

## NOTICE OF MEETING OF THE 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:** 11-16-2022

**TIME:** 9:30 a.m.

**LOCATION:** This meeting will be held virtually pursuant to Government Code section 54953 e (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** or **1-669-444-9171** 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](mailto: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	<i>Approve</i>
<b>Public Comment</b> <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, MONTY SCHMITT, LARRY RUSSELL, JACK GIBSON, AND CYNTHIA KOEHLER



AGENDA ITEMS	RECOMMENDATIONS
<b>Calendar (9:40 a.m. - Time Approximate)</b>	
1. Minutes of the Communications & Water Efficiency Committee/Board of Directors (Communications & Water Efficiency) Meeting of August 17, 2022 (Approximate Time 1 Minute)	<i>Approve</i>
2. Communications Activities Update (Approximate Time 20 Minutes)	<i>Information</i>
<b>Adjournment (10:01 a.m. - Time Approximate)</b>	

**ADA NOTICE AND HEARING IMPAIRED PROVISIONS:**

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**FUTURE BOARD MEETINGS:**

- ❖ Friday, November 18, 2022  
Operations Committee/Board of Directors (Operations) Meeting  
9:30 a.m.
- ❖ Tuesday, December 6, 2022  
Board of Directors' Special Meeting  
5:00 p.m.
- ❖ Tuesday, December 13, 2022  
Board of Directors' Regular Bi-Monthly Meeting  
7:30 p.m.

  
 Board Secretary





**Item Number:** 01  
**Meeting Date:** 11-16-2022  
**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) Meeting of August 17, 2022

### RECOMMENDATION

Approve the adoption of the minutes

### SUMMARY

On August 17, 2022, the Communications & Water Efficiency Committee/Board of Directors (Communications & Water Efficiency) held its regularly scheduled 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) Meeting of August 17, 2022

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) SPECIAL MEETING**

**MINUTES**

**Wednesday, August 17, 2022**

**Via teleconference**

(In accordance with Assembly Bill (AB) 361)

**DIRECTORS PRESENT:** Larry Bragman, Larry Russell, Monty Schmitt, Jack Gibson, and Cynthia Koehler (*Director Russell arrived during the Communications Activities Update.*)

**DIRECTORS ABSENT:** None

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

**ADOPT AGENDA:**

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

Ayes: Directors Bragman, Schmitt, Gibson, and Koehler

Noes: None

Absent: Director Russell

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) Special Meeting of May 25, 2022**

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



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

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 current and on-going activities.

Director Russell arrived during the presentation.

The board and staff had extensive discussions throughout Ms. Mertens' presentation. Given the length of this item, Chair Koehler recommended that Agenda Item 3 be postponed to the special meeting for Friday, August 26 at 2 p.m. The board concurred.

There were (2) public comments.

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

## **Item 3 Review of Distributed Infrastructure**

This item was tabled to a future meeting for discussion.

## **ADJOURNMENT**

There being no further business, the Communications & Water Efficiency Committee/Board of Directors (Communications & Water Efficiency) meeting adjourned at 11:00 a.m.

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Board Secretary





**Item Number:** 02  
**Meeting Date:** 11-16-2022  
**Meeting:** Communications &  
Water Efficiency Committee/  
Board of Directors  
(Communications & Water  
Efficiency)

## Informational Item

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**TO:** Communications and Water Efficiency Committee/Board of Directors

**FROM:** Adriane Mertens, Communications & Public Affairs Manager

**THROUGH:** Ben Horenstein, General Manager

**DIVISION NAME:** General Manager

**ITEM:** Communications Activities Update

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### 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

The Communications & Public Affairs team has continued progress on its 2022-23 Strategic Communications Work Plan, which was first presented to the board at a quarterly Committee/Special Board of Directors meeting in May 2022. The work plan 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. 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. 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