



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

MINUTES
SPECIAL BOARD MEETING
Monday, June 19, 2023, 5:00 P.M.
Board Room, UWCD Headquarters
1701 N. Lombard Street, Oxnard CA 93030

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
Motion**

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)

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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: _____


Lynn E. Maulhardt, Board Secretary

ATTEST: _____


Kris Sofley, Clerk of the Board

June 19, 2023



United Water Conservation District

Increasing District Visibility

CV STRATEGIES

LOS ANGELES • PALM DESERT • SACRAMENTO

1




We are a modern, forward-thinking full-service agency.

The CV Strategies Nexus



We Know Public Agencies.



We Know The Region.



We Are Skilled Storytellers.




We Think Holistically.




We Do All Our Work In House.

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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

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WE DO ALL OUR WORK IN HOUSE



Strategic
Counsel



Legislative
Support



Media
Relations



Collateral
Development



Design
Services



Community
Meetings



Photography &
Video Services



Training



Surveys &
Analysis



Translation

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Initial Planning

- Stakeholder Poll
- Key Messages
- Editorial & Events Calendar
- Weekly Meetings
- Quarterly Board Updates
- Ad Buy Calendar

United is a community partner that ensures you have water every day.

Water supplied by United Water Conservation District

United Water CONSERVATION DISTRICT

United supplies water to Ventura County.

- Nearly 400,000 residents of Ventura County rely on water from United Water Conservation District for drinking, cooking, and bathing.
- UWCD secures water for homes, businesses, farms, and operations in the cities of Oxnard, Port Hueneme, Ventura, Santa Paula, and Fillmore, as well as Naval Base Ventura County and several mutual water districts, farms, and individual pumpers.
- United provides surface water for the irrigation of acres of farmland, which grows the food that helps feed the country.
- The District delivers treated drinking water to the cities of Oxnard and Port Hueneme.
- The local groundwater supply safeguarded by United benefits residents because it is the least expensive source and the most reliable during drought.
- United provides communities, schools, and agriculture with a local water source, allowing the region to be less dependent on imported water from the State Water Project (SWP), which is more expensive.

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Core Initiatives

District Visibility

Lake Piru Marketing

Industry Outreach

Legislative Support

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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

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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)

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Industry Outreach: Milestones



- Speaker Opportunities
- Initiative Factsheets
- Social Media Industry Post Calendar
- PowerPoint Presentation Support

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Legislative Support: Milestones



- Talking Points
- Key Issue Factsheets
- Legislative Brochure/Packet
- Targeted Digital Ads
- Video Series
- Press Releases (for Sacramento Distribution)

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The CV Strategies Advantage



**HOLISTIC
ATTITUDE**



**COLLABORATIVE
PROCESS**



**CUSTOMIZED
APPROACH**



**LEADING
EXPERTS**

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Questions?



CV STRATEGIES

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