

**MEETING OF THE EXTERNAL AFFAIRS COMMITTEE OF THE
BOARD OF DIRECTORS
WATER REPLENISHMENT DISTRICT OF SOUTHERN CALIFORNIA
4040 PARAMOUNT BLVD., LAKEWOOD, CALIFORNIA 90712
3:00 P.M., MONDAY, APRIL 10, 2017**

AGENDA

EACH ITEM ON THE AGENDA, NO MATTER HOW DESCRIBED, SHALL BE DEEMED TO INCLUDE ANY APPROPRIATE MOTION, WHETHER TO ADOPT A MINUTE MOTION, RESOLUTION, PAYMENT OF ANY BILL, APPROVAL OF ANY MATTER OR ACTION, OR ANY OTHER ACTION. ITEMS LISTED AS "FOR INFORMATION" MAY ALSO BE THE SUBJECT OF AN "ACTION" TAKEN BY THE BOARD OR A COMMITTEE AT THE SAME MEETING.

- 1. DETERMINATION OF A QUORUM**
- 2. PUBLIC COMMENT**
Pursuant to Government Code Section 54954.3
- 3. LEGISLATIVE REPORT**
Staff Recommendation: For discussion and possible action.
- 4. APPROVAL OF MINUTES OF NOVEMBER 23, 2016 AND DECEMBER 7, 2016**
Staff Recommendation: Approve the minutes of the External Affairs Committee meetings of November 23, 2016 and December 7, 2016.
- 5. GRIP REPORTERS / MEDIA DAY EVENT**
Staff Recommendation: For discussion and possible action.
- 6. SPRING SPONSORSHIPS**
Staff Recommendation: The External Affairs Committee approve a sponsorship amount not to exceed \$7,500 for the Independent Cities Association Summer Seminar and Heal the Bay events in the amounts of \$5,000 and \$2,500, respectively.
- 7. DEPARTMENT REPORT**
Staff Recommendation: For discussion and possible action.
- 8. DIRECTORS REPORTS, INQUIRIES AND FOLLOW-UP OF DIRECTIONS TO STAFF**
Staff Recommendation: For discussion and possible action.
- 9. ADJOURNMENT**
Adjourn to the next regularly scheduled meeting of May 8, 2017.

Agenda posted by Tracey Burke, Senior Administrative Specialist on April 7, 2017. In compliance with ADA requirements, this document can be made available in alternative formats upon request.

In compliance with the Americans with Disabilities Act (ADA), if special assistance is needed to participate in the Board meeting, please contact the Senior Administrative Specialist at (562) 921-5521 for assistance to enable the District to make reasonable accommodations.

All public records relating to an agenda item on this agenda are available for public inspection at the time the record is distributed to all, or a majority of all, members of the Board. Such records shall be available at the District office located at 4040 Paramount Boulevard, Lakewood, California 90712.

Agendas and minutes are available at the District's website.

EXHAUSTION OF ADMINISTRATIVE REMEDIES – If you challenge a District action in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or in written correspondence delivered to the District at, or prior to, the public hearing. Any written correspondence delivered to the District before the District's final action on a matter will become a part of the administrative record.



MEMORANDUM

ITEM NO. 3

DATE: APRIL 10, 2017
TO: EXTERNAL AFFAIRS COMMITTEE
FROM: ROBB WHITAKER, GENERAL MANAGER
SUBJECT: LEGISLATIVE REPORT

SUMMARY

Verbal reports on current legislation will be provided by Sacramento and Washington D.C. advocates.

State Legislative Calendar

March Deadlines

Mar. 17 Cesar Chavez Day

April Deadlines

Apr. 6 Spring Recess begins upon adjournment [J.R. 51(a)(2)].

Apr. 17 Legislature reconvenes from Spring Recess [J.R. 51(a)(2)].

Apr. 28 Last day for policy committees to hear and report fiscal bills for referral to fiscal committees

May Deadlines

May 12 Last day for policy committees to hear and report to the floor non-fiscal bills.

May 19 Last day for policy committees to meet prior to June 5

May 26 Last day for fiscal committees to hear and report bills to the floor. Last day for fiscal committees to meet prior to June 5.

May 29 Memorial Day observed.

May 30-June 2 Floor Session only. No committee may meet for any purpose except for Rules Committee and Conference Committees.

FISCAL IMPACT

None.

STAFF RECOMMENDATION

For discussion and possible action.



MEMORANDUM

ITEM NO. 4

DATE: APRIL 10, 2017
TO: EXTERNAL AFFAIRS COMMITTEE
FROM: ROBB WHITAKER, GENERAL MANAGER
SUBJECT: MINUTES OF NOVEMBER 23, 2016 AND DECEMBER 7, 2016

**MINUTES OF NOVEMBER 23, 2016
SPECIAL MEETING OF THE EXTERNAL AFFAIRS COMMITTEE
OF THE BOARD OF DIRECTORS
WATER REPLENISHMENT DISTRICT OF SOUTHERN CALIFORNIA**

A meeting of the External Affairs Committee of the Board of Directors of the Water Replenishment District of Southern California was held on Wednesday, November 23, 2016 at 3:48 p.m., at the District Office, 4040 Paramount Boulevard, Lakewood, California 90712. President Willard H. Murray, Jr. called the meeting to order and presided thereafter. Senior Administrative Specialist Tracey Burke recorded the minutes.

1. DETERMINATION OF A QUORUM

Committee: Willard H. Murray, Jr., Sergio Calderon
Staff: Ken Ortega, Pete Brown, Lyndsey Bloxom
Public: None

2. PUBLIC COMMENT

Pursuant to Government Code Section 54954.3
None.

3. APPROVAL OF MINUTES OF AUGUST 1, 2016

Minutes were unanimously approved as submitted.

4. LEGISLATIVE REPORT

Assistant General Manager Ken Ortega shared information about the upcoming annual legislative workshop for staff and Directors. Discussion followed.

5. CALIFORNIA LATINO WATER SUMMIT 2016

Chair Murray asked when the California Latino Water Summit is taking place. Manager of Communications and Education Services Pete Brown, said that the conference had been held on November 9, 2016.

Director Calderon moved that the Board of Directors authorize the General Manager to approve sponsorship for the California Latino Water Summit 2016 in an amount not to exceed \$7,500. Chair Murray seconded the motion.

6. GROUNDWATER FESTIVAL PLANNING

Mr. Brown said that WRD will be holding its 10th annual Groundwater Festival in 2017, but will need to confirm a date before further planning can occur. He said that after researching dates it was decided that Saturday, May 6, 2017 would be ideal to maximize attendance. Chair Murray expressed his delight at seeing such a wide variety of people at the 2016 Groundwater Festival, and asked staff to do everything in its power to promote and ensure continued diversity. Discussion followed.

Director Calderon moved that the Board of Directors authorize the General Manager to approve Saturday, May 6, 2017, for the date of the 2017 WRD Groundwater Festival. Chair Murray seconded the motion.

7. WATER EDUCATION FOUNDATION WATER LEADERS CLASS

Mr. Brown described the Water Education Foundation's Water Leaders Class, and the benefits WRD would gain by participating and enrolling a Communication and Education Services team member in the class series. He said the class meets regularly for a full year and assured the Committee that the classes will not conflict with the staff member's work schedule. Discussion followed.

Director Calderon moved that the Board of Directors authorize the General Manager to approve tuition for the 2017 Water Education Foundation's Water Leaders Class in an amount not to exceed \$3,950. Chair Murray seconded the motion.

8. PROFESSIONAL SERVICES AGREEMENT WITH REEB GOVERNMENT RELATIONS, LLC FOR STATE ADVOCACY SUPPORT SERVICES

Mr. Ortega introduced this item as one of a trio of related items inclusive of numbers 8, 9, and 10. He described the areas of responsibility of each of the three advocacy support services entities. Mr. Brown said that working with the three firms over the past number of years has yielded successes on the Federal, State, and County levels. Mr. Brown reminded the Committee that the advocates would all be at the WRD headquarters the following Monday for an annual legislative and strategic planning workshop. Discussion followed.

Director Calderon moved that the Board of Directors authorize the General Manager to execute a Professional Services Agreement with Reeb Government Relations,

LLC for state legislative and advocacy support services for a monthly fee of \$15,000 for an amount not to exceed \$360,000 through December 31, 2018; subject to approval as to form by District Counsel. Chair Murray seconded the motion

9. PROFESSIONAL SERVICES AGREEMENT WITH PACIFIC ATLANTIC PARTNERS FOR FEDERAL ADVOCACY SUPPORT SERVICES

This item was discussed under Item 8.

Director Calderon moved that the Board of Directors authorize the General Manager to execute a Professional Services Agreement with Pacific Atlantic Partners for federal legislative and advocacy support services for a monthly fee of \$15,000 for an amount not to exceed \$360,000 through December 31, 2018; subject to approval as to form by District Counsel. Chair Murray seconded the motion.

10. PROFESSIONAL SERVICES AGREEMENT WITH ROBERT E. BUSH CORPORATION FOR COUNTY ADVOCACY SUPPORT SERVICES

This item was discussed under Item 8.

Director Calderon moved that the Board of Directors authorize the General Manager to execute a Professional Services Agreement with Robert E. Bush Corporation for County advocacy support services for a monthly fee of \$3,000 for strategic support services, for an amount not to exceed \$72,000 through December 31, 2018; subject to approval as to form by District Counsel. Chair Murray seconded the motion.

11. DEPARTMENT REPORT

Mr. Brown went over a list of conferences attended by Communications and Education Services department staff since July 1, 2016, and said that it appears the department has done more outreach in those six months than ever before.

Mr. Brown told the Committee that an RFQ for Eco Gardener training will be coming to a close in December. Chair Murray said that he had attended and enjoyed the classes in the past. Mr. Brown said the District will continue to find new ways to reach larger audiences for the classes through use of the Internet and videos to make them more accessible.

12. DIRECTORS REPORTS, INQUIRIES, AND FOLLOW-UP OF DIRECTIONS TO STAFF

None.

13. ADJOURNMENT

There being no further business to come before the Committee, the meeting was adjourned at 4:29 p.m.

**MINUTES OF DECEMBER 7, 2016
MEETING OF THE EXTERNAL AFFAIRS COMMITTEE
OF THE BOARD OF DIRECTORS
WATER REPLENISHMENT DISTRICT OF SOUTHERN CALIFORNIA**

A meeting of the External Affairs Committee of the Board of Directors of the Water Replenishment District of Southern California was held on Wednesday, December 7, 2016 at 3:35 p.m., at the District Office, 4040 Paramount Boulevard, Lakewood, California 90712. Director Sergio Calderon called the meeting to order and presided thereafter. Senior Administrative Specialist Tracey Burke recorded the minutes.

1. DETERMINATION OF A QUORUM

It was determined that a quorum was not present. Chair Murray and Committee Member Katherman were not present. Director Calderon, acting as Alternate, was in attendance.

Committee: Sergio Calderon
Staff: Ken Ortega, Pete Brown, Lyndsey Bloxom
Public: None

2. PUBLIC COMMENT

Pursuant to Government Code Section 54954.3
None.

3. LEGISLATIVE REPORT

Manager of Communication and Education Services Pete Brown provided a verbal report.

4. DEPARTMENT REPORT

Mr. Brown provided information regarding an upcoming Board Legislative Workshop.

5. DIRECTORS REPORTS, INQUIRIES, AND FOLLOW-UP OF DIRECTIONS TO STAFF

Director Calderon and Mr. Brown discussed various social media platforms.

6. ADJOURNMENT

There being no further business to come before the Committee, the meeting was adjourned at 3:55 p.m.

FISCAL IMPACT

None.

STAFF RECOMMENDATION

Approve the minutes of the External Affairs Committee meetings of November 23, 2016 and December 7, 2016.

Unapproved Minutes



MEMORANDUM

ITEM NO. 5

DATE: APRIL 10, 2017

TO: EXTERNAL AFFAIRS COMMITTEE

FROM: ROBB WHITAKER, GENERAL MANAGER

SUBJECT: GRIP REPORTERS / MEDIA DAY EVENT

SUMMARY

On Friday, May 5, the contractor for the Groundwater Reliability Improvement Project (GRIP), Shea Construction, will be holding a company-wide safety training. Consequently, all construction activities at the GRIP site will cease for the day. The availability of the site would allow WRD to host a media event to highlight construction progress at GRIP and remind the public about the purpose for building the advanced water treatment facility.

Staff will provide the External Affairs Committee an update on planning for this event.

FISCAL IMPACT

None.

STAFF RECOMMENDATION

For discussion and possible action.



MEMORANDUM

ITEM NO. 6

DATE: APRIL 10, 2017

TO: EXTERNAL AFFAIRS COMMITTEE

FROM: ROBB WHITAKER, GENERAL MANAGER

SUBJECT: SPRING SPONSORSHIPS

SUMMARY

WRD received requests for sponsorship and participation in the following upcoming events:

1. Independent Cities Association
2. Heal the Bay

Independent Cities Association (ICA) is a nonprofit, public benefit corporation established in 1960. It is made up of forty-eight member cities in the Southern California area, 28 of them within WRD's service area. The organization focuses on education, legislative advocacy, intergovernmental relationships and other major issues that transcend the boundaries of its member cities. ICA holds two annual seminars bringing together city council members, other city officials and business partners for the purpose of being better informed and to share relevant experiences around policy issues.

The Summer Seminar focuses on contemporary issues. ICA has invited WRD to help sponsor the summer seminar and be the keynote speaker during the main luncheon." The event is scheduled for June 8 – 11 and will take place in Carlsbad, CA.

Heal the Bay (HTB) has been one of Southern California's strongest advocates for the ocean for over three decades. As advocates for a healthy Bay, they have also been leaders promoting healthy watersheds.

WRD has sponsored Heal the Bay's annual event at a \$2,500 level in recent years. HTB has requested that WRD increase its support to \$5,000, equaling a \$2,500 increase over previous years.

FISCAL IMPACT

\$7,500

STAFF RECOMMENDATION

The External Affairs Committee approve a sponsorship amount not to exceed \$7,500 for the Independent Cities Association Summer Seminar and Heal The Bay events in the amounts of \$5,000 and \$2,500, respectively.