

**Communications Committee Meeting - May 13, 2019**

1. Agenda Packet

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# SWEETWATER AUTHORITY

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## SWEETWATER AUTHORITY COMMUNICATIONS COMMITTEE

### AGENDA

**DATE: Monday, May 13, 2019      TIME: 4:00 p.m.**

- 1. CALL MEETING TO ORDER AND ROLL CALL**
- 2. ITEMS TO BE ADDED, WITHDRAWN, OR REORDERED IN THE AGENDA**
- 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, including items listed for information.
  - A. Recommendation of Strategic Plan Focus Area for the Citizen's Advisory Committee
  - B. Update on Strategic Communications Plan and Implementation (Information Item) (No Enclosure)
- 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. ADJOURNMENT**

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# BOARD ACTION

**TO:** Governing Board (Communications Committee)  
**FROM:** Management  
**DATE:** May 8, 2019  
**SUBJECT:** Recommendation of Strategic Plan Focus Area for the Citizens Advisory Committee

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## **SUMMARY**

At the April 10, 2019 Board meeting, the Board voted to form a Citizens Advisory Committee (CAC). Based on Board direction, each year the CAC will be comprised of new members who spend the calendar year focusing on a Strategic Plan goal area and at the end of the year provide recommendations to the Board for consideration during the development of the Strategic Plan Work Plan for the upcoming year. Attached is an implementation schedule for the first CAC.

Staff is requesting input to inform which Strategic Plan goal area the CAC should consider first. The Proposed Strategic Plan Goal Areas are listed in the table below.

## **PROPOSED FY 2019-20 STRATEGIC PLAN GOALS**

<b>Goal 1: Water Quality</b>
<i>Provide high quality water that meets regulatory standards.</i>
<b>Goal 2: System and Water Supply Reliability</b>
<i>Achieve an uninterrupted, long-term water supply through investment, maintenance, and innovation.</i>
<b>Goal 3: Financial Viability</b>
<i>Ensure long-term financial viability of the agency through best practices, operational efficiency and maximizing assets.</i>
<b>Goal 4: Customer Service, Citizen Engagement and Community Relations</b>
<i>Provide high-quality customer service based on customer feedback and serve the community through education, outreach and partnerships.</i>

Memo to: Governing Board (Communications Committee)  
Subject: Recommendation of Strategic Plan Focus Area for the Citizen's Advisory  
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**Goal 5: Workforce Development and Constructive Labor Relations**

*Attract, retain and develop a highly-skilled adaptable workforce; equip employees to safely and effectively perform their jobs and prepare for career advancement; promote constructive labor relations.*

**Goal 6: Administrative Effectiveness**

Provide efficient and effective administrative systems and procedures in accordance with best management practices.

**Goal 7: Environmental Stewardship**

Provide core services while maintaining a balanced approach to human and environmental needs

**PAST BOARD ACTION(S)**

April 10, 2019 Governing Board approved to create a Citizens Advisory Committee and directed staff to include effort, labor, and other costs in the proposed FY 2019-20 Strategic Plan Work Plan and Budget

**FISCAL IMPACT**

Fiscal impact associated with CAC is included in the Proposed FY 2019-20 Budget.

**POLICY**

Strategic Plan Goal 6: Administrative Effectiveness: Provide efficient and effective administrative systems and procedures in accordance with best management.

**ALTERNATIVES**

1. Propose a Strategic Plan Goal area for the 2020 CAC to the Governing Board for approval.
2. Defer to the Governing Board.

**STAFF RECOMMENDATION**

Staff recommends that the Communications Committee propose a Strategic Plan Goal area for the 2020 CAC to the Governing Board for approval.

**ATTACHMENT(S)**

CAC Implementation Schedule

**Citizen's Advisory Committee Timeline/Implementation Schedule**

<b>Action Item</b>	<b>Time/Deadline</b>
Open House Event	Thursday, September 26, 2019, at the Desalination Facility
Nominations Due to Communications Committee	October 11, 2019
Communications Committee Interviews and Recommendation to Board	October 14 through November 1, 2019
Governing Board approves Citizen's Advisory Committee Members	November 13, 2019
Committee Meetings	January through December of 2020