



Marina Coast Water District

Minutes

Community Outreach and Personnel Committee Meeting

May 14, 2024

1. Call to Order:

The May 14, 2024 Community Outreach Committee meeting was called to order at 7:44 p.m. by Director Moore. In attendance were:

- Committee members: Director Imamura and Director Moore
- Staff: Remleh Scherzinger and Paula Riso
- Public members: Martin Rauch

2. Public Comments on Any Item Not on the Agenda:

There were no public comments made.

3. Approve the Draft Minutes of the April 2, 2024 Meeting:

Director Imamura made a motion to approve the minutes of April 2, 2024. Director Moore seconded the motion. The minutes were approved by a vote of 2-Ayes (Imamura, Moore), 0-Noes, and 0-Absent.

4. Receive an Update on District Communications and Discuss Outreach Plan:

Mr. Rauch, Rauch Communications, gave a review of the April analytical social media outreach efforts, metrics, and upcoming outreach items. Discussion followed.

5. Discuss Water Quality Concepts:

Mr. Rauch reviewed some information on water quality and how to convey to customers the safety of their drinking water. Mr. Rauch suggested continuing general outreach to build recognition and trust, adding additional water quality posts, and making water quality videos. There was discussion to send four questions in an e-blast like, "Do you have cloudy water?" or "Do you have smelly water?" or "Do you have chlorine smell?" or "Are you concerned about the quality of the water in the system? (general water quality question)". The thought is that this will let the District see what people are concerned with about their water.

6. Receive the Final Homeowners Association Presentation:

This item was not discussed.

7. Identify Agenda Items for Future Committee Meetings:

Mr. Scherzinger said the Social Media Policy and final HOA presentation will continue to be discussed.

8. Committee Member Comments:

Director Imamura stated he attended the SVBGSA workshop in Greenfield along with several MCWD employees and it was very informative. Director Moore thanked everyone for staying late.

9. Adjournment:

Meeting adjourned at 9:15 p.m.