

**Mission Springs Water District Board of Directors
Special Meeting (Workshop) Minutes
Monday, January 13, 2020 – 10:00 a.m.**

ACTION MAY BE TAKEN ON ANY ITEM LISTED ON THIS AGENDA

CALL TO ORDER: 10:01 A.M.

ROLL CALL

Directors Present: Sewell, Wright, Martin, Duncan* (*arrived at 10:57 AM)
Directors Absent: Grasha
Staff Present: Wallum, Petee, Friend, McCue, Macy, Llord, Alzammar

PUBLIC INPUT

No public Input.

**STRATEGIC COMMUNICATIONS PLAN & PUBLIC OUTREACH CALENDAR
PRESENTATION**

The Board reviewed, received and filed the Strategic Communications Plan and associated materials after discussion.

Tara Bravo from CV Strategies presented to the Board of Directors and Staff. She gave some background on what went into creating today's presentation. This presentation highlighted the external and internal messages and the key message areas of Water, Value, Operations and Transparency.

There was discussion from Board and Staff regarding community engagement and education, image awareness and evolution and employee and Board empowerment. Other areas of discussion included internal communications excellence, Regional industry leadership and succession planning and communication readiness.

Tara led the Board through an exercise that prioritized the strategic communications elements. During this time, Vice President Duncan initiated a conversation about transparency and streaming video of our public meetings, i.e. Board Meetings. There was a brief discussion about the current capabilities and fiscal impact of recording meetings. The discussion concluded with the Board giving staff the authority to move forward with this request. Tara Bravo mentioned this would fit well into strategy three (3) under Community Engagement & Education.

The Board and staff continued and completed the priority exercise.

GENERAL MANAGER'S COMMENTS

Mr. Wallum stated in conclusion to this workshop, staff will be requesting some additional funding next fiscal cycle to really ramp up our public outreach. There are many ideas and staff is evaluating how we can balance our resources so we can get the most out of this investment.

DIRECTORS' COMMENTS

Director Martin commented this was an impressive document and the discussion was very informative.

Director Sewell announced he is excited to see what was discussed today implemented.

Vice President Duncan stated staff input is extremely valuable as they (staff) see and hear things the Board doesn't.

ADJOURN: 12:47 P.M.

Respectfully submitted,



Arden Wallum, District Secretary