

Draft Pending Approval

**EAST VALLEY WATER DISTRICT  
COMMUNITY ADVISORY COMMISSION**

**August 20, 2024**

**MINUTES**

Cecilia Contreras, Public Affairs Coordinator, called the meeting to order at 6:01 p.m. and led the flag salute.

PRESENT: Commissioners: Anthony, Falcone, Ibarra, Shelton, Kay, Walsh

ABSENT: Commissioners: Tenerelli

STAFF: William Ringland, Public Affairs/Conservation Manager; Cecilia Contreras, Public Affairs Coordinator; Janett Robledo, Conservation Coordinator; Nathan Carlson, Senior Engineer

GUEST(s): None

**PUBLIC COMMENTS**

The Public Affairs Coordinator declared the public participation section of the meeting open at 6:01 p.m.

There being no written or verbal comments, the public participation section was closed.

**APPROVE THE MAY 21, 2024 COMMISSION MEETING MINUTES**

M/S/C (Walsh-Shelton) that the May 21, 2024 Commission meeting minutes be approved as submitted.

**DEVELOPMENT UPDATE**

The Senior Engineer provided an update on the impact of development on the District, including the modest growth forecast and development fees mitigating the impact on current residents. He reviewed the process for new water service, which begins with a Will Serve letter, development agreement, plan check, construction, and paying for meter fees. Mr. Carlson shared new projects from the City of Highland, including but not limited to Smart n Final, The Habit grill, Costco, and proposed warehouse, commercial, and housing developments. Mr. Carlson stated that staff is currently in the process of updating District tools including the Master Plans, Urban Water Management Plan, and updating fees.

Vincent Tenerelli arrived at 6:13 p.m.

Information only.

## **PUBLIC AFFAIRS PROGRAM COMMUNICATIONS PLAN**

The Public Affairs/Conservation Manager stated that staff has been working on a plan that explains the internal and external communication programs consistent with the District's Vision and guiding principles. He shared that this comprehensive plan is to serve as the guiding document for the upcoming year and establishes a clear framework to ensure that all the activities conducted through Public Affairs contribute directly to the overarching goals. He went through each of the topics of this document, which included but are not limited to the Program Summary, Market Research, 5-Year Work Plan, Strategic Approach, Communications Tactic, Support to District Programs, and the Digital Resources used.

Information only.

## **COMMUNITY ENGAGEMENT UPDATE**

The Public Affairs/Conservation Manager provided an update on the District's outreach activities. Updates included the August bill insert, which provided information about scam alerts and current water quality efforts. Staff also participated in pop-up events at local retail stores, in partnership with Costin Public Outreach Group, to further the District's community engagement, and to provide information on Smart Irrigation Month. He stated that staff continue to work on the website redesign, pursuing SNRC awards, and booking the SNRC banquet hall for facility rentals. Upcoming projects include five District videos, pop-up event for National Lemonade Day, the Conservation Festival, and an outreach campaign to fill three Community Advisory Commission position vacancies.

Information only.

## **CONSERVATION UPDATE**

The Conservation Coordinator provided an update on the State's regulation for "Making Conservation a California Way of Life", which includes implementation of AB 1668 and SB 606, establishing unique targets for each urban water supplier to achieve long-term water use efficiency. Compliance for these regulations begin January 1, 2025. She stated that upcoming projects include: the continued development of the Drought Contingency Plan and to submit the plan to the Bureau of Reclamation for review, a Request for Proposal posted for Water Efficiency Support Services, student education program, and the promotion of the upcoming Conservation Festival on September 14.

Information only.

## **COMMISSIONER COMMENTS**

Dwayne Anthony stated that he has been attending meetings for a couple of years, trying to find critique, and is blown away every time, and he commends staff for looking ahead. He continues to be impressed by the outreach to neighbors and states that staying in touch is important.

Jose Ibarra thanked staff again for being able to be here and is looking forward to learning as much as he can. He thanked Mr. Carlson for sharing the new projects.

Gail Shelton agreed with the others, and stated that there is always valuable information provided, and always has something to use and take back to share in the community. She stated that she appreciates the time and effort for these meetings.

Dr. Alan Kay stated that he appreciates what the District does and he hopes every government agency operates the way we do with openness, clarity and reaching out to the community is a model that others should follow.

Vincent Tenerelli mentioned that he reviewed the recent bottled water art contest and suggested that staff consider the possibility of selling the limited edition bottled water.

Judy Walsh mentioned that she has worked with other government agencies, and that the District does an amazing job with our community.

Information only.

## **STAFF COMMENTS**

The Public Affairs/Conservation Manager thanked everyone for staying for the packed-filled agenda. He thanked everyone for attending and thanked Mr. Carlson and the engineering team to help serve the Commission by sharing the departments items. Mr. Ringland stated that he appreciates the dialogue between the Commissioners.

Mr. Ringland stated that three of the Commissioners are being termed out, and he will be sending an email to invite them to be honored at an upcoming board meeting.

Information only.

## **ADJOURN**

The meeting adjourned at 8:15 p.m.

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William Ringland  
Public Affairs/Conservation Manager