

**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, MAY 8, 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 JANUARY 23, 2017**
Staff Recommendation: Approve the minutes of the External Affairs Committee meeting of January 23, 2017.
- 5. 10TH ANNUAL WRD GROUNDWATER FESTIVAL UPDATE**
Staff Recommendation: For discussion and possible action.
- 6. SOCIAL MEDIA UPDATE**
Staff Recommendation: For information.
- 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 June 13, 2017.

Agenda posted by Tracey Burke, Senior Administrative Specialist on May 5, 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: MAY 8, 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

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: MAY 8, 2017
TO: EXTERNAL AFFAIRS COMMITTEE
FROM: ROBB WHITAKER, GENERAL MANAGER
SUBJECT: APPROVAL OF MINUTES OF JANUARY 23, 2017

**MINUTES OF JANUARY 23, 2017
SPECIAL MEETING OF THE EXTERNAL AFFAIRS COMMITTEE
OF THE BOARD OF DIRECTORS
WATER REPLENISHMENT DISTRICT OF SOUTHERN CALIFORNIA**

A special meeting of the External Affairs Committee of the Board of Directors of the Water Replenishment District of Southern California was held on Monday, January 23, 2017 at 3:00 p.m., at the District Office, 4040 Paramount Boulevard, Lakewood, California 90712. Vice Chair Sergio Calderon called the meeting to order and presided until the arrival of Chair Willard H. Murray, Jr. during item 3. Senior Administrative Specialist Tracey Burke recorded the minutes.

1. DETERMINATION OF A QUORUM

It was determined that a quorum was present.

Committee: Chair Willard H. Murray, Jr., Vice Chair Sergio Calderon, President Rob Katherman, Director John Allen

Staff: Ken Ortega, Pete Brown, Lyndsey Bloxom

Public: Professor Felipe E. Agredano-Lozano, East L.A. College, guest of Director Calderon

2. PUBLIC COMMENT

Pursuant to Government Code Section 54954.3

None.

4. CONFERENCE PARTICIPATION FEBRUARY 2017

This item was taken out of order.

Assistant General Manager Ken Ortega presented this item.

Upon a motion duly made by President Katherman, seconded by Director Allen, and unanimously approved with Chair Murray and Director Robles absent, it was

RESOLVED: The External Affairs Committee recommends that the Board of Directors approve the budgeted WRD conference sponsorships scheduled for February 2017 to promote and educate industry leaders and public officials about WRD's WIN Program, GRIP project and other programs aimed to ensure a resilient and sustainable water future for the District's service area, subject to approval as to form by District Counsel. The specified conferences are not to exceed a cumulative amount of \$3,500.

5. WRD WEBSITE / SOCIAL MEDIA CONTENT DISCUSSION

This item was taken out of order.

Mr. Ortega provided a verbal report on web site content. Director Allen suggested this item be carried over to the next External Affairs Committee meeting.

3. LEGISLATIVE REPORT

This item was taken out of order.

WRD State advocacy representative Bob Reeb provided a verbal report via phone. President Katherman said he would like to have a Board Retreat in February, inclusive of State and Federal legislative priorities for the year. Discussion followed.

WRD Federal advocacy representative Julie Klopecki provided a verbal report via phone.

6. ADVOCACY SUPPORT SERVICES

The Committee requested this item be carried over to the next External Affairs Committee meeting while being reviewed by General Counsel.

7. DEPARTMENT REPORT

Mr. Ortega provided a verbal report and update on Communication and Education Services activities. Mr. Brown talked about upcoming conferences and meetings. Discussion followed.

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

President Katherman asked staff to include on the next agenda an item regarding sponsorship of an upcoming NAACP event. He said he would provide additional information to staff.

Director Calderon talked about a brief groundwater related interview he did with Charter Communication.

9. ADJOURNMENT

There being no further business to come before the Committee, the meeting was adjourned at 4:10 p.m.

FISCAL IMPACT

None.

STAFF RECOMMENDATION

Approve the minutes of the External Affairs Committee meeting of January 23, 2017.



MEMORANDUM

ITEM NO. 5

DATE: MAY 8, 2017

TO: EXTERNAL AFFAIRS COMMITTEE

FROM: ROBB WHITAKER, GENERAL MANAGER

SUBJECT: 10TH ANNUAL GROUNDWATER FESTIVAL UPDATE

SUMMARY

On May 20, 2017, the Water Replenishment District of Southern California will host the 10th Annual Groundwater Festival. Staff is expecting approximately 2000-2500 attendees from the surrounding cities within WRD's service area.

Staff has secured rentals, entertainment, food and prizes for the festival. A permit for the festival has also been approved by the Fire Department.

To date, all expenses have been covered through festival sponsorships.

FISCAL IMPACT

None.

STAFF RECOMMENDATION

For discussion and possible action.



MEMORANDUM

ITEM NO. 6

DATE: MAY 8, 2017

TO: EXTERNAL AFFAIRS COMMITTEE

FROM: ROBB WHITAKER, GENERAL MANAGER

SUBJECT: SOCIAL MEDIA UPDATE

Summary

WRD continues to grow its social media presence by developing approved scheduled content to be delivered consistently across multiple social media platforms. Content is focused on photo and video elements to maximize engagement, with the goal of educating the public on water issues by promoting district projects and events, the WIN initiative and Board of Directors' policy directives. Staff will provide an update on current activities.

FISCAL IMPACT

None.

STAFF RECOMMENDATION

For information.

