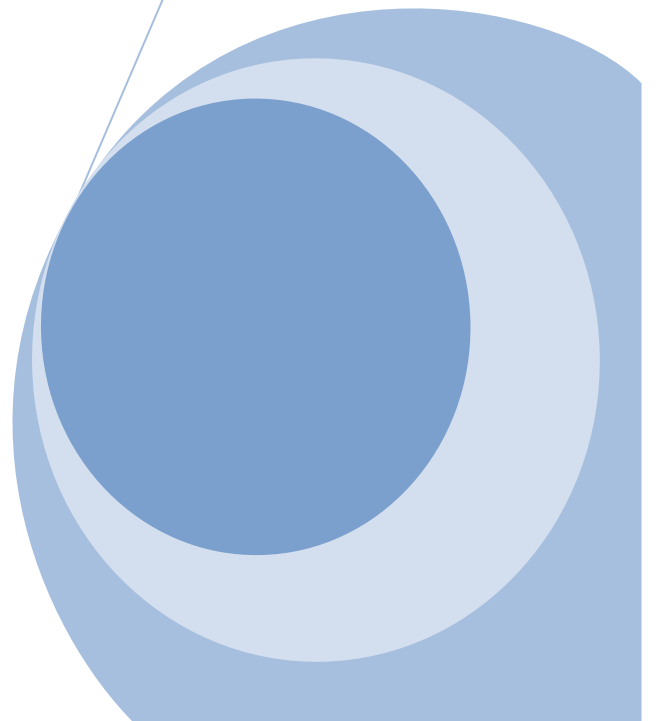
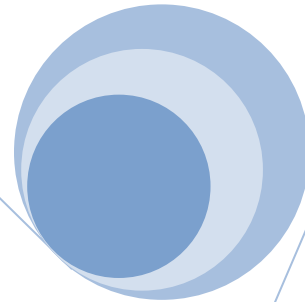
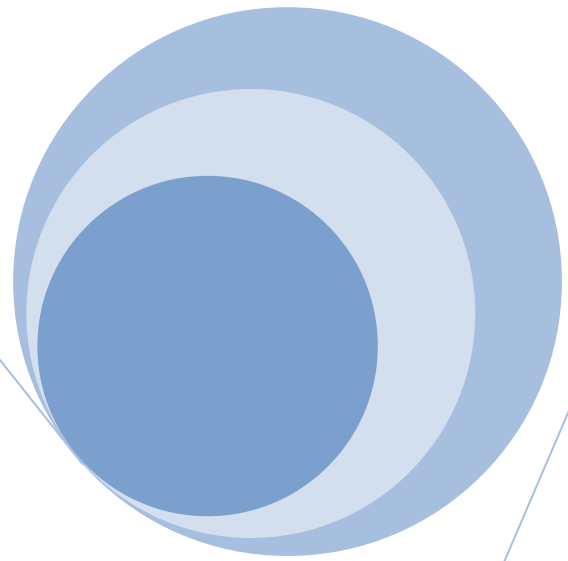




Board Workshop
January 28, 2009

District Office
1965 Placentia Avenue
Costa Mesa, CA 92627



**BOARD OF DIRECTORS
MESA CONSOLIDATED WATER DISTRICT
1965 Placentia Avenue Costa Mesa, CA 92627
Wednesday, January 28, 2009
8:00 a.m. Adjourned Regular Board Meeting
Projected Duration 8:00 a.m. – 4:00 p.m.**

AGENDA

CALL TO ORDER – President Dewane

PLEDGE OF ALLEGIANCE – Director Shoenberger

ROLL CALL – District Secretary Monteleone

PUBLIC COMMENTS – President Dewane

Non-Agendized Matters: Members of the public are invited to address the Board on matters, which are not on the Agenda. Each speaker is limited to three (3) minutes. The Board will set aside thirty (30) minutes for public comments.

Agendized Matters: Members of the public may comment on Agenda items before action is taken, or after the Board has discussed the item. Each speaker is limited to five (5) minutes.

ITEMS TO BE ADDED, WITHDRAWN, OR REORDERED ON THE AGENDA – President Dewane

At the discretion of the Board, all items appearing on this agenda, whether or not expressly listed as an Action Item, may be deliberated and may be subject to action by the Board.

The following list of agenda topics is subject to reordering by the Board as to the time during the workshop that each topic will be discussed or action taken.

I. DISCUSSION ITEMS:

A. GENERAL MANAGER’S UPDATE:

Recommendation: Discuss as the Board desires.

B. CUSTOMER SURVEY RESULTS:

Recommendation: Receive presentation and provide direction to staff.

C. DISTRICT MARKETING AND BRANDING:

Recommendation: Receive presentation and provide direction to staff.

D. MUNICIPAL WATER DISTRICT OF ORANGE COUNTY SURVEY RESULTS:

Recommendation: Receive and discuss information.

E. BOARD POLICIES:

Recommendation: Review and discuss information, and provide direction to staff.

II. DIRECTORS' COMMENTS:

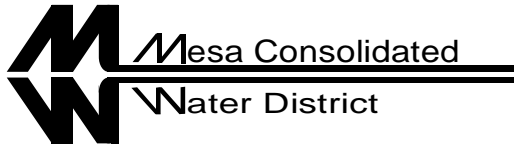
A. DIRECTORS' COMMENTS:

1. Director Atkinson:
2. Director Ohlig-Hall:
3. Director Shoenberger:
4. Director Bockmiller:
5. President Dewane:

In compliance with California law and the Americans with Disabilities Act, if you need disability-related modifications or accommodations, including auxiliary aids or services in order to participate in the meeting, or if you need the agenda provided in an alternative format, please contact the District Secretary at (949) 631-1206. Notification 48 hours prior to the meeting will enable Mesa to make reasonable arrangements to accommodate your requests.

Agenda materials that are public records, which have been distributed to a majority of the Mesa Board of Directors (Board), will be available for public inspection at the District Boardroom, 1965 Placentia Avenue, Costa Mesa, CA. If materials are distributed to the Board less than 72 hours prior or during the meeting the materials will be available in the Boardroom.

**ADJOURN TO THE NEXT REGULAR BOARD MEETING TO BE HELD ON TUESDAY,
FEBRUARY 10, 2009 AT 7:00 P.M.**



**MEMORANDUM
Board Workshop**

TO: Board of Directors
FROM: Lee Pearl
General Manager
DATE: January 28, 2009
SUBJECT: General Manager's Update

RECOMMENDATION

Discuss as the Board desires.

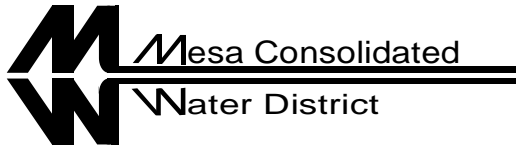
DISCUSSION

This item will provide the Board the opportunity to discuss District business with the General Manager.

The Department Managers will not be in attendance for this agenda item; however they will join the workshop for the remainder of the workshop.

FINANCIAL IMPACT

There is no financial impact to Mesa for the discussion of this item.



MEMORANDUM Board Workshop

TO: Board of Directors

FROM: Lee Pearl
General Manager

DATE: January 28, 2009

SUBJECT: Customer Survey Results

RECOMMENDATION

Receive presentation and provide direction to staff.

STRATEGIC PLAN

Goal # 4 – Increase public awareness about Mesa and about water.

DISCUSSION

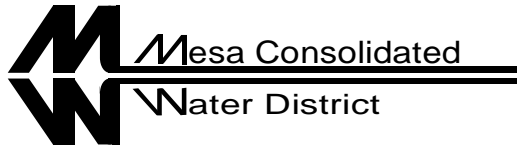
In November 2008, Probolsky Research conducted a telephone survey of 350 Mesa customers. The Public Information Committee received a presentation by Probolsky Research at its meeting in December 2008.

At the direction of the Public Information Committee the survey was distributed to the entire Board. The Board directed that the customer survey results and marketing program be discussed at the Board Workshop.

Representatives from Probolsky Research will be at the meeting to provide a presentation on the customer survey results.

FINANCIAL IMPACT

This presentation is included in the customer survey contract cost of \$24,900.



**MEMORANDUM
Board Workshop**

TO: Board of Directors
FROM: Lee Pearl
General Manager
DATE: January 28, 2009
SUBJECT: District Marketing and Branding

RECOMMENDATION

Receive presentation and provide direction to staff.

STRATEGIC PLAN

Goal # 4 – Increase public awareness about Mesa and about water.

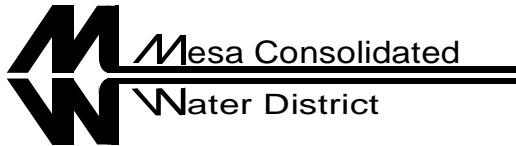
DISCUSSION

In April 2008, the Board of Directors approved a contract with Laer Pearce & Associates to supplement staff on marketing and branding projects in lieu of hiring a Public Information Officer.

Representatives from Laer Pearce & Associates will be at the meeting to provide information on its firm and marketing and branding strategies.

FINANCIAL IMPACT

Mesa's FY09 budget includes \$42,500 for Marketing and Branding services. Laer Pearce & Associates' contract is on a time and materials agreement.



**MEMORANDUM
Board Workshop**

TO: Board of Directors

FROM: Lee Pearl
General Manager

DATE: January 28, 2009

SUBJECT: Municipal Water District of Orange County Survey Results

RECOMMENDATION

Receive presentation and provide direction to staff.

STRATEGIC PLAN

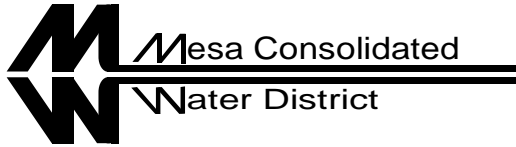
Goal # 4 – Increase public awareness about Mesa and about water.

DISCUSSION

Recently Municipal Water District of Orange County (MWDOC) conducted a survey. MWDOC's Director of Public Affairs, Darcy Burke, will be at the meeting to provide a presentation on MWDOC's survey results.

FINANCIAL IMPACT

There is no financial impact for the discussion of this item.



MEMORANDUM Board Workshop

TO: Board of Directors

FROM: Lee Pearl
General Manager

DATE: January 28, 2009

SUBJECT: Board Policies

RECOMMENDATION

Review and discuss information, and provide direction to staff.

STRATEGIC PLAN

- Goal # 1 - Provide a safe and reliable water supply.
- Goal # 2 - Practice continuous infrastructure renewal and improvement.
- Goal # 3 - Be financially responsible and maintain competitive rates.
- Goal # 4 - Increase public awareness about Mesa and about water.
- Goal # 5 - Attract and retain skilled employees.

DISCUSSION

At the Board meeting of September 30, 2009, the Board requested staff to agendize the Board Policies for discussion at the next Board Workshop. The list of policies and revision schedule for the five standing committees is presented as Attachment A.

FINANCIAL IMPACT

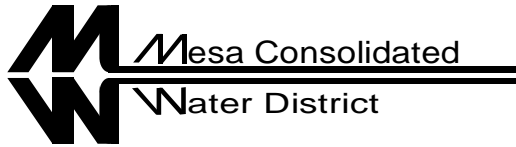
There is no financial impact to Mesa for the discussion of this item.

BOARD POLICIES

Committee/Policies	Resolution	Date Adopted	Revision Schedule
<i>Executive Committee</i>			
Compensation for Board & Other Meetings	Ordinance 20	10/28/08	Reviewed annually as requested by the Board.
Conflict of Interest Reporting	Resolution 1334	09/12/06	Revised as needed to reflect changes in law and current staff positions.
Division Boundaries Revisions	Resolution 1302	06/22/04	Reviewed after Census.
Delegation of Authority to Assistant General Manager	Resolution 1221	11/04/99	Reviewed as requested by the Board.
Delegation of Authority to General Manager	Resolution 1263	02/14/02	Reviewed as requested by the Board.
Protocols of the Board	Resolution 1295	10/28/03	Reviewed as requested by the Board.
Health Insurance Benefits for Directors	Resolution 1342	03/27/07	Reviewed as requested by the Board.
Rules and Regulations for Employees	Resolution 1357	02/12/08	Reviewed annually to reflect amendments.
Board Meeting Procedures	Resolution 1275	02/27/03	Reviewed as requested by the Board.
Retirement Events	Resolution 1326	04/11/06	Reviewed as requested by the Board.
<i>Finance Committee</i>			
Reimbursement of Expenses to Directors	Resolution 1341	03/13/07	Reviewed as requested by the Board.
Auditors, Policy to Solicit Proposals for Outside Services	Resolution 1307	10/12/04	Reviewed as requested by the Board.
Investment Policy and Delegation of Authority	Resolution 1366	08/12/08	Reviewed annually as required by law.
Procurement Guidelines/ Disbursement Guidelines	Resolution 1271 Attachment A Attachment B	11/14/02 11/14/02 01/08/08	Reviewed and updated as needed.
Financial Policies and Guidelines in Establishing Rates	Resolution 1359	03/11/08	Reviewed as requested by the Board.
Capacity Charges	Resolution 1336	11/14/06	Reviewed annually and updated as needed.
Miscellaneous Water Services, Fees, and Charges	Resolution 1369	09/30/08	Reviewed annually and updated as needed.
Water Fees and Charges	Resolution 1367	08/26/08	Reviewed annually and updated as needed.
Asset Capitalization Policy	Replacement Reserve Model Report	05/29/02	Reviewed as requested by the Board.
Surplus Property Policy	Resolution 1195	02/12/98	Reviewed as requested by the Board.

BOARD POLICIES

<i>Engineering & Operations Committee</i>			
Rules and Regulations for Water Services	Resolution 1357	02/12/08	Reviewed and updated as needed.
<i>Public Information Committee</i>			
Access to Public Records	Resolution 1305	09/28/04	Reviewed as requested by the Board.
Records Retention Policy	Resolution 1361	03/25/08	Revised as needed to reflect changes in law or procedures.



**MEMORANDUM
Board Workshop**

TO: Board of Directors
FROM: Lee Pearl
General Manager
DATE: January 28, 2009
SUBJECT: Directors' Comments

Director Atkinson:

Director Ohlig-Hall:

Director Shoenberger:

Director Bockmiller:

President Dewane: