



Posting Date: 08-13-2021

NOTICE OF SPECIAL MEETING COMMUNICATIONS & WATER EFFICIENCY COMMITTEE/BOARD OF DIRECTORS (COMMUNICATIONS & WATER EFFICIENCY)

MEETING DATE: 08-20-2021
TIME: 9:30 a.m.
LOCATION: This meeting will be held virtually, pursuant to the Governor’s Executive Order N-29-20.

To participate online, go to <https://us06web.zoom.us/j/81538548883>. You can also participate by phone by calling 1-669-900-6833 and entering the webinar ID#: 815 3854 8883.

PARTICIPATION DURING MEETINGS: During the public comment periods, the public may comment by clicking the “raise hand” button on the bottom of the Zoom screen; if you are joining by phone and would like to comment, press *9 and we will call on you as appropriate.

EMAILED PUBLIC COMMENTS: You may submit your comments in advance of the meeting by emailing them to BoardComment@MarinWater.org. All emailed comments received by 7:30 a.m. on the day of the meeting will be provided to the Board of Directors prior to the meeting. Those emailed comments on approval items received by 7:30 a.m. will also be summarized by the board secretary at the board meeting. All emails will be posted on our website. (Please do not include personal information in your comment that you do not want published on our website such as phone numbers and home addresses.)

AGENDA ITEMS	RECOMMENDATIONS
Call to Order and Roll Call	
Adopt Agenda	<i>Approve</i>
Public Comment <i>Members of the public may comment on any items not listed on the agenda during this time. Comments will be limited to three minutes per speaker, and time limits may be reduced by the Committee Chair to accommodate the number of speakers and ensure that the meeting is conducted in an efficient manner.</i>	

MARIN WATER BOARD OF DIRECTORS: LARRY BRAGMAN, JACK GIBSON, CYNTHIA KOEHLER, LARRY RUSSELL, AND MONTY SCHMITT

AGENDA ITEMS	RECOMMENDATIONS
Calendar	
1. Minutes of the Communications Committee/Board of Directors (Communications) Meeting of May 19, 2021 (Approximate time 2 minutes)	<i>Approve</i>
2. Water Efficiency Program Update (Approximate time 30 minutes)	<i>Information</i>
3. Communications Update (Approximate time 20 minutes)	<i>Information</i>
Adjournment (Approximate time 10:30 a.m.)	

ADA NOTICE AND HEARING IMPAIRED PROVISIONS:

In accordance with the Americans with Disabilities Act (ADA) and California Law, it is Marin Water’s policy to offer its public programs, services, and meetings in a manner that is readily accessible to everyone, including those with disabilities. If you are disabled and require a copy of a public hearing notice, an agenda, and/or agenda packet in an appropriate alternative format, or if you require other accommodations, please contact Board Secretary Terrie Gillen at 415.945.1448, at least two days in advance of the meeting. Advance notification will enable the Marin Water to make reasonable arrangements to ensure accessibility.

INFORMATION PACKETS ARE AVAILABLE FOR REVIEW AT THE CIVIC CENTER LIBRARY, CORTE MADERA LIBRARY, FAIRFAX LIBRARY, MILL VALLEY LIBRARY, MARIN WATER OFFICE, AND ON THE MARIN WATER WEBSITE (MARINWATER.ORG)

FUTURE BOARD MEETINGS:

- ❖ Thursday, August 26, 2021
Finance & Administration Committee/Board of Directors (Finance & Administration) Meeting
9:30 a.m.
- ❖ Monday, August 30, 2021
Operations Committee/Board of Directors (Operations) Special Meeting
9:30 a.m.
- ❖ Tuesday, September 7, 2021
Board of Directors’ Regular Bi-Monthly Meeting
7:30 p.m.


Board Secretary



Item Number: 01
Meeting Date: 08-20-2021
Meeting: Communications & Water Efficiency Committee/ Board of Directors
 (Communications & Water Efficiency)

Approval Item

TITLE

Minutes of the Communications & Water Efficiency Committee/Board of Directors
 (Communications & Water Efficiency) Meeting of May 19, 2021

RECOMMENDATION

Approve the adoption of the minutes.

SUMMARY

On May 19, 2021, the Communications & Water Efficiency Committee/Board of Directors (Communications & Water Efficiency) held its monthly meeting. The minutes of that meeting are attached hereto.

DISCUSSION

None

FISCAL IMPACT

None

ATTACHMENT(S)

1. Minutes of the May 19, 2021, Meeting of the Communications & Water Efficiency Committee/Board of Directors (Communications & Water Efficiency)

DEPARTMENT OR DIVISION	DIVISION MANAGER	APPROVED
Communications & Public Affairs Department	 Terrie Gillen Board Secretary	 Ben Horenstein General Manager

**MARIN MUNICIPAL WATER DISTRICT
COMMUNICATIONS & WATER EFFICIENCY COMMITTEE /BOARD OF DIRECTORS
(COMMUNICATIONS & WATER EFFICIENCY) MEETING**

MINUTES

Wednesday, May 19, 2021

Via teleconference

(In accordance with Governor Gavin Newsom’s Executive Order N-29-20)

DIRECTORS PRESENT: Larry Bragman, John C. Gibson, Larry L. Russell, Monty Schmitt, and Cynthia Koehler

DIRECTORS ABSENT: None

CALL TO ORDER: Chair Koehler called the meeting to order at 9:30 a.m.

ADOPT AGENDA:
On motion made by Director Gibson and seconded by Director Russell, the board approved the adoption of the agenda, by the following roll call vote:

Ayes: Directors Bragman, Gibson, Russell, Schmitt, and Koehler
Noes: None

PUBLIC COMMENT:
There were no public comments.

CALENDAR ITEMS:

**ITEM 1. MINUTES OF THE COMMUNICATIONS COMMITTEE/BOARD OF DIRECTORS
(COMMUNICATIONS) MEETING OF FEBRUARY 17, 2021**

On motion made by Director Gibson and seconded by Director Russell, the board approved the minutes by the following roll call vote:

Ayes: Directors Bragman, Gibson, Russell, Schmitt, and Koehler
Noes: None

There were no public comments on this item.

ITEM 2. WATER EFFICIENCY PROGRAM UPDATE

Water Efficiency Manager Carrie Pollard presented this item. Discussion between the board and the staff occurred throughout the presentation.

There were two public comments.

This was an information only item, so the board took no formal action.

ITEM 3. COMMUNICATIONS UPDATE

Communications & Public Affairs Director Jeanne Mariani-Belding brought forth this item. The board and staff conversed throughout this presentation.

There was one public comment.

This, too, was an information only item, so the board took no formal action.

ADJOURNMENT

There being no further business, the Communications & Water Efficiency Committee/Board of Directors (Communications & Water Efficiency) meeting adjourned at 10:33 a.m.

Board Secretary




Item Number: 02
Meeting Date: 08-20-2021
Meeting: Communications &
Water Efficiency Committee/
Board of Directors
(Communications & Water
Efficiency)

Informational Item

TO: Communications & Water Efficiency Committee/Board of Directors

FROM: Crystal Yezman, Director of Engineering 

THROUGH: Ben Horenstein, General Manager 

DIVISION NAME: Engineering

ITEM: Water Efficiency Update

SUMMARY

Staff will provide an update on current Water Efficiency Program activities.

DISCUSSION

Due to continued dry conditions and historically low reservoir storage levels, the Board declared a water shortage emergency and adopted mandatory water use restrictions at the April 20th, 2021 Board meeting, with further measures adopted at subsequent Board meeting. Staff will provide a presentation to update the Board on the status of new water efficiency programs, participation, and programs under development at this meeting.

FISCAL IMPACT

None

ATTACHMENT(S)

None



Item Number: 03
Meeting Date: 08-20-2021
Meeting: Communications &
Water Efficiency Committee/
Board of Directors
(Communications & Water
Efficiency)

Informational Item

TO: Communications & Water Efficiency Committee/Board of Directors

FROM: Emma Detwiler, Acting Communications & Public Affairs Manager *ED*

THROUGH: Ben Horenstein, General Manager *BH*

DIVISION NAME: General Manager

ITEM: Communications Activities Update

SUMMARY

Staff will provide an update on current Communications and Outreach activities.

DISCUSSION

As drought conditions persist, staff continues to proactively outreach to our customers to provide resources and information regarding Marin Water's drought response, conservation programs, and rebates available to them. Staff will provide a presentation to update the Board on the status and results of recent communications department outreach activities and initiatives including direct-to-customer outreach, stakeholder engagement and partnerships, digital outreach, advertising campaigns, and community engagement programs.

FISCAL IMPACT

None

ATTACHMENT(S)

None