

NOTICE OF REGULAR MEETING

COMMUNICATIONS & WATER EFFICIENCY COMMITTEE/ BOARD OF DIRECTORS (COMMUNICATIONS & WATER EFFICIENCY)

(Per paragraph 3 on page 10 under subsection *Committee Meetings* of the Board Handbook: The Board, as a practice, generally does not take final action on items during committee meetings, unless District staff determines the urgency of the item requires immediate action that cannot be delayed until a subsequent regular bi-monthly Board meeting.)

MEETING DATE: 08-17-2022

TIME: 9:30 a.m.

LOCATION: This meeting will be held virtually, pursuant to Assembly Bill (AB) 361.

To participate online, go to <https://us06web.zoom.us/j/89081546829>. You can also participate by phone by calling **1-669-900-6833** and entering the webinar ID#: **890 8154 6829**.

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. 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	Approve
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>	

AGENDA ITEMS	RECOMMENDATIONS
Calendar	
1. Minutes of the Communications & Water Efficiency Committee/Board of Directors (Communications & Water Efficiency) Special Meeting of May 25, 2022 (Approximate time 1 minute)	<i>Approve</i>
2. Communications Update (Approximate time 30 minutes)	<i>Information</i>
3. Review of Distributed Infrastructure (Approximate time 20 minutes)	<i>Information</i>
Adjournment (10:21 a.m. - Time Approximate)	

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 a person with a disability 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.

AGENDAS 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:

- ❖ Friday, August 19, 2022
Operations Committee/Board of Directors (Operations) Meeting
9:30 a.m.
- ❖ Thursday, August 25, 2022
Finance & Administration Committee/Board of Directors (Finance & Administration) Meeting
9:30 a.m.


Board Secretary



Item Number: 01
Meeting Date: 08-17-2022
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) Special Meeting of May 25, 2022

RECOMMENDATION

Approve the adoption of the minutes

SUMMARY

On May 25, 2022, the Communications & Water Efficiency Committee/Board of Directors (Communications & Water Efficiency) held a special quarterly meeting. The minutes of that meeting are attached.

DISCUSSION

None

FISCAL IMPACT

None

ATTACHMENT(S)

1. Minutes of the Communications & Water Efficiency Committee/Board of Directors
(Communications & Water Efficiency) Special Meeting of May 25, 2022

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

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

MINUTES

Wednesday, May 25, 2022

Via teleconference

(In accordance with Assembly Bill (AB) 361)

DIRECTORS PRESENT: Larry Bragman, Larry Russell, Monty Schmitt, Jack Gibson, and Cynthia Koehler

DIRECTORS ABSENT: None

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

ADOPT AGENDA:

On motion made by Director Gibson and seconded by Director Schmitt, the board approved the adoption of the agenda. The following roll call vote was made.

Ayes: Directors Bragman, Russell, Schmitt, Gibson, and Koehler

Noes: None

There was no public comment.

PUBLIC COMMENT:

There was no public comment.

CALENDAR ITEMS:

**Item 1 Minutes of the Communications & Water Efficiency Committee/Board of Directors
(Communications & Water Efficiency) Meeting of February 16, 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, Russell, Schmitt, Gibson, and Koehler

Noes: None

There were no public comments on this item.

Item 2 Communications Activities Update

Communications & Public Affairs Manager Adriane Mertens presented highlights of the Communications Department's recently completed outreach activities, including launch of the new WaterSmart Gardening Resource center on the District's website, completion of outreach related to the Redistricting process, and a variety of efforts to keep the public informed about the District's ongoing Strategic Water Supply Assessment. She then presented a new Strategic Communications Work Plan, which addresses Goal #3 of the District's 5-year Strategic Plan. Ms. Mertens explained how the work plan would guide the District's communications efforts in several different focus areas over the next fiscal year (FY 2022-23). The board and staff had extensive discussions throughout Ms. Mertens' presentation, in which the board provided some additional tactical-level outreach ideas to consider for incorporation into the plan.

There was one (1) public comment.

This was an information item and the board did not take any formal action.

Both Chair Koehler and Vice Chair Gibson left at 11 a.m.

Item 3 Water Efficiency Program Update

Because the discussion of the last item took 1 ½ hours, the board directed staff to bring this item and Item 4 to a future board meeting for discussion.

Item 4 Modifications to Water Efficiency Incentives

This item was tabled to a future board meeting.

ADJOURNMENT

There being no further business, the Communications & Water Efficiency Committee/Board of Directors (Communications & Water Efficiency) meeting adjourned at 11:01 a.m.

Board Secretary



Item Number: 02
Meeting Date: 08-17-2022
Meeting: Communications &
Water Efficiency Committee/
Board of Directors
(Communications & Water
Efficiency)

Informational Item

TO: Communication and Water Efficiency Committee/Board of Directors

FROM: Adriane Mertens, Communications & Public Affairs Manager

THROUGH: Paul Sellier for Ben Horenstein, General Manager

DIVISION NAME: General Manager

ITEM: Communications Activities Update

SUMMARY

Staff will provide an update on recent, ongoing, and planned Communications and Outreach Activities, including an update on the department's progress on the Strategic Communications Work Plan for FY 2022-23.

DISCUSSION

At the last quarterly Board of Directors meeting in May, a newly developed Strategic Communications Work Plan was presented to the board. The work plan addresses Goal #3 of the District's Five-Year Strategic Plan and consists of nine key components – Content Creation, Collateral Development, Branding, Digital Presence, Community Events & Partnerships, Earned Media, Paid Media, Internal Outreach and Emergency Preparedness – each representing an important focus area that helps to guide the team's weekly, quarterly and annual work. To date, work is completed or in process on more than half of the deliverables identified in the Work Plan. Along with work in those nine categories, the Communications Team regularly engages in a variety of communications support activities that are critical to ensuring the District speaks with one voice on important projects and initiatives. This past quarter, other notable work has included messaging for the District's Strategic Water Supply Assessment, Watershed Recreation Management Plan, Capital Improvement Program construction projects and more. Staff will provide a presentation to update the Board on the progress made on the Strategic Communications Work Plan and other District outreach activities.

FISCAL IMPACT

None

ATTACHMENT(S)

None



Item Number: 03
Meeting Date: 08-17-2022
Meeting: Communications &
Water Efficiency Committee/
Board of Directors
(Communications & Water
Efficiency)

Informational Item

TO: Communications and Water Efficiency Committee/Board of Directors

FROM: Paul Sellier, Director of Water Resources

THROUGH: Paul Sellier for Ben Horenstein, General Manager

DIVISION NAME: Water Resources Division

ITEM: Review of Distributed Infrastructure

SUMMARY

Staff will provide a review and discussion of On-site reuse focusing on graywater and rainwater harvesting.

DISCUSSION

On-site reuse may be an area that holds potential for greater water savings than the District, and broadly the industry, has been able to realize. Staff will provide a review of the District's on-site reuse history, strategy and process as well as concepts for improving community participation in this area of water use efficiency.

FISCAL IMPACT

There is no fiscal impact.

ATTACHMENT(S)

None