further review. She asked if there were any questions. Director Berger said he didn't have any questions and that it was a great presentation.

**7. General Manager update**

Mr. Guardado told the Committee that he didn't have any further updates and asked if there were any questions or comments for him. None were offered.

**8. Future Topics for discussion**

Chair Dandy asked if the Committee members wanted to suggest any topics for future discussion by the Legislative and Outreach Committee. None were offered.

**ADJOURNMENT:** 12:40p.m.

Chair Dandy adjourned the meeting at 12:40p.m. until the next meeting on October 5 which would include an updated presentation of the District's new website.

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I certify that the above is a true and correct copy of the minutes of the UWCD Legislative and Outreach Committee meeting of September 8, 2020.

Attest: \_\_\_\_\_

Bruce E. Dandy, Committee Chair