



SWEETWATER AUTHORITY

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GOVERNING BOARD
W.D. "BUD" POCKLINGTON, CHAIR
RON MORRISON, VICE CHAIR
TED MUEHLEISEN
JOSE PRECIADO
MARIA RUBALCABA
TERESA "TERRY" THOMAS
MARGARET COOK WELSH

MARK N. ROGERS
GENERAL MANAGER
JAMES L. SMYTH
OPERATIONS MANAGER

SWEETWATER AUTHORITY COMMUNICATIONS COMMITTEE AGENDA

DATE: Monday, February 22, 2010

TIME: 3:30 p.m.

1. **CALL MEETING TO ORDER AND ROLL CALL**
2. **ITEMS TO BE ADDED TO THE AGENDA** (Government Code Section 54956.5)
3. **PUBLIC COMMENT**
Opportunity for members of the public to address the Committee. (Government Code Section 54954.3)
4. **ACTION AGENDA**
The following items on the Action Agenda call for discussion and action by the Committee. All items are placed on the Agenda so that the Committee may discuss and take action on the item if the Committee is so inclined.
 - A. Consideration of Participation in Philippine Faire 2010
 - B. Selection of Date for 2010 Open House
 - C. 2010 Scheduled Community Events (Information Item)
5. **CLOSED SESSION**
At any time during the regular session, the Committee may adjourn to closed session to consider litigation, personnel matters, or to discuss with legal counsel matters within the attorney-client privilege. Authority: Government Code Section 54954.5.
6. **NEXT MEETING – Monday, May 24, 2010 at 3:30 p.m.**
7. **ADJOURNMENT.**

This agenda was posted at least 72 hours before the meeting, in a location freely accessible to the public. No action may be taken on any item not appearing on the posted agenda, except as provided by Section 54954.2 of the California Government Code. Any writings or documents provided to a majority of the members of the Sweetwater Authority Governing Board regarding any item on this agenda will be made available for public inspection at the Authority's Administration Office located at 505 Garrett Avenue, Chula Vista, CA, during normal business hours.

Upon request, this agenda will be made available in appropriate alternative formats to persons with disabilities, as required by Section 202 of the Americans with Disabilities Act of 1990. Any person with a disability who requires a modification or accommodation in order to participate in a meeting should direct such request to the Board Secretary at (619) 409-6704 at least 48 hours before the meeting, if possible.



BOARD ACTION

TO: Governing Board (Communications Committee)
FROM: Management
DATE: February 17, 2010
SUBJECT: Consideration of Participation in Philippine Faire 2010

SUMMARY

Public events provide an opportunity for Board members and staff representatives to speak with members of the public and distribute information and promotional items to raise public interest, and awareness of agency issues.

In May 2009, the Governing Board approved participation in the Philippine Faire by Board members and staff, and to later evaluate future participation. Last year, the Philippine Faire, which is organized by the Council of Philippine American Organizations of San Diego County (COPAO), was held at the Westfield Plaza Bonita Mall in National City, on Saturday, June 6, 2009. This year, the Faire will be held on May 29, 2010 (Memorial Day weekend). According to the COPAO website, this year's Faire will be held at Kimball Park in National City.

At a subsequent Board meeting on June 10th, Directors Morrison, Thomas, Muehleisen, and Pocklington all had positive things to say about the Faire, but there was no formal declaration to make it a regular part of the Authority's public outreach.

FISCAL IMPACT

The fee for participation is \$1,000. Funds are available within the current Communications budget for this event.

POLICY

Participation in public events is in keeping with established policy and practice.


ALTERNATIVES

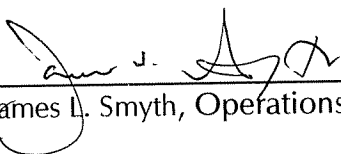
1. Approve adding this event to the list of official community events for Board members and staff.
2. Approve adding this event for staff participation only, without the expanded booth and water tanker that is featured at official staff and Board events.
3. Decline participation.

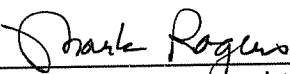
Memo to: Governing Board (Communications Committee)
Subject: Consideration of Participation in Philippine Faire 2010
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RECOMMENDATION

Staff has no recommendation and defers this to the Governing Board (i.e., this is a Board event and not a staff event).

Submitted by: 
Dina Yorba, Administrative Services Director

Reviewed by: 
James L. Smyth, Operations Manager

Approved by: 
Mark Rogers, General Manager



BOARD ACTION

TO: Governing Board (Communications Committee)
FROM: Management
DATE: February 17, 2010
SUBJECT: Selection of Date for 2010 Open House

SUMMARY

The Authority hosted an Open House at the Reynolds Desalination Facility on Saturday, October 24, 2009 at the request of the Governing Board. The Board has requested that another Open House date be scheduled for 2010. Below is a list of proposed dates:

Dates	Day	Time
September 11, 2010	Saturday	9:00 a.m. to 12:00 p.m.
September 18, 2010	Saturday	9:00 a.m. to 12:00 p.m.
October 16, 2010	Saturday	9:00 a.m. to 12:00 p.m.
October 23, 2010	Saturday	9:00 a.m. to 12:00 p.m.

These dates were selected based on other community events already scheduled for 2010, holidays, and the school district calendar for 2010. Staff believes these dates will potentially draw the largest possible number of attendees.

To publicize the event, the Authority will place an advertisement in *The Star News*. Additional publicity will include a message on customer bills, a lobby poster and postcards, and information on www.sweetwater.org. Selecting an Open House date after July 1 will allow staff to include the date in the upcoming Water Quality Report and Calendar. The Calendar is mailed to more than 64,000 residents and businesses in the Authority's service area and is a popular community publication.

When guests arrive at the Reynolds Desalination Facility, the assembly room will be set up with displays from various Authority departments. Staff will be on hand to answer questions and distribute information. Additional displays, such as the utility truck will be featured, and light refreshments served. Set-up will be similar to the 2009 Open House.

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FISCAL IMPACT

Funds are available within the current Communications budget for signs, advertisement, and miscellaneous expenses for the Open House. Some of the materials purchased for the past Open House can be used again. The total approximate cost is \$3,000. This budget is the same as the 2009 Open House.

POLICY

Participation is in keeping with established policy and practice.

ALTERNATIVES

Not host an Open House and continue with current outreach efforts such as community events and speakers' bureau requests.

RECOMMENDATION

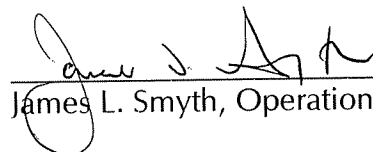
Staff recommends that the Governing Board approve an Open House event at the Richard A. Reynolds Desalination Facility on one of the pre-selected dates.

Submitted by:



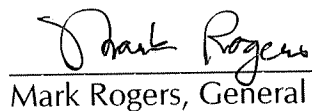
Dina Yorba, Administrative Services Director

Reviewed by:



James L. Smyth, Operations Manager

Approved by:



Mark Rogers, General Manager

**Sweetwater Authority/Board
Community Events Scheduled for 2010**

Event Date	Type of Event
Sunday, May 2	Chula Vista - Cinco de Mayo 11:00 a.m. - 7:00 p.m.
Sunday, August 1	National City Auto Heritage Days 10:00 a.m. - 4:00 p.m.
Sunday, August 8	Lemon Festival 11:00 a.m. - 7:00 p.m.
Saturday, September 25	BonitaFest 9:00 a.m. - 5:00 p.m.