

LEGISLATIVE AND OUTREACH COMMITTEE NOTES

January 17, 2018

Attendees:

Committee members: Oscar Gonzalez (Chair) and Kathy Tieg

Staff members: John Bosler, Carrie Corder, Kristeen Farlow, Eric Grubb, Erin Morales, and Katie Heer

Members of the Public: None

Call to Order: 5:00 p.m.

Public Comment: None

Additions/Deletions to the Agenda: None

1. Legislative Conference Call

- Michael and Beth from the West Coast Advisors provided an update to the Committee on the beginning of the session and what they feel will be the critical water issues for the calendar year and this legislative session.
- The House of Origin deadline is at the end of January so legislators are working hard to get their new bills out of their house of origin. There are still two water use efficiency bills remaining from last year that are being worked; one of them will go to the Governor before the end of session. SB 623 is still being discussed along with budget trailer bill language from the Governor.
- There are a handful of legislators out due to the sexual misconduct scandal. There will be a special election for their seats in April.
- There was a recent oversight hearing on Oroville Dam and some continuing fallout and DWR reorganization from the spillway incident. Some of the new people heading DWR have ties to Southern California.
- Governor Brown recently announced a key change to the Ca Water Fix. The project will be going from two tunnels to one tunnel in an effort to get more support and make the project more affordable. There are ongoing discussions around this item.
- There will be two water bonds this year. SB 5 will be on the June ballot and the Merrill bond will be on the November ballot.
- The leading candidates for Governor are currently Newsom and Villaraigosa.

2. District Sponsorships for 2018

- Staff presented the Committee with an update on the budgeted sponsorships for calendar year 2018. The presentation included a review of the sponsorship criteria applied when determining the appropriateness and District alignment when considering a sponsorship request.

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- Highlights of the 2018 sponsorship budget include a commitment to the Rancho Cucamonga Library's second floor expansion, City of Rancho Cucamonga events sponsorship, and Los Osos High School Solar Cup Competition sponsorship.

3. District Branding Guidelines Update

- Staff provided the Committee with a status update on the Branding Guidelines, which were a recommendation within the Communications Master Plan. The Branding Guidelines were completed in spring 2017. Since that time, staff has been implementing the recommendations.
- The Branding Guidelines identify the appropriate use of logos, taglines, color schemes, template layouts, and other brand elements, all in an effort to enhance the CVWD brand in the community. Over the last 9 months, staff has used the Guidelines to update the CVWD logo and tagline in locations throughout the District, including vehicles, uniforms, signs at facility sites, written templates (letterhead, Memos, Staff Reports, etc...), and all outreach material.
- Brand orientation was held for Administrative Assistants to support the branding efforts, as well as presentations to managers on how to use the Branding Guidelines. Additionally, the Branding Guidelines are available for reference on the CVWD intranet site.

Meeting Adjourned at 5:50 p.m.