

THE METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA

MINUTES

COMMUNICATIONS AND LEGISLATION COMMITTEE

December 13, 2021

Chair Cordero called the teleconference meeting to order at 9:00 a.m.

Members present: Chair Cordero, Vice Chair Kurtz, Directors Abdo, Ackerman, Erdman, Morris, Quinn (entered after consent calendar items), Record, and Smith.

Members absent: Directors Luna, G. Peterson, and Repenning.

Other Board Members present: Chairwoman Gray, Directors Atwater, Blois, De Jesus, Dennstedt, Dick, Faessel, Fellow, Fong-Sakai, Lefevre, Miller, Sutley, and Tamaribuchi.

Committee Staff present: Hagekhalil, Carrillo, Scully, Sims, and Zinke.

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

None

CONSENT CALENDAR OTHER ITEMS – ACTION

2. CONSENT CALENDAR OTHER ITEMS – ACTION

A. Approval of the Minutes of the Meeting of the Communications and Legislation Committee held November 8, 2021.

3. CONSENT CALENDAR ITEMS – ACTION

None.

Director Morris made a motion, seconded by Director Ackerman to approve item 2A.

The vote was:

Ayes: Directors Abdo, Ackerman, Cordero, Erdman, Kurtz, Morris, Record, and Smith

Noes: None

Abstentions: None

Absent: Directors Luna, G. Peterson, Quinn and Repenning

The motion passed by a vote of 8 ayes, 0 noes, 0 abstain, and 4 absent.

END OF CONSENT CALENDAR ITEMS

4. OTHER BOARD ITEMS – ACTION

None

5. BOARD INFORMATION ITEMS

None

6. COMMITTEE ITEMS

a. Subject: Update on Water Conservation Advertising Campaign

Presented by: Debra Sass, Team Manager-Creative Design

Ms. Sass provided an update on the water conservation fall/winter campaign assets, media and member agency customization.

The following Directors provided comments or asked questions:

1. Fellow
2. Quinn
3. Smith

Due to scheduling constraints, Chair Cordero stated that the agenda items were reordered.

c. Subject: Report on Activities from Sacramento.

Presented by: Kathy Viatella, Executive Legislative Representative

Ms. Viatella reported on activities from Sacramento including an update on the legislative calendar, state budget, and Metropolitan and other legislative priorities.

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

Presented by: Abby Schneider, Executive Legislative Representative

Ms. Schneider reported on activities from Washington, D.C. including a legislative update, and Chairwoman Gray and General Manager Hagekhalil's visit to Washington, D.C.

GM Adel Hagekhalil reported on his visit to Washington D.C and meetings with Congressional and administration officials to discuss issues including water quality/PFAS, leaky pipes, recycled water, Colorado River activities, and the WRDA bill.

7. MANAGEMENT REPORT

a. Subject: External Affairs Management Report

Presented by: Sue Sims, External Affairs Group Manager

Ms. Sims provided an update on External Affairs' work on bringing in a firm to handle the general and ethnic media buy for the conservation advertising campaign going forward. An RFP was issued this fall for the three-year campaign, which will be up to \$3.5 million annually for a total media buy of up to \$10.5 million. Staff will bring a recommendation to the Board in February to award the three-year agreement to the selected firm.

As requested by Director Quinn, staff will provide an update at the January C&L meeting on the communications plans for conservation and related programs.

8. FOLLOW-UP ITEMS

None

9. FUTURE AGENDA ITEMS

None

Next meeting will be held on January 10, 2022.

Meeting adjourned at 9:46 a.m.

Gloria Cordero
Chair