

BOARD OF DIRECTORS
MESA CONSOLIDATED WATER DISTRICT
1965 Placentia Avenue, Costa Mesa, CA 92627
Friday, April 23, 2010
3:00 p.m. Special Board Meeting

AGENDA

CALL TO ORDER

PLEDGE OF ALLEGIANCE

PUBLIC COMMENTS

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ITEMS TO BE WITHDRAWN OR REORDERED ON THE AGENDA

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.

I. ACTION ITEMS:

A. 50TH ANNIVERSARY HISTORICAL BOOK:

Recommendation:

- 1. Review proposed photos and materials to be included in the historical book.**
- 2. Approve consultant to provide draft content and manage the design, review, and production process with publisher for the historical book.**

B. CLOSED SESSION:

1. CONFERENCE WITH REAL PROPERTY NEGOTIATORS –
PURSUANT TO GOVERNMENT CODE SECTION 54956.8:
Property: Capital Project # CM-394 (OC-44 feeder)
District Negotiator: General Manager
Negotiating Parties: Poseidon Resources
Under Negotiation: Possible use of Mesa Consolidated Water District property by
outside company for purposes of delivering desalinated potable water to other
agencies.

RETURN TO OPEN SESSION.

II. DIRECTORS' COMMENTS:

A. DIRECTORS' COMMENTS:

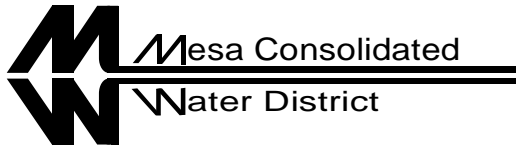
1. Director Atkinson:
2. Director Ohlig-Hall:
3. Director Fisler:

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 A REGULAR BOARD MEETING TO BE HELD ON TUESDAY, APRIL 27, 2010 AT 7:00 P.M.



MEMORANDUM

TO: Board of Directors

FROM: Paul E. Shoenberger, P.E.
General Manager

DATE: April 23, 2010

SUBJECT: 50th Anniversary Historical Book

RECOMMENDATION

1. Review proposed photos and materials to be included in the historical book.
2. Approve consultant to provide draft content and manage the design, review, and production process with publisher for the historical book.

Staff will provide a recommendation and cost information at the meeting.

Prior Board Discussion/Action

- 10-12-09 50th Anniversary Ad Hoc Committee – discussed producing a historical book
- 11-12-09 50th Anniversary Ad Hoc Committee – discussed several options to produce and publish the book. The committee concurred with staff's recommendation to work with Donning Company Publisher.
- 12-14-09 50th Anniversary Ad Hoc Committee – recommended Board of Directors approve publisher and costs
- 01-12-10 Board Meeting – publisher was not approved
- 01-25-10 50th Anniversary Ad Hoc Committee – discussed publisher costs
- 03-11-10 50th Anniversary Ad Hoc Committee – reviewed details of publisher proposal
- 03-23-10 Board Meeting – approve Donning Company as publisher

STRATEGIC PLAN

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

DISCUSSION

Staff will provide past newsletters and press releases, historical and current photos and other materials to the consultant as information in which to draft the book.

At the March 23, 2010 Board meeting, the Board approved Donning Company to publish the historical book. Staff was asked to seek quotes from qualified firms to assist in providing book content including photo captions, chapter introductions, summarizing events of each of the five decades as well as drafting managing the book's graphic design, edit and production processes.

Staff requested quotes from six firms. One firm did not respond and another said that they did not have enough experience in the scope area. The four firms that did respond have quotes costs ranged from \$15,400 to \$39,185. The following table shows proposed costs by each firm.

McKinley Reserve Media Group	\$15,400
Faubel Public Affairs	\$20,000
Keena Thomas Communications, LLC	\$31,500
Laer Pearce & Associates	\$39,185

Staff will conduct interviews with the consultants and will provide a recommendation at the Board meeting.

To date, Mesa has received donations in the amount of \$2,000 from Carollo, \$2,000 from MWD's Community Partnering Program, and \$200 from DYK.

FINANCIAL IMPACT

To date Mesa has received \$4,200 in donations for the book. Based on the schedule for completion of the book, staff will budget any needed funds in the FY11 budget.