



Dedicated to  
Satisfying our Community's  
Water Needs

**AGENDA**  
**MESA WATER DISTRICT**  
**BOARD OF DIRECTORS**  
**Thursday, October 26, 2017**  
**1965 Placentia Avenue, Costa Mesa, CA 92627**  
**3:30 p.m. Special Board Meeting**

---

**LEGISLATIVE & PUBLIC AFFAIRS COMMITTEE MEETING**  
**Thursday, October 26, 2017 at 3:30 p.m.**

**CALL TO ORDER**

The meeting of the Board of Directors was called to order on October 26, 2017 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 Atkinson led the Pledge of Allegiance.

Directors Present

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

Directors Absent

None

Staff Present

Paul E. Shoenberger, P.E., General Manager  
Denise Garcia, Administrative Services Manager/  
District Secretary  
Stacy Taylor, External Affairs Manager

Others Present

Stacey Kaszton Jones, President and Founder, La Voz Marketing

**PUBLIC COMMENTS**

There were no comments on non-agendized topics.

**CONSENT CALENDAR ITEMS:**

1. Advocacy Update
2. Outreach Update

**MOTION**

Motion by Vice President Bockmiller, second by Director Dewane, to approve Items 1 and 2 of the Consent Calendar. Motion passed 5-0.

**PRESENTATION AND DISCUSSION ITEMS:**

3. "I Heart Mesa Water®" Community Outreach Event Recap

External Affairs Manger Taylor introduced La Voz Marketing President and Founder Stacy Kaszton Jones who provided a recap presentation of the "I Heart Mesa Water® " Community Outreach Event which highlighted the following:

- Celebrating the Water Vending Machine
- Community Partners
- La Voz Marketing Secured Sponsors
- Ribbon Cutting Ceremony
- Mesa Water + Partner Provided Activities
- Marketing Flyer
- Event Website
- Public Relations
- Sampling of Secured Placements
- Social Media Designs + Hashtags
- Overall Results
- Key Learnings for Future

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

4. Mesa Water® Messaging

External Affairs Manager Taylor provided a brief overview of the topic.

Discussion ensued amongst the Board.

The Board gave consensus for the Mesa Water® Messaging Project to move forward.

**ACTION ITEMS:**

5. Argyros Plaza Proclamation

**MOTION**

Motion by President Atkinson, second by Director Dewane, to approve a proclamation honoring the Grand Opening of the Julianne and George Argyros Plaza at the Segerstrom Center for the Arts. Motion passed 5-0.

6. Redevelopment Agency Oversight Board Appointments

**MOTION**

Motion by Director Dewane, second by Director DePasquale, to add to the next regular Board meeting Consent Calendar authorization for President Jim Atkinson to vote in the Orange County Special District Selection Committee election and authorization for Vice President Fred R. Bockmiller, P.E. to be the alternate voting member. Motion passed 5-0.

**REPORTS:**

7. Report of the General Manager

8. Directors' Reports and Comments

**INFORMATION ITEMS:**

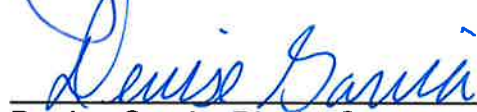
None.

The Board meeting was adjourned at 4:35 p.m.

Approved:



\_\_\_\_\_  
Jim Atkinson, President



\_\_\_\_\_  
Denise Garcia, District Secretary