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Satisfying our Community's  
Water Needs

**MINUTES OF THE BOARD OF DIRECTORS  
MESA WATER DISTRICT  
Thursday, September 24, 2015  
1965 Placentia Avenue, Costa Mesa, CA 92627  
3:30 p.m. Special Board Meeting**

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**LEGISLATIVE & PUBLIC AFFAIRS COMMITTEE MEETING**

**CALL TO ORDER**

The meeting of the Board of Directors was called to order on September 24, 2015 at 3:30 p.m. by Chairman Fisler at the District Office Boardroom, located at 1965 Placentia Avenue, Costa Mesa, California.

**PLEDGE OF ALLEGIANCE**

Director Bockmiller led the Pledge of Allegiance.

Directors Present

Shawn Dewane, President  
Ethan Temianka, Vice President (*teleconference, 3:35 p.m.*)  
Fred R. Bockmiller, Director  
James R. Fisler, Director, Chairman

Directors Absent

Jim Atkinson, Director

Staff Present

Phil Lauri, Assistant General Manager  
Stacy Taylor, Public and Government Affairs Manager  
Noelle Collins, Public Affairs Coordinator  
Denise Garcia, Executive Assistant to the General Manager/  
Assistant District Secretary

Others Present

Cori Williams, Townsend Public Affairs, Senior Associate  
Heather Baez, MWDOC, Governmental Affairs Manager

**PUBLIC COMMENTS**

There was no public present.

**PRESENTATION AND DISCUSSION ITEMS:**

1. Legislative Consulting Services Update

Public and Government Affairs Manager Taylor introduced Ms. Cori Williams from TPA, who proceeded with the presentation.

The following topics were highlighted:

- Changes in Legislature Leadership
- 2015 Legislative Session: Major Issues
- Emerging State Issues in 2016
- Federal Advocacy and Legislation Update

Ms. Williams responded to questions from the Board, and the Board thanked Ms. Williams for the presentation.

2. Municipal Water District of Orange County Legislative Update

Public and Government Affairs Manager Taylor introduced Ms. Heather Baez from MWDOC, who proceeded with the presentation.

The following topics were highlighted:

- Federal Update/Last Week of Session
- State Update
- Trailer Bills
- Focus on 2016

Ms. Baez responded to questions from the Board, and the Board thanked Ms. Baez for the presentation.

3. Social Media Metrics

Director Fisler introduced Mesa Water's Public Affairs Coordinator Collins, who proceeded with the presentation.

Ms. Collins responded to questions from the Board, and the Board thanked Ms. Baez for the presentation.

4. Social Media Project RFP

President Dewane introduced the item.

**MOTION**

Motion by President Dewane, second by Director Temianka, to add to the next regular Board meeting agenda a Consent Calendar item to Affirm staff's strategy to implement the District's Request for Proposal process to retain an expert consultant/firm for professional social media assessment, evaluation, monitoring, feedback, and training services. Motion passed 3-1-1 with Director Fisler voting no and Director Atkinson absent.

**ACTION ITEMS:**

None.

**REPORTS:**

5. Advocacy Consulting Services Report
6. Legislative Consulting Services Report
7. Report of the General Manager
8. Directors' Reports and Comments

**INFORMATION ITEMS:**

- 9. Drought-Reach 2.0 Update
- 10. Outreach Update

The Board meeting was adjourned at 5:20 p.m.

Approved:



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Shawn Dewane, President



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Coleen L. Monteleone, District Secretary