

THE METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA

MINUTES

COMMUNICATIONS AND LEGISLATION COMMITTEE

September 13, 2021

Chair Cordero called the teleconference meeting to order at 2:20 p.m.

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

Members absent: Directors Luna, Quinn, and Repenning.

Other Board Members present: Chairwoman Gray, Directors Atwater, Blois, De Jesus, Dick, Faessel, Fellow, Goldberg, Hogan, Jung, Lefevre, McCoy, Ramos, and Tamaribuchi.

Committee Staff present: Hagekhalil, Rojo, 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 Adjourned Meeting of the Communications and Legislation Committee held August 16, 2021.

3. CONSENT CALENDAR ITEMS – ACTION

None

Director Morris made a motion, seconded by Director Kurtz to approve the consent calendar consisting of item 2A.

The vote was:

Ayes: Directors Abdo, Ackerman, Cordero, Butkiewicz, Erdman, Kurtz, Morris, Murray, G. Peterson, Record, and Smith.

Noes: None

Abstentions: None

Absent: Directors Luna, Quinn, and Repenning.

The motion passed by a vote of 11 ayes, 0 noes, 0 abstain, and 3 absent.

END OF CONSENT CALENDAR ITEMS

4. OTHER BOARD ITEMS – ACTION

None

5. BOARD INFORMATION ITEMS

9-6 Subject: Update on fall and winter water conservation advertising and outreach campaign to be paid from board-approved conservation budget

Presented by: Sue Sims, External Affairs Group manager
 Teresa Gonzalez, Principal Public Affairs Representative

Ms. Sims and Ms. Gonzalez provided an update on the fall and winter water conservation advertising and outreach campaign. They covered Metropolitan's current buy strategy, the multilingual media strategy, media placements (outdoor, radio, and social media), timeline, and next steps.

6. COMMITTEE ITEMS

a. 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 an update on appropriations, the budget, the infrastructure package, and nomination updates.

b. Subject: Report on Activities from Sacramento

Presented by: Kathy Viatella, Executive Legislative Representative

Ms. Viatella reported on activities from Sacramento including meetings with legislators on Metropolitan sponsored bills and legislative priorities, the state budget and funding.

7. MANAGEMENT REPORT

a. Subject: External Affairs' Management Report

Presented by: Sue Sims, External Affairs Group Manager

Ms. Sims reported that the form where Board members can submit legislative bill proposals for the upcoming 2022 legislative state or federal session is now available on the Board of Directors' webpage.

8. FOLLOW-UP ITEMS

None

9. FUTURE AGENDA ITEMS

None

Next meeting will be held on October 11, 2021.

Meeting adjourned at 3:02 p.m.

Gloria Cordero
Chair