

MINUTES
COMMITTEE MEETING
of the
WEST VALLEY WATER DISTRICT
September 30, 2024

I. CALL TO ORDER

Chair Garcia called the meeting to order at 6:02 p.m.

Attendee Name	Present	Absent	Arrived
Angela Garcia	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Daniel Jenkins	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Socorro Pantaleon	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
John Thiel	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Mary Jo Hartley	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Kimberly Ceron	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Isabelle Medina	<input checked="" type="checkbox"/>	<input type="checkbox"/>	

II. PUBLIC PARTICIPATION

Chair Garcia inquired if anyone from the public would like to speak. No requests were received, therefore Chair Garcia closed the public comment period.

III. DISCUSSION ITEMS

1. Updates to the External Affairs Committee.

California Strategies representative Kristin Olsen provided an update on the deadline for Governor Newsom to sign or veto Bills; indicated SB 366 was vetoed; SB 937 was signed and California Strategies will work with staff to asses how it will affect the District; provided an overview of Prop 4; and indicated they will provide a summary of this year's legislation and preview of next year's legislation.

Manager of Public Outreach and Government Affairs Pantaleon provided an update on the Annual Poster Contest, the 2024 Essay/Video Contest, and funding opportunities for students and teachers through the Water Education Water Awareness Committee; and informed the committee that the Public Outreach and Government Affairs team will be filming a video project to highlight the District's story and community partners.

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2. September 2024 Social Media Report

Senior Public Outreach and Government Affairs Representative Hartley provided the social media report including top posts and follower counts.

3. Branding Consulting Services

Manager of Public Outreach and Government Affairs Pantaleon presented the report, indicating proposals were received from RMG, RSG, and CV Strategies. After reviewing the proposals staff selected RMG to provide the services as they offered the most value for the cost. The consulting services include letterhead development, email signatures, and branding guidelines for the District.

4. Sponsorships

Senior Public Affairs and Public Outreach Representative Hartley reported that the District will be sponsoring Colton's Relay for Life and Bloomington's ROTC upcoming events.

5. September Legislative Report

Public Outreach and Government Affairs Representative Medina presented the September Legislative Report.

6. Legislative Principles


Manager of Public Outreach and Government Affairs Pantaleon presented the report, two versions of the draft 2024-2025 Legislative Principles document, and a survey that was conducted on how 20 other regional water agencies implement their legislative principles as an indicator of best practice. The committee discussed the two versions, how the policy can be implemented, and the process for releasing positions letters on pending litigation. Staff shared their concerns with the committee of scrutiny and distrust in their work and assured the committee their goal is to provide the best advocacy on behalf of the District and the communities they serve.

The committee provided comments and a recommended implementation process, and approved moving the Legislative Principles documents version that follows industry best practices to the Policy Review and Oversight Committee for review.

IV. ADJOURN

Chair Garcia adjourned the meeting at 7:50 p.m.

ATTEST:



Elvia Dominguez, Board Secretary

Minutes were approved on March 24, 2025 by the External Affairs Committee of the West Valley Water District