

**MINUTES OF THE  
COMMUNITY RELATIONS BOARD OF DIRECTORS  
OF THE MOULTON NIGUEL WATER DISTRICT**

**SEPTEMBER 7, 2011**

The Quarterly Meeting of the Community Relations Board of the Moulton Niguel Water District was held at the District office, 27500 La Paz Road, Laguna Niguel, California, at 9:00 a.m. on Wednesday, September 7, 2011. There were present and participating:

**DIRECTORS**

SCOTT COLTON	Chairman
RICHARD S. FIORE	Director
DON FROELICH	Vice President
LARRY R. LIZOTTE	Director
LARRY MCKENNEY	President
BRIAN PROBOLSKY	Vice President

Also present and participating were:

**STAFF MEMBERS**

ROBERT C. GUMERMAN	General Manager
DAVID D. CAIN	Director of Finance/Treasurer
CHARLES J. ROY	Director of Customer Service
MATT COLLINGS	Director of Engineering & Operations
LESLIE GRAY	Board Secretary
ROBYN EPPSTEIN	MNWD
GREGG HOOPER	MNWD
FRANI BAILEY	Recording Secretary

**DISTRICT CONSULTANTS**

BEN BOYCE	Laer Pearce
-----------	-------------

**PUBLIC MEMBERS**

DAVID CORDERO	MWDOC
RON PERRELLA	Advertising Consultant, City of Laguna Niguel

Absent was:

GARY R. KURTZ Director

## **ACTION ITEMS**

### **Community Bill Inserts in MNWD Monthly Bills**

- Chairman Colton directed Dr. Gumerman to agendize a discussion of the District's policy on community bill inserts in MNWD's monthly bills for the Finance & IT Board meeting on September 14, 2011.

### **Late Items**

- President McKenney asked that staff add an action item to the Consent Calendar of the agenda for the Regular Board Meeting on Thursday to take a support position on a Federal bill that would authorize districts that have not had any Safe Drinking Water Act violations during the year to post their Consumer Confidence Reports on their websites and not print and mail them out.

Chairman Scott Colton called the meeting to order and Frani Bailey recorded the minutes thereof.

### **Approve Minutes of the June 8, 2011 Community Relations Board of Directors Meeting and the July 14, 2011 Special Meeting of the Citizens' Advisory Committee**

Chairman Colton reported that he would entertain a motion to approve the minutes of the June 8, 2011 Community Relations Board of Directors meeting and the minutes of the July 14, 2011 Special Meeting of the Citizens' Advisory Committee. He asked if any of the Board members had any comments or corrections to the minutes.

President McKenney commented that the first full paragraph on Page five of the June 8, 2011 Community Relations Board minutes talks about what El Toro Water District did with its revenue and the next paragraph begins with "President McKenney asked if staff has a projection of what the District is likely to collect." He commented that he was referring to Moulton Niguel and suggested that the word "*District*" be replaced with "*Moulton Niguel*" to clarify that the discussion was about Moulton Niguel and not El Toro Water District.

President McKenney noted that the last paragraph on Page 6 just above the Media Contact paragraph reads "Chairman Colton asked the Board if everyone was in agreement with

September 7, 2011

Dr. Gumerman's plan..." He commented that he wanted to make sure the Board is clear that the direction was for Dr. Gumerman to complete the organizational assessment and bring it back to the Board; not to formalize the hiring of a consultant. The Board members commented that they understood what was being said.

THEREAFTER, UPON A MOTION DULY MADE BY DIRECTOR PROBOLSKY AND SECONDED BY DIRECTOR FIORE THE BOARD OF DIRECTORS OF MOULTON NIGUEL WATER DISTRICT UNANIMOUSLY APPROVED THE MINUTES OF THE JUNE 8, 2011 COMMUNITY RELATIONS BOARD OF DIRECTORS MEETING AS AMENDED AND APPROVED THE MINUTES OF THE JULY 14, 2011 SPECIAL MEETING OF THE CITIZENS' ADVISORY COMMITTEE AS SUBMITTED.

#### Public Comments

Chairman Colton asked if there were any public comments. Hearing none, he closed the public comments portion of the meeting.

#### PRESENTATION ITEMS

##### Overview of the AlertOC System – David Cordero, MWDOC Director of Government Affairs

Chairman Colton reported that Mr. David Cordero, Director of Government Affairs at MWDOC, would present an overview of the AlertOC System. He invited Mr. Cordero to address the Board. Mr. Cordero explained that AlertOC is Orange County's regional public mass notification system using reverse 911 technology designed to keep those who live or work in Orange County informed of important information when there is an emergency situation affecting the health, safety, or welfare of a community. The system is used by the County of Orange and is open to water districts, participating Orange County cities, and the County.

Mr. Cordero explained how the AlertOC System works and what it is capable of doing. He reported that there is no cost to participate for the cities and water agencies, such as MNWD, who have signed an MOU with the County. A discussion ensued and Mr. Cordero answered the Board members' questions regarding the AlertOC System.

### Community Bill Inserts in MNWD Monthly Bills

Mr. Charles Roy reported that the District has received requests in the past from the general public or the cities the District serves to include inserts with the District's bills promoting various events. He reported that the Board has discussed this from time to time; however, no definitive policy has been established.

Mr. Roy reported that Mr. Ron Perrella, who helps with the annual Laguna Niguel Holiday Parade, asked if he could address the Board to see if the Board members would be amenable to including an insert in the District's bills promoting the Holiday Parade. Mr. Roy invited Mr. Perrella to address the Board. Mr. Perrella reported that he is an advertising and marketing consultant and specialist in direct response advertising and donates his services to ten organizations in Laguna Niguel.

Mr. Perrella reported that he is seeking the Board's approval to include an insert in the billing next year promoting the La Dolce Vita Italian Festival, and to include an insert with the November billing this year promoting the Laguna Niguel Holiday Parade in December. He reported that there is a program offered to sponsors of the Holiday Parade that donate money or in-kind services, and if the District is willing to include the inserts it would be considered an in-kind service and the District would be listed as a sponsor of the Holiday Parade.

Chairman Colton asked if it would cost the District additional money to include the insert in the billing and Mr. Roy reported it would cost an additional \$.01 per bill to include the insert as long as the postage stays under one ounce. Director Lizotte commented that the Board should establish a policy on what would be appropriate inserts to include in the billing and a discussion ensued. Dr. Gumerman commented that in terms of setting a policy, he would like the Board to consider the fact that staff has always felt that including anything besides *WaterLines* tends to dilute the effectiveness of *WaterLines*, especially if there are multiple requests. Further discussion ensued and Chairman Colton directed Dr. Gumerman to agendize a discussion on a policy regarding community bill inserts for the Finance & IT Board meeting on Wednesday, September 14, 2011.

September 7, 2011

### Discussion of the Water Budget Based Rate Structure

Mr. Roy reviewed the pre-implementation efforts made for the WBBRS, which included *WaterLines* articles, the Proposition 218 Notice, internal audits of customers who might fall into Tiers 4 and 5 under WBBRS, information on the website, including a rate calculator, letters to customers who might fall into Tiers 4 and 5, phone calls, and outgoing calls. A discussion ensued and Mr. Roy answered the Board members' questions. He reviewed the post-implementation efforts, which included updating the website, processing variance requests, Home Savings Surveys, and one-time courtesy adjustments.

Mr. Roy reported that as of September 6, 2011 the District had collected \$600,357.31 in the Water Efficiency Fund. He reported that after one month of WBBRS 77% of the District's customers have stayed within Tiers 1 and 2. Dr. Gumerman reported that next week when the Board discusses the Water Efficiency Fund, he asked Mr. Roy to have some of his key staff members explain to the Board the context of some of the typical phone calls they have received from customers. A discussion ensued and Mr. Roy answered the Board members' questions.

### MNWD's Educational Outreach

Mr. Roy reported on the educational outreach activities, including presenting the District's Poster/Slogan Contest Winner, Daniel Zdghadri, with his certificate of achievement and gifts at an assembly held at Daniel's school. He reported that the staff also had an opportunity to present a brief water conservation question and answer session with the children after presenting Daniel with his award. Mr. Roy reported that the District will be participating in the City of Aliso Viejo Inner Coastal Cleanup and will be presenting three California-Friendly landscape workshops at the District.

Mr. Roy showed the Board a picture of Mr. Doug Zytkevicz, Customer Service Crew Chief, who donned the District's bee suit to remove the manhole cover on a manhole at one of the District's reservoir sites so that an employee from the bee removal service the District uses could remove a bee hive from the manhole.

September 7, 2011

Mr. Roy reported that the website received 13,661 hits so far this year, compared to 6,477 hits last year. He reviewed the updates and changes staff has made to the website, including the new Accountability and Transparency page, which is a developmental page that will go live once the Board has approved the content. A discussion ensued and the Board members gave Mr. Roy their comments and suggestions regarding the Accounting and Transparency Page. Chairman Colton asked the Board members if they were in agreement that the Accountability and Transparency Page could go live after incorporating the Board's comments and suggestions and the Board members concurred.

#### Discussion of July and August *WaterLines*

Mr. Roy reported that the July and August issues were included in the Agenda packet. He reviewed suggested topics for the September *WaterLines*, which include Water budgets made easy, Conservation team helps you save, Inner Coastal Clean-up Day September 17, 2011, Is a leaky toilet costing you money?, e.Bill customers must re-enroll in new system, and Family fun at Water Awareness Day 2011.

President McKenney commented that under the District's agreement with MWDOC this year school education programs are a choice service, and the District has opted to continue with MWDOC and the Discovery Science Year. Dr. Gumerman reported that staff opted to continue with MWDOC because the ability to choose whether or not to participate came too soon for the District to thoroughly evaluate the four choice programs in which the District is participating. He reported that staff will evaluate all four programs over the next year and make a decision whether to continue participating in MWDOC's education programs and other choice programs.

#### Discussion of October, November, and December *WaterLines* Topics

Mr. Roy reported Fall is a good time to remind the public that the cost of water, electricity, chemicals, etc. has gone up, which is one of the reasons the District had rate increases. Other topics include the WBBRS, water quality and fluoride, employee spotlight articles, the Upper Chiquita Reservoir dedication, conservation workshops, Fall planting, holiday grease articles, a post-meeting article on the Citizens' Advisory Committee, and an article to

September 7, 2011

encourage new members to join the Citizens' Advisory Committee. Chairman Colton commented that he would like to see an article on the AlertOC in the *WaterLines* and the Board concurred. The Board members discussed the topics and provided suggestions for additional topics to Mr. Roy.

#### Citizens' Advisory Committee

Mr. Roy reported that he would like to schedule the next Citizens' Advisory Committee (CAC) and discuss some topics for the meeting. He commented that he would like the Board's input on topics to bring before the CAC and Director Lizotte suggested an update on WBBRS and Mr. Roy reported that he planned to make that one of the topics. President McKenney reported that he is wondering what the District could present to the CAC to put the members in a position to give the Board advice about things and what messages the Board would like to get out to the community that the CAC can help the District disseminate. A discussion ensued and Dr. Gumerman reported he would be interested in what the CAC members are hearing from the community about WBBRS. Director Fiore suggested that the CAC members be surveyed to see what topics they would like to see on the agenda. Further discussion ensued.

A discussion ensued as to when to have the next CAC meeting and the Board agreed to have the meeting at 9:00 a.m. on Friday, October 21, 2011.

#### Late Items

President McKenney asked that staff add an action item to the Consent Calendar of the agenda for the Regular Board Meeting on Thursday to take a support position on a Federal bill that would authorize districts that have not had any Safe Drinking Water Act violations during the year to post their Consumer Confidence Reports on their websites and not print and mail them out.

Dr. Gumerman reported that Ms. Frani Bailey has announced her retirement and will be leaving the District on September 15, 2011. The Board congratulated Ms. Bailey on her retirement and thanked her for her service to the District. Ms. Bailey thanked the Board members and commented that it has been a pleasure working with them. Dr. Gumerman reported that until

September 7, 2011

the SIRE system is online in December or January the Board meetings will be recorded and abbreviated minutes will be taken.

ADJOURNMENT

THEREAFTER, THE COMMUNITY RELATIONS BOARD MEETING WAS  
ADJOURNED AT 11:15 A.M.

Respectfully submitted,

Frani Bailey  
Recording Secretary

Edited by,

A handwritten signature in black ink that reads "Robyn Eppstein". The signature is written in a cursive, flowing style.

Robyn Eppstein  
Administrative Assistant

September 7, 2011