

<u>MINUTES</u> <u>SPECIAL BOARD MEETING</u> <u>Monday, June 19, 2023, 5:00 P.M.</u> <u>Board Room, UWCD Headquarters</u> <u>1701 N. Lombard Street, Oxnard CA 93030</u> Board of Directors Bruce E. Dandy, President Sheldon G. Berger, Vice President Lynn E. Maulhardt, Secretary/Treasurer Mohammed A. Hasan Catherine P. Keeling Gordon Kimball Daniel C. Naumann

General Manager Mauricio E. Guardado, Jr.

Legal Counsel David D. Boyer

## **DIRECTORS IN ATTENDANCE**

Bruce E. Dandy, Board president Sheldon G. Berger, Board vice president Lynn E. Maulhardt, Board secretary/treasurer Mohammed A. Hasan, director Gordon Kimball, director Daniel C. Naumann, director

## **DIRECTORS ABSENT**

Catherine P. Keeling, director

## **STAFF IN ATTENDANCE**

Mauricio Guardado, general manager David Boyer, legal counsel Marissa Caringella, environmental services manager Zachary Plummer, technology systems manager Ed Reese, technology systems specialist Kris Sofley, executive assistant/clerk of the Board

## PUBLIC IN ATTENDANCE

Tara Bravo Mulally, senior vice president, CV Strategies

## 1. OPEN SESSION 5:08 P.M.

#### A. Public Comments

President Dandy asked if there were any public comments. None were offered.

#### **B.** Pledge of Allegiance

President Dandy asked Director Maulhardt to lead everyone in reciting the Pledge of Allegiance.

President Dandy welcomed Tara Mulally and invited her to present her proposal to the Board.

# C. United Water Conservation District Media and Public Outreach Proposal <u>Motion</u>

CV Strategies Senior Vice President Tara Bravo Mulally presented an overview of the CV Strategies team, stressing that all work is done in-house and that, if accepted by the Board, she would personally serve as project manager for this expanded level of outreach and public relations/education service to the District. (see slides attached)

Ms. Mulally addressed initial planning, including the development of an editorial and event calendar as well as an ad buy calendar which would tie into social media.

She also stressed how this expanded proposal would elevate awareness among the core community and would also reach and educate voters and the media, too. The proposal was divided into District Visibility, Lake Piru Marketing, Industry Outreach and Legislative Support, which Ms. Mulally said her agency was already providing to the District, but the proposal also expands into Social Media, including consistent and timely posts communicating the value of the organization, road show development which would include presentations to various organizations and agencies throughout the county, the writing and dissemination of press releases (approximately one per month), and the development of a District Brochure.

Ms. Mulally also suggested a video series, a trial run post card mailing, to 1,000 residents initially within a targeted sample area to determine the response rate; an ad campaign to convey the value of service (using a QR code for access and information); offering facilities tours to schools, colleges and service organizations like Rotary Club and others; District meet and greets and spokesperson training for all Board members to insure that the messaging is consistent with the District's goals and objectives.

She also addressed Industry Outreach, leveraging speaker opportunities and use of LinkedIn, ACWA News, CSDA and other industry media outlets. Legislative support was also addressed, including quarterly press releases specifically targeting media in the Sacramento area.

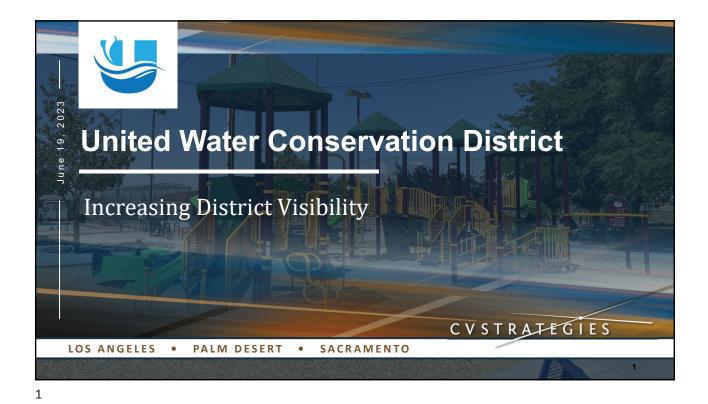
The Board members asked Ms. Mulally questions and shared comments and opinions among themselves. President Dandy reminded the Board that they had requested this presentation on how to expand District awareness and for an update and options going forward. He then suggested that the Board ask the GM to negotiate with CV Strategies, and that he appreciates Ms. Mulally taking the time to share her vision. Ms. Mulally thanked the Board for their time and said she would have multiple options for their consideration the next time they meet.

#### ADJOURNMENT 6:41 P.M.

President Dandy adjourned the special meeting at 6:41p.m. to the next **Regular Board** Meeting scheduled for Wednesday, July 12, 2023, or call of the President.

I certify that the above is a true and correct copy of the minutes of the UWCD Special Board of Directors meeting of June 19, 2023.

ATTEST: 2 2. May
Lynn E. Maulhardt, Board Secretary
ATTEST: HOlly
Kris Sofley, Clerk of the Board



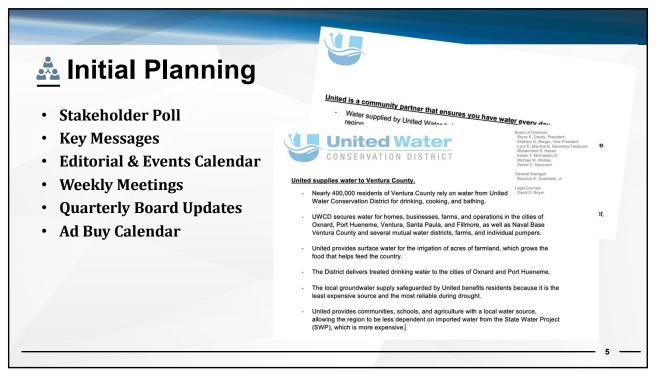
We are a modern, forward-thinking fullservice agency. The CV Strategies Nexus We Know We Know We Think We Are Skilled We Do All Public The Region. Storytellers. Holistically. **Our Work In** Agencies. House.

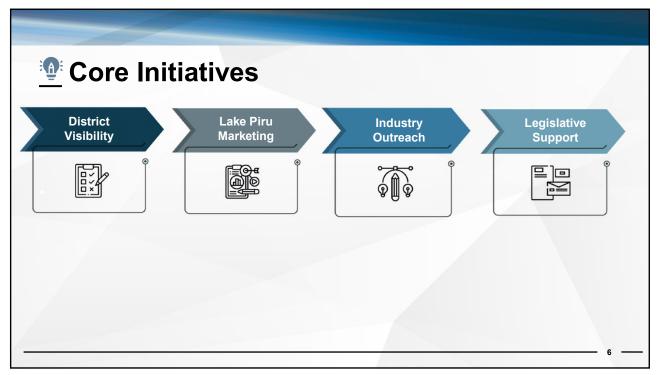
## 📥 Project Team



Executive Leadership: Erin LaCombe Project Manager: Tara Bravo Copywriter: Nisha Ajmani Social Media/Analytics: Renie Simone Event Support: Beatrice Eslamboly Video: Shawn Harkness Graphics: Lynn Oliva Web: Jacob Morrison





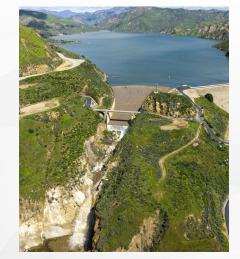


# District Visibility: Milestones



- Social Media Audit
- Road Show Development
- District Brochure
- Press Releases/Op-Eds
- Video Series
- Postcard Trial Run
- Ad Campaign
- Facility Tours
- District Meet & Greets
- Spokesperson Training

# Lake Piru Marketing: Milestones



- Social Media Audit
- Monthly E-Blast, Email Database management
- Press Releases
- Event Booth Facilitation
- Ad Campaign
- Influencer Marketing Management
- Promotional Item Procurement (Merch Store)







