



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
Thursday, August 24, 2023, 12:30 P.M.
Board Room, UWCD Headquarters
1701 N. Lombard Street, Oxnard CA 93030

Special Board Meetings

This is a special meeting of the Board of Directors called in accordance with Government Code 54956. Other than the listed agenda items, no other business will be considered by the Board of Directors.

1. FIRST OPEN SESSION 12:30 P.M.

President Dandy called the meeting to order at 12:30p.m.

1.1 Public Comments
Information Item

President Dandy asked if there were any public comments or questions for the Board. General Manager Mauricio Guardado stated that he wanted the Board to know that U.S. Senator Dianne Feinstein had sent a Certificate of Accommodation to the UWCD Board in honor of the District's recent accomplishment of surpassing four-million-acre feet of groundwater recharge.

President Dandy asked if there were any other comments or questions. None were offered.

President Dandy then asked District Legal Counsel to summarize the topics of discussion for the Board during Executive (Closed) session. Mr. Boyer said the Board would discuss one personnel matter dealing with the performance of District's Legal Counsel, and because of the topic, he would be recusing himself from participating in Executive session.

President Dandy adjourned the meeting to Executive session at 12:32p.m.

1.2 EXECUTIVE (CLOSED) SESSION 12:32p.m.

The Board adjourned to Executive (Closed) Session to discuss matters as outlined below under Executive (Closed) Session.

2. EXECUTIVE (CLOSED) SESSION 12:35 P.M.

2.1 PERSONNEL MATTERS

Public Employee Performance Evaluation (Government Code 54957)
Title: District Legal Counsel

3. SECOND OPEN SESSION 1:45 P.M.

President Dandy called the second open session of the UWCD Board meeting to order at 1:45p.m.

3.1 Pledge of Allegiance

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

**3.2 Public Comment
Information Item**

President Dandy asked if there were any public comments or questions for the Board. None were offered.

[Director Berger excused himself from the meeting at 1:47p.m.]

**3.3 Approval of Agenda
Motion**

Director Maulhardt made a motion to approve the agenda; seconded by Director Hasan. Voice vote: five ayes (Berger, Hasan, Keeling, Kimball, Dandy); none opposed; two absent (Berger, Naumann). Motion carries unanimously.

**3.4 Oral Report Regarding Executive (Closed) Session
Information Item**

Mr. Guardado reported out of Executive Session that the Board took no action reportable under the Brown Act.

MOTION ITEMS

Administrative Services Department – Brian Zahn and Josh Perez

3.5 Resolution 2023-14 Authorizing the Execution and Delivery of a Water Infrastructure Finance and Innovation Act (WIFIA) Master Agreement, a WIFIA Loan Agreement, a WIFIA Bond, an Installment Purchase Agreement and Certain Documents and Other Matters in Connection therewith

Motion

Mr. Zahn explained the error in language of the previous resolution, which did not include the capitalized interest for the WIFIA loan, making it necessary to bring another revised or amended resolution back to the Board. President Dandy asked if there were any questions for Mr. Zahn, none were offered.

Motion to adopt Resolution 2023-14, approving the planning and design portion of the Water Infrastructure Finance and Innovation Act (WIFIA) Loan in an amount not to exceed \$24,006,000 to support the Santa Felicia Dam Safety Improvement Project, Director Maulhardt; seconded by Director Hasan. Roll call vote: five ayes (Hasan, Keeling, Kimball, Maulhardt, Dandy); none opposed; two absent (Berger, Naumann). Motion carries unanimously 5/0/2.

[Please note that language presented in Resolution 2023-14 needed to be corrected and a copy of the amended and executed Resolution 2023-14 is attached to these Minutes.]

3.6 United Water Conservation District Revised Media and Public Outreach Proposal

Motion

CV Strategies Chief Strategy Officer Tara Bravo Mulally addressed the Board and shared a presentation encompassing the results of a recent public outreach poll conducted by Justin Walling and a revised media and public outreach campaign proposal in support of the District's water management programs and water sustainability projects. (see slide presentation attached). Ms. Mulally structured the proposal in three tiers of engagement: basic, which are the services CV Strategies is currently providing the District at a cost of \$11,600 approximately; enhanced, which she described as the “next phase” of media and public outreach at a cost of \$41,800; and Comprehensive which is the full scope of services provided by CV Strategies, at a cost of \$71,400. Director Maulhardt stated that the General Manager and staff would decide the scope of work and where to spend the budget.

President Dandy said that according to the Walling poll, 49 or 50 percent of constituents have limited visibility of the District and don't understand whose doing what or how the Board operates. Regarding what services to add to the current scope of work, President Dandy said Lake Piru benefits for additional media and public outreach, but he doesn't want the GM and staff to decide, he wants the Board to provide direction.

Ms. Mulally replied that Lake Piru engagement is growing and with more visibility it will continue to improve. She added that there is much more that can be done in the areas of visibility, legislation, and industry outreach in support of the District's many strategic goals and objectives. Mr. Guardado added that a phased approach, which would build off successes over the long term, such as expanding school outreach for Lake Piru by adding various programs for young students, would build engagement and ultimately increase performance.

Director Kimball stated that Lake Piru outreach is the most cost effective and most valuable and the Board sees the return through increased visitation and revenue. He suggested that Mr. Guardado and Ms. Mulally work out the needs for public outreach, but gaining visibility is hard. He added that Mr. Guardado drives the legislative outreach for the District and should decide the level of support.

President Dandy suggested the formation of an ad hoc Outreach/Communications committee should be formed and work with the GM to review and advise as to the scope of work and what levels of service is needed from CV Strategies.

UWCD Board of Directors Meeting MINUTES

July 12, 2023

Page 10

8. ADJOURNMENT 3:22 P.M.


Director Maulhardt and Director Naumann stated that they had attended the memorial service for John Mathews of A to Z Law. They called Mr. Mathews an instrumental force in the water world who was very well respected and very much involved with Fox Canyon GMA and the Pleasant Valley County Water District. Director Naumann referred to Mr. Mathews' common-sense approach to complex legal issues. President Dandy stated that the Board would adjourn this meeting in memory of John Mathews.

I certify that the above is a true and correct copy of the minutes of the UWCD Board of Directors meeting of July 12, 2023.

ATTEST:


Lynn E. Maulhardt, Board Secretary

ATTEST:


Kris Soley, Clerk of the Board



August 24, 2023

United Water Conservation District

Increasing District Visibility

CV STRATEGIES

LOS ANGELES • PALM DESERT • SACRAMENTO

1

1



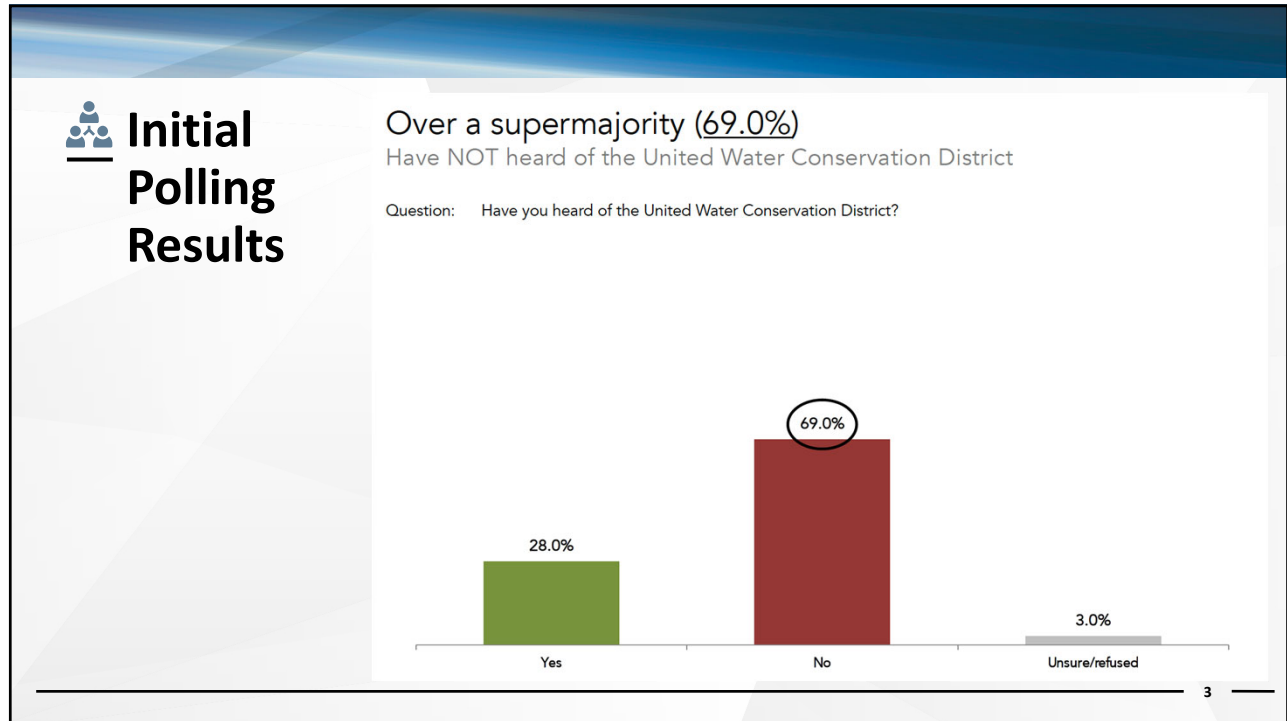
Today's Target Topics: Why are we here today?



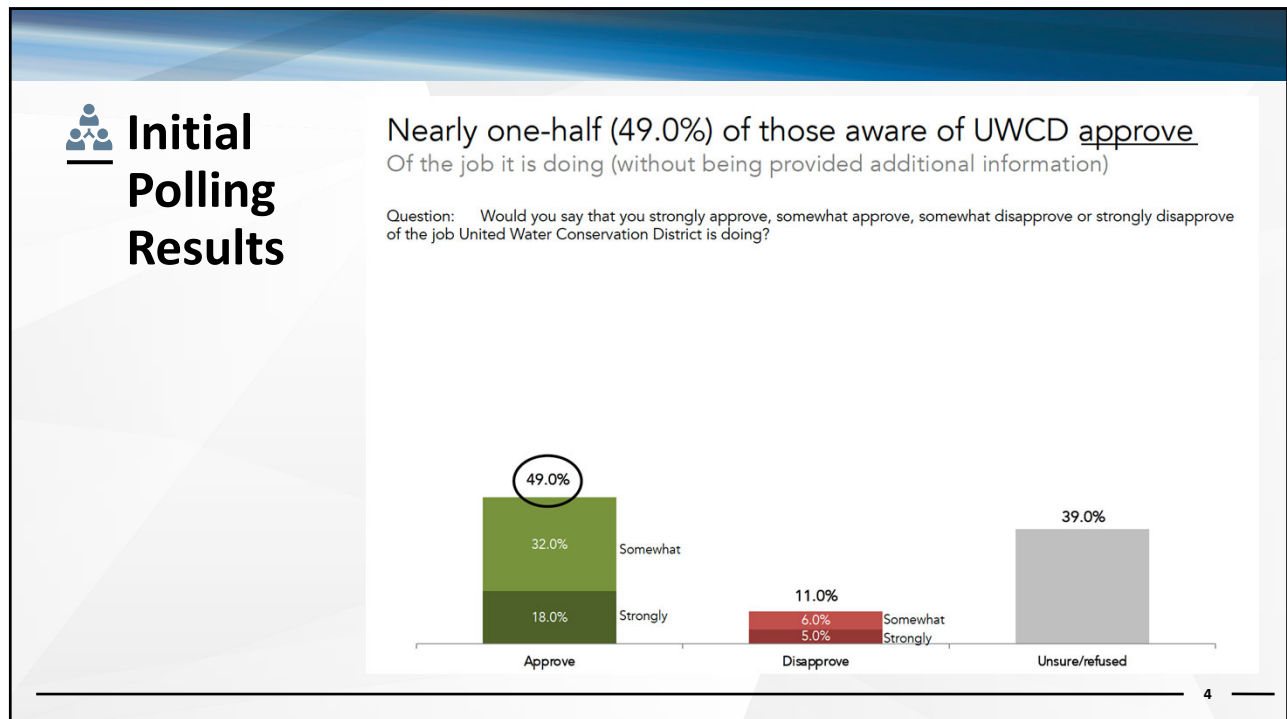
- **Recap**
 - **Visibility & Value**
 - **Lake Piru & United's Role**
 - **Fostering our Industry Allies**
 - **Broadening our Legislative Support**
 - **Measurable Results**
- **Next Steps**
 - **Proposal to Move Forward**

2

2



3



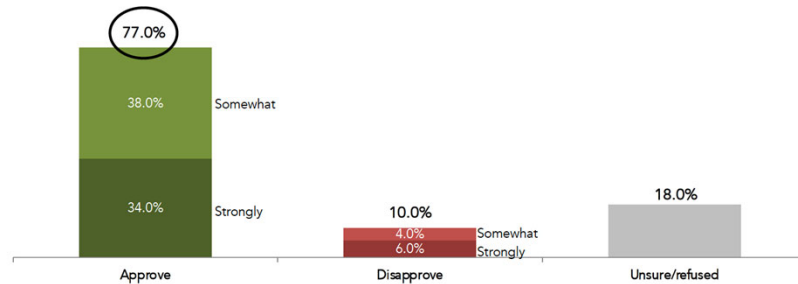
4



Initial Polling Results

Over three-quarters (77.0%) of INFORMED voters approve
Of the job UWCD is doing

Question: Governed by an elected seven member Board of Directors and situated in central Ventura County, California, United Water Conservation District encompasses the fertile Santa Clara River Valley and Oxnard Coastal Plain, a 214,000-acre area home to nearly 400,000 people. United Water Conservation District manages, protects, conserves and enhances the region's water supply. Through monitoring and innovative, responsible best practices, the District replenishes area groundwater aquifers, providing clean, safe, reliable local supplies of drinking and irrigation water for Ventura county's businesses, homes and farmland. Knowing what you do now, do you approve or disapprove of the job that the United Water Conservation District is doing?



5

5



Initial Planning

- Stakeholder Poll (Completed)
- Key Messages
- Editorial & Events Calendar
- Ad Buy & Calendar
- Social Media Annual Strategy
- Earned Media Strategy & Annual Public Relations Plan
- Strategic Partnerships Tactics
- Key Performance Indicator Identification

Not-to-Exceed: \$12,000



United is a community partner that ensures you have water every day.
- Water supplied by United Water Conservation District to the region



United Water
CONSERVATION DISTRICT

10

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.

ht.

6

6



Client Support

Basic	Enhanced	Comprehensive
<ul style="list-style-type: none"> • Semi-Annual Board Updates • Monthly Client Meetings • Ad Buy Facilitation • Website Updates 	<ul style="list-style-type: none"> • Quarterly Board Updates • Bi-Weekly Strategic Counsel Meetings • Ad Buy Facilitation & Click Through Reporting • Website Updates • Weekly Progress Updates 	<ul style="list-style-type: none"> • Monthly Board Updates • Attend Weekly Department Head Meetings for all possible outreach opportunities • Meet regularly with staff to provide counsel and move forward with outreach opportunities • Ad Buy Facilitation & Click Through Reporting • Website Updates • Weekly Progress Updates
<i>Not-to-Exceed: \$11,600</i>	<i>Not-to-Exceed: \$41,800</i>	<i>Not-to-Exceed: \$71,400</i>

7

7



Core Initiatives



8

8



District Visibility: Challenges



- Lack of awareness of United Water Conservation District's value in the Ventura County's water supply story
- Little recognition of Board and staff action among local stakeholders
- Press relationships and engagement
- Potential Bond Outreach

9

9



District Visibility: Solution



- 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

10

10



District Visibility: Scope of Work

Basic	Enhanced	Comprehensive
<ul style="list-style-type: none"> • Message Deck & Talking Points • Social Media Growth Strategy Implementation • Monthly Social Media Post Calendar (4 posts per month) • PowerPoint Presentation Support & Development • Press Releases & Opinion/Editorial Pieces (16) • Sustainability Summit Facilitation 	<ul style="list-style-type: none"> • Message Deck & Talking Points • Social Media Growth Strategy Implementation • Monthly Social Media Post Calendar (2-3 posts per week) • Identify speaker and sponsorship opportunities • Road Show Development • PowerPoint Presentation Support & Development • District Brochure • Event/Project Handout Series (6) • Email Database Management & Expansion • Monthly E-Blast Updates/Newsletter (12) • Press Releases & Opinion/Editorial Pieces (16) • Letters to the Editor (6) • Earned Media Distribution & Story Pitching (16) • Ad Assets (Update Quarterly) • Board Meet & Greet Facilitation • Facility Tours • Spokesperson Training • Sustainability Summit Facilitation 	<ul style="list-style-type: none"> • Message Deck & Talking Points • Social Media Growth Strategy Implementation • Monthly Social Media Post Calendar (Post as needed to drive engagement) • Identify speaker and sponsorship opportunities • Road Show Development • PowerPoint Presentation Support & Development • District Brochure • Event/Project Handout Series (6) • Email Database Management & Expansion • Monthly E-Blast Updates/Newsletter (12) • Blog Development • Press Releases & Opinion/Editorial Pieces (16) • Letters to the Editor (6) • Earned Media Distribution & Story Pitching (16) • Video Series (5) • Ad Assets (Update Quarterly) • Board Meet & Greet Facilitation • Facility Tours • Spokesperson Training • Intern Program Coordination • Sustainability Summit Facilitation
Not-to-Exceed: \$42,565	Not-to-Exceed: \$121,345	Not-to-Exceed: \$150,790

11



Lake Piru Marketing: Challenges



- No understanding of United's role in managing the resource
- Not enough campers/fishers/visitors
- Desire to increase tourism market share

12

12



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)

13

13



Lake Piru: Scope of Work

Basic	Enhanced	Comprehensive
<ul style="list-style-type: none"> • Monthly Social Media Post Calendar (4 posts per month) • Promotional Item Procurement • Advertorial Creation • Advertising Assets 	<ul style="list-style-type: none"> • Talking Points • Monthly E-Blast Updates (12) • Monthly Social Media Post Calendar (2-3 posts per week) • Press Releases (4) • Event Booth Facilitation • Promotional Item Procurement • K-12 Local School Outreach (Summer Camps, Weekend Field Trips, Etc.) • Advertorial Creation • Advertising Assets 	<ul style="list-style-type: none"> • Talking Points • Monthly E-Blast Updates (12) • Email Database Management & Expansion • Monthly Social Media Post Calendar (Post as needed to drive engagement) • Press Releases (4) • Event Booth Facilitation • Promotional Item Procurement • K-12 Local School Outreach (Summer Camps, Weekend Field Trips, Etc.) • Influencer Marketing Management (Aspire) • Westways Partnership Management • Visit California Partnership Management • Advertorial Creation • Advertising Assets
Not-to-Exceed: \$15,795	Not-to-Exceed: \$38,805	Not-to-Exceed: \$54,795

14

14



Industry Outreach: Milestones



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

15

15



Legislative Support: Milestones



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

16

16



Legislative & Industry: Scope of Work

Basic	Enhanced	Comprehensive
<ul style="list-style-type: none"> • PowerPoint Presentation Support & Development • Industry Initiative Factsheets & Letters (6) • Social Media Industry Post Calendar – LinkedIn • Talking Points • Legislative Initiative or Litigation Factsheets (6) • Website Updates • Press Releases (4) 	<ul style="list-style-type: none"> • Identify & Submit for Industry Speaker/Sponsorship Opportunities • PowerPoint Presentation Support & Development • Industry Initiative Factsheets & Letters (12) • Social Media Industry Post Calendar – LinkedIn • Talking Points • Legislative Initiative or Litigation Factsheets (6) • Myth vs. Fact-sheet Series (6) • Newsletter Articles (4) • Targeted Digital Ad Asset Creation • Website Updates • Press Releases (4) • Opinion/Editorial Pieces (2) • Video Series (4) 	<ul style="list-style-type: none"> • Identify & Submit for Industry Speaker/Sponsorship Opportunities • PowerPoint Presentation Support & Development • Podcast Development • Industry Initiative Factsheets & Letters (12) • Social Media Industry Post Calendar – LinkedIn • Talking Points • Legislative Initiative or Litigation Factsheets (6) • Myth vs. Fact-sheet Series (6) • Newsletter Articles (4) • Targeted Digital Ad Asset Creation • Website Updates • Press Releases (4) • Opinion/Editorial Pieces (2) • Video Series (4)
<i>Not-to-Exceed: \$33,930</i>	<i>Not-to-Exceed: \$64,545</i>	<i>Not-to-Exceed: \$87,945</i>

17

17

Questions?

CV STRATEGIES

LOS ANGELES • PALM DESERT • SACRAMENTO

18