

THE METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA

MINUTES

COMMUNICATIONS AND LEGISLATION COMMITTEE

March 7, 2022

Chair Cordero called the teleconference meeting to order at 1:35 p.m.

Members present: Chair Cordero, Vice Chair Kurtz, Directors Abdo, Ackerman, Erdman, Luna, Morris, Peterson, Record, and Smith.

Members absent: Directors Quinn and Repenning.

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

Committee Staff present: Hagekhalil, Holmes, Scully, and Sims.

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

None

CONSENT CALENDAR ITEMS – ACTION

2. CONSENT CALENDAR OTHER ITEMS – ACTION

A. Approval of the Minutes of the Meeting of the Communications and Legislation Committee held February 7, 2022.

3. CONSENT CALENDAR ITEMS – ACTION

7-5	Subject:	Authorize entering into a three-year contract with GP Generate, LLC for media placement services related to drought awareness and water conservation not to exceed \$10.5 million; the General Manager has determined that the proposed action is exempt or otherwise not subject to CEQA
	Motion:	Authorize the General Manager to enter into a three-year agreement with GP Generate, LLC for media placement and advertising consulting services not to exceed \$10.5 million

The following Directors provided comments or asked questions:

1. Abdo
2. Ackerman
3. Cordero
4. Luna

Staff responded to the Directors' comments or questions.

After completion of the presentation, Director Peterson made a motion, seconded by Director Abdo to approve item 2A and 7-5:

The vote was:

- Ayes: Directors Abdo, Ackerman, Cordero, Erdman, Kurtz, Luna, Morris, Peterson, Record, and Smith.
- Noes: None
- Abstentions: None
- Absent: Directors Quinn and Repenning

The motion passed by a vote of 10 ayes, 0 noes, 0 abstain, and 2 absent.

END OF CONSENT CALENDAR ITEMS

4. OTHER BOARD ITEMS – ACTION

None

5. BOARD INFORMATION ITEMS

None

6. COMMITTEE ITEMS

- a. Subject: Report on Activities from Washington, D.C.
Presented by: Abby Schneider, Executive Legislative Representative

Ms. Schneider reported on legislative activities from Washington, D.C. including government funding, the Water Resources and Development Act 2022, and meetings with Bureau of Reclamation to discuss large-scale recycled water program.

b. 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 proposed FY 2022/23 state budget and legislative initiatives on drought, water quality, infrastructure investments, climate change and resiliency.

The following Directors provided comments or asked questions:

1. De Jesus
2. Lefevre
3. Luna

Staff responded to the Directors' comments or questions.

7. MANAGEMENT REPORTS

a. Subject: External Affairs Management's Report

Presented by: Sue Sims, External Affairs Group Manager

Ms. Sims provided an update on water conservation and climate-resiliency messaging and outreach activities. Current advertising on drought in multiple languages has been expanded via digital, radio and social media. Staff is now developing new creative for a spring/summer advertising campaign.

The following Director provided a comment or asked a question:

1. Cordero

8. FOLLOW-UP ITEMS

None

9. FUTURE AGENDA ITEMS

None

Next meeting will be held on April 11, 2022.

Meeting adjourned at 2:10 p.m.

Gloria Cordero
Chair