



*Dedicated to
Satisfying our Community's
Water Needs*

**MINUTES OF THE BOARD OF DIRECTORS
MESA WATER DISTRICT
Thursday, August 24, 2017
1965 Placentia Avenue, Costa Mesa, CA 92627
3:30 p.m. Special Board Meeting**

LEGISLATIVE & PUBLIC AFFAIRS COMMITTEE MEETING

CALL TO ORDER

The meeting of the Board of Directors was called to order on August 24, 2017 at 3:35 p.m. by Chairman Atkinson at the District Office Boardroom, located at 1965 Placentia Avenue, Costa Mesa, California.

PLEDGE OF ALLEGIANCE

Director Fisler led the Pledge of Allegiance.

Directors Present

Jim Atkinson, President, Chair
Fred R. Bockmiller, P.E., Vice President
Shawn Dewane, Director
James R. Fisler, Director

Directors Absent

None

Staff Present

Paul E. Shoenberger, P.E., General Manager
Phil Lauri, P.E., Assistant General Manager
Denise Garcia, Administrative Services Manager/
District Secretary
Marwan Khalifa, Chief Financial Officer
Stacie Sheek, Customer Services Manager
Stacy Taylor, External Affairs Manager

Others Present

Kent Loose, Principal, Orange Coast Consultancy
Stacey Kaszton Jones, President and Founder, La Voz
Marketing
Steve Gagnon, P.E., Manager, Raftelis Financial Consultants,
Inc.
Khanh Phan, Senior Consultant, Raftelis Financial Consultants,
Inc.
Al Morelli, Member of the Public

PUBLIC COMMENTS

There were no comments on non-agendized topics.

CONSENT CALENDAR ITEMS:

1. Advocacy Consulting Services Report
2. Outreach Update

MOTION

Motion by Director Dewane, second by Director Fisler, to approve Items 1 and 2 of the Consent Calendar. Motion passed 4-0.

PRESENTATION AND DISCUSSION ITEMS:

3. Community Outreach Event – New Vending Machine Launch

External Affairs Manager Taylor introduced La Voz Marketing President and Founder Stacey Kaszton Jones who gave an overview of the topic and proceeded with a presentation that highlighted the following:

- New Water Vending Machine
- Theme/Title
- Community Partners
- Activities
- Marketing Flyer
- Press Release & Event Website
- Social Media
- Messaging

Ms. Jones responded to questions and the Board thanked her for the presentation.

MOTION

Motion by Director Dewane, second by Director Fisler, to approve an amendment to the contract with La Voz Marketing for a not-to-exceed amount of \$2,800.00 for additional marketing services. Motion passed 4-0.

ACTION ITEMS:

4. ACWA Committee Appointment Nominations

MOTION

Motion by Vice President Bockmiller, second by Director Dewane, to add to the next regular Board meeting Consent Calendar approval of the appointment nominations for Mesa Water District representatives to serve on committees of the Association of California Water Agencies. Motion passed 4-0.

REPORTS:

5. Report of the General Manager
6. Directors' Reports and Comments

INFORMATION ITEMS:

None.

The Board meeting was adjourned at 3:59 p.m.

Approved:



Jim Atkinson, President



Denise Garcia, District Secretary