

# **THE METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA**

## **MINUTES**

### **LEGISLATION, REGULATORY AFFAIRS AND COMMUNICATIONS COMMITTEE**

**August 14, 2023**

Chair Jung called the meeting to order at 11:41 a.m.

Members present: Directors Abdo, Ackerman, Dennstedt, Fellow, Garza, Jung (teleconference posted location), Kassakhian, McMillan (entered after roll call), Pressman (teleconference posted location), and Smith.

Members absent: Directors Gray, Phan, and Ramos.

Other Board Members present: Directors Alvarez, Armstrong, Bryant, Camacho, Cordero, De Jesus, Dick, Erdman, Faessel, Fong-Sakai, Goldberg, Kurtz, Lefevre, McCoy, Miller, Morris, and Ortega.

Committee Staff present: Hagekhalil, Zinke, Stites, Sims, and Novoa.

#### **1. OPPORTUNITY FOR MEMBERS OF THE PUBLIC TO ADDRESS THE COMMITTEE ON MATTERS WITHIN THE COMMITTEE'S JURISDICTION**

None

Director McMillan entered the meeting.

#### **2. SUBCOMMITTEE REPORTS AND DISCUSSION**

##### **a. Report from Subcommittee on Public Affairs Engagement**

Director Fellow reported on the Public Affairs Engagement Subcommittee meeting on July 25th, including results of the Probolosky focus groups research for Metropolitan, staff presentations to build on current research, the EMC public attitudes survey and an update on the Climate Adaptation Master Plan.

##### **b. Discuss and provide direction to Subcommittee on Public Affairs Engagement.**

Vice Chair Camacho reported on the recommendation of the Ad Hoc Committee on Facilities Naming to ask the board to approve the nomination and renaming of Metropolitan's Pure Water Southern California Demonstration Plant as the Grace F. Napolitano Pure Water Southern California Innovation Center.

#### **CONSENT CALENDAR ITEMS – ACTION**

### **3. CONSENT CALENDAR OTHER ITEMS - ACTION**

- a. Approval of the Minutes of the Meeting of the Legislation, Regulatory Affairs, and Communications Committee held July 10, 2023.

### **4. CONSENT CALENDAR ITEMS – ACTION**

None

Director Fellow made a motion, seconded by Director Garza to approve item 3a.

Ayes: Directors Abdo, Ackerman, Dennstedt, Fellow, Garza, Jung, Kassakhian, McMillan, Pressman, and Smith

Noes: None

Abstentions: Luna

Absent: Directors Gray, Phan and Ramos

The motion passed by a vote of 10 ayes, 0 noes, 1 abstention, and 3 absent.

### **END OF CONSENT CALENDAR ITEMS**

### **5. OTHER BOARD ITEMS – ACTION**

None

### **6. BOARD INFORMATION ITEMS**

None

## 7. COMMITTEE ITEMS

- a. Subject: Update on Water Conservation Outreach, Advertising and Messaging.

Presented by: Sue Sims, Group Manager-External Affairs

Ms. Sims presented an update on water conservation outreach, advertising and messaging. It included: campaign goals and measurements of success, television commercials, influencer campaigns, research-based messaging, three year media buy, and next steps.

The following Directors provided a comment or asked a question:

- 1.) Fellow
- 2.) Dick
- 3.) Smith
- 4.) Kassakhian
- 5.) Fong-Sakai
- 6.) Bryant
- 7.) Ackerman
- 8.) Faessel

Staff responded to the Directors' comments or questions.

- b. Subject: Report on Activities from Washington, D.C.

Presented by: Abby Schneider, Executive Legislative Representative

Ms. Schneider provided an update on the congressional calendar, fiscal year 2024 appropriations, Bureau of Reclamation appropriations, Senate hearings and a PFAS update.

The following Directors provided a comment or asked a question:

- 1.) Smith

Staff responded to the Directors' comments or questions.

- c. Subject: Report on Activities from Sacramento

Presented by: Jay Jefferson, Executive Legislative Representative

Mr. Jefferson provided an update on legislative deadlines, Metropolitan's \$50 million budget request for projects to provide more resiliency for SWP dependent areas, and Assembly and Senate bills of interest to Metropolitan.

## **8. MANAGEMENT REPORTS**

- a. Subject: External Affairs Management Report

Presented by: Sue Sims, Group Manager-External Affairs

Ms. Sims provided an update on upcoming events, social media campaigns, and outreach.

## **9. FOLLOW-UP ITEMS**

None

## **10. FUTURE AGENDA ITEMS**

None

## **11. ADJOURNMENT**

Meeting adjourned at 12:52 p.m.

Chair Jung