



Dedicated to  
Satisfying our Community's  
Water Needs

**AGENDA**  
**MESA WATER DISTRICT**  
**BOARD OF DIRECTORS**  
**Wednesday, October 9, 2024**  
**1965 Placentia Avenue, Costa Mesa, CA 92627**  
**4:30 p.m. Regular Board Meeting**

**CALL TO ORDER**

**PLEDGE OF ALLEGIANCE**

**AAA CREDIT RATING FROM STANDARD & POOR'S**

**PUBLIC COMMENTS**

**Items Not on the Agenda:** Members of the public are invited to address the Board regarding items which are not appearing on the posted agenda. Each speaker shall be limited to three minutes. The Board will set aside 30 minutes for public comments for items not appearing on the posted agenda.

**Items on the Agenda:** Members of the public shall be permitted to comment on agenda items before action is taken, or after the Board has discussed the item. Each speaker shall be limited to three minutes. The Board will set aside 60 minutes for public comments for items appearing on the posted agenda.

**ITEMS TO BE ADDED, REMOVED, OR REORDERED ON THE AGENDA**

At the discretion of the Board, all items appearing on this agenda, whether or not expressly listed as an Action Item, may be deliberated and may be subject to action by the Board.

**CONSENT CALENDAR ITEMS:**

Approve all matters under the Consent Calendar by one motion unless a Board member, staff, or a member of the public requests a separate action.

1. Approve minutes of regular Board meeting of September 11, 2024.
2. Approve minutes of regular Board meeting of September 25, 2024.
3. Approve attendance considerations (additions, changes, deletions).
4. Board Schedule:
  - Conferences, Seminars and Meetings
  - Board Calendar
  - Upcoming Community Outreach Events

**PRESENTATION AND DISCUSSION ITEMS:**

5. PUBLIC AFFAIRS FISCAL YEAR 2025 PLAN:  
**Recommendation: Receive the presentation.**



**ACTION ITEMS:**

NONE

**REPORTS:**

6. REPORT OF THE GENERAL MANAGER
7. DIRECTORS' REPORTS AND COMMENTS

**INFORMATION ITEMS:**

8. DIRECTORS' REPORTS (AB 1234) PER CA GOVERNMENT CODE SECTION 53232.3(D)

**CLOSED SESSION:**

9. CONFERENCE WITH SPECIAL LEGAL COUNSEL – EXISTING LITIGATION:  
Pursuant to California Government Code Section 54956.9(d)(1)  
Case: *Irvine Ranch Water District v. Orange County Water District and related cross-actions*  
Los Angeles County Superior Court Case Nos. BS168278 and BS175192

*In compliance with California law and the Americans with Disabilities Act, if you need disability-related modifications or accommodations, including auxiliary aids or services in order to participate in the meeting, or if you need the agenda provided in an alternative format, please call the District Secretary at (949) 631-1205. Notification 48 hours prior to the meeting will enable Mesa Water District (Mesa Water®) to make reasonable arrangements to accommodate your requests.*

*Members of the public desiring to make verbal comments using a translator to present their comments into English shall be provided reasonable time accommodations that are consistent with California law.*

*Agenda materials that are public records, which have been distributed to a majority of the Mesa Water Board of Directors (Board), will be available for public inspection at the District Boardroom, 1965 Placentia Avenue, Costa Mesa, CA and on Mesa Water's website at [www.MesaWater.org](http://www.MesaWater.org). If materials are distributed to the Board less than 72 hours prior or during the meeting, the materials will be available at the time of the meeting.*

**ADJOURN TO A REGULAR BOARD MEETING SCHEDULED FOR WEDNESDAY,  
OCTOBER 23, 2024 AT 4:30 P.M.**



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**MINUTES OF THE BOARD OF DIRECTORS  
MESA WATER DISTRICT  
Wednesday, September 11, 2024  
1965 Placentia Avenue, Costa Mesa, CA 92627  
4:30 p.m. Regular Board Meeting**

**CALL TO ORDER** The meeting of the Board of Directors was called to order at 4:30 p.m. by President Dewane.

**PLEDGE OF ALLEGIANCE** Director Fisler led the Pledge of Allegiance.

Directors Present Shawn Dewane, President  
Marice H. DePasquale, Vice President  
Jim Atkinson, Director *(teleconference)*  
Fred R. Bockmiller, P.E., Director  
James R. Fisler, Director

Directors Absent None

Staff Present Paul E. Shoenberger, P.E., General Manager  
Denise Khalifa, Chief Administrative Officer/  
District Secretary  
Marwan Khalifa, CPA, MBA, Chief Financial Officer/  
District Treasurer  
Andrew D. Wiesner, P.E., District Engineer  
Tyler Jernigan, Water Operations Manager  
Stacy Taylor, Water Policy Manager *(teleconference)*  
Kurt Lind, Business Administrator  
Epuni Hinnebusch, Customer Service Representative II  
Lauryn Dickinson, Department Assistant  
Kaitlyn Norris, Public Affairs Specialist  
Shane Kemp, Water Quality Technician I  
Hester "Fritz" Petropoulos, M.Ed., Water Use Efficiency and  
Education Coordinator  
Jeff Hoskinson, Partner, Atkinson, Andelson, Loya, Ruud &  
Romo

Others Present Caden Montini, Student, Orange Coast College  
Dan Stefano, Fire Chief, Costa Mesa Fire Department  
William Kershaw, Battalion Chief, Costa Mesa Fire Department  
Four Crew Members of Costa Mesa Fire Station 4

**9/11 TRIBUTE TO COSTA MESA FIRE & POLICE**

President Dewane introduced Orange Coast College Student Caden Montini who sang the Star-Spangled Banner.

President Dewane requested a moment of silence to honor the victims of 9/11.

Staff presented a 9/11 Tribute Video to the Costa Mesa Fire Department.

The Board provided comments and thanked the Costa Mesa Fire Department for protecting and serving our community.

Costa Mesa Fire Department Fire Chief Dan Stefano shared comments and photographs were taken.

**RECESS**

President Dewane declared a recess at 4:50 p.m.

The Board meeting was reconvened at 5:15 p.m.

District Secretary Khalifa stated that one Mesa Water Director was attending the meeting via teleconference.

For each action, a roll call vote was taken in accordance with California Government Code Section 54953(b)(2) which states, "all votes taken during a teleconferenced meeting shall be by roll call."

**PUBLIC COMMENTS**

President Dewane asked for public comments on items not on the agenda.

There was no public present and President Dewane proceeded with the meeting.

**ITEMS TO BE ADDED, REMOVED, OR REORDERED ON THE AGENDA**

General Manager Shoenberger reported there were no items to be added, removed, or reordered on the agenda.

**CONSENT CALENDAR ITEMS:**

1. Approve minutes of regular Board meeting of August 14, 2024.
2. Approve minutes of regular Board meeting of August 28, 2024.
3. Approve attendance considerations (additions, changes, deletions).
4. Board Schedule:
  - Conferences, Seminars and Meetings
  - Board Calendar
  - Upcoming Community Outreach Events

**MOTION**

Motion by Vice President DePasquale, second by Director Bockmiller, to approve Items 1 – 4 of the Consent Calendar. Motion passed 5 – 0 by the following roll call vote:

|          |           |   |
|----------|-----------|---|
| AYES:    | DIRECTORS | Atkinson, Bockmiller, Fislser, DePasquale, Dewane |
| NOES:    | DIRECTORS | None  |
| ABSTAIN: | DIRECTORS | None  |
| ABSENT:  | DIRECTORS | None  |

**PRESENTATION AND DISCUSSION ITEMS:**

5. LOCAL GROUNDWATER SUPPLY IMPROVEMENT PROJECT UPDATE:

GM Shoenberger and District Engineer Wiesner provided a presentation that highlighted the following:

- Potential Source Locations
- Santa Ana River Cross Section
- TDS Contour Map – Layer 1
- Grant Funding and Project Partners
- Project Update
- Next Steps

GM Shoenberger and District Engineer Wiesner responded to questions from the Board and they thanked them for the presentation.

**ACTION ITEMS:**

NONE.

**REPORTS:**

6. REPORT OF THE GENERAL MANAGER
7. DIRECTORS' REPORTS AND COMMENTS

**INFORMATION ITEMS:**

8. DIRECTORS' REPORTS (AB 1234) PER CA GOVERNMENT CODE SECTION 53232.3(D)

President Dewane adjourned the meeting at 6:17 p.m. to a Regular Board Meeting scheduled for Wednesday, September 25, 2024 at 4:30 p.m.

Approved:

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Shawn Dewane, President

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Denise Khalifa, District Secretary

Recording Secretary: Sharon D. Brimer

Unapproved



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**MINUTES OF THE BOARD OF DIRECTORS  
MESA WATER DISTRICT  
Wednesday, September 25, 2024  
1965 Placentia Avenue, Costa Mesa, CA 92627  
4:30 p.m. Regular Board Meeting**

**CALL TO ORDER**

The meeting of the Board of Directors was called to order at 4:31 p.m. by President Dewane.

**PLEDGE OF ALLEGIANCE**

Vice President DePasquale led the Pledge of Allegiance.

Directors Present

Shawn Dewane, President  
Marice H. DePasquale, Vice President  
Jim Atkinson, Director

Directors Absent

Fred R. Bockmiller, P.E., Director  
James R. Fidler, Director

Staff Present

Paul E. Shoenberger, P.E., General Manager  
Wendy Kovacevic, Records Management Specialist/  
Acting District Secretary  
Tyler Jernigan, Water Operations Manager/  
Acting District Treasurer  
Stacy Taylor, Water Policy Manager  
Anthony Phou, Controller  
Kaitlyn Norris, Public Affairs Specialist  
Karyn Igar, Senior Civil Engineer  
Rob Anslow, Partner, Atkinson, Andelson, Loya, Ruud & Romo

Others Present

Timothy McLarney, Ph.D., President, True North Research, Inc.

**PUBLIC COMMENTS**

President Dewane asked for public comments.

There was no public present and President Dewane proceeded with the meeting.

**ITEMS TO BE ADDED, REMOVED, OR REORDERED ON THE AGENDA**

General Manager Shoenberger reported there were no items to be added, removed, or reordered on the agenda.

**CONSENT CALENDAR ITEMS:**

1. Receive and file the Developer Project Status Report.
2. Receive and file the Mesa Water and Other Agency Projects Status Report.
3. Receive and file the Water Quality Call Report.

4. Receive and file the Accounts Paid Listing.
5. Receive and file the Monthly Financial Reports.
6. Receive and file the Outreach Update.

**MOTION**

Motion by Vice President DePasquale, second by Director Atkinson, to approve Items 1 – 6 of the Consent Calendar. Motion passed 3 – 2, with Director Bockmiller and Director Fisler absent.

**PRESENTATION AND DISCUSSION ITEMS:**

7. MESA WATER DISTRICT CUSTOMER SURVEY:

Public Affairs Specialist Norris provided a brief overview of the topic and introduced True North Research, Inc. President Timothy McLarney, Ph.D. who proceeded with a presentation that highlighted the following:

- Methodology of Study
- Most Important Issue Facing Community
- Water Supply Reliability
- Knowledge of Water Origin
- Opinion of Mesa Water District
- Descriptors for Mesa Water
- Overall Satisfaction With Service Provision
- Satisfaction With Services Tier 1
- Satisfaction With Services Tier 2
- Satisfaction With Communication Efforts
- Key Findings

Dr. McLarney responded to questions from the Board and they thanked him for the presentation.

**ACTION ITEMS:**

8. ELITE CUSTOMER SERVICE PROGRAM:

**MOTION**

Motion by Vice President DePasquale, second by Director Atkinson, to award a five-year contract to The Northridge Group, Inc. for \$179,800 and a 10% contingency for an amount not to exceed \$197,780 to develop and conduct training to optimize elite customer service, and authorize execution of the contract. Motion passed 3 – 2, with Director Bockmiller and Director Fisler absent.

9. DIRECTORS AND OFFICERS LIABILITY INSURANCE:

Discussion ensued amongst the Board.

Controller Phou responded to questions from the Board.

MOTION

Motion by Vice President DePasquale, second by Director Atkinson, to direct staff to acquire Directors and Officers Liability Insurance Option 2 offered through the Association of California Water Agencies Joint Powers Insurance Authority. Motion passed 3 – 2, with Director Bockmiller and Director Fisler absent.

10. DIRECTORS' COMPENSATION AND EXPENSE REIMBURSEMENT:

MOTION

Motion by Vice President DePasquale, second by President Dewane, to direct staff to schedule a public hearing for the October 23, 2024 Board of Directors meeting. Motion passed 3 – 2, with Director Bockmiller and Director Fisler absent.

**REPORTS:**

11. REPORT OF THE GENERAL MANAGER:

- August Key Indicators Report

12. DIRECTORS' REPORTS AND COMMENTS

**INFORMATION ITEMS:**

13. FEDERAL ADVOCACY UPDATE

14. STATE ADVOCACY UPDATE

15. ORANGE COUNTY UPDATE

President Dewane adjourned the meeting at 5:27 p.m. to a Regular Board Meeting scheduled for Wednesday, October 9, 2024 at 4:30 p.m.

Approved:

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Shawn Dewane, President

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Denise Khalifa, District Secretary

Recording Secretary: Sharon D. Brimer



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## MEMORANDUM

TO: Board of Directors  
FROM: Denise Garcia, Chief Administrative Officer  
DATE: October 9, 2024  
SUBJECT: Attendance at Conferences, Seminars, Meetings and Events

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### RECOMMENDATION

In accordance with Ordinance No. 35, adopted March 22, 2023, authorize attendance at conferences, seminars, meetings, and events.

### STRATEGIC PLAN

- Goal #1: Provide an abundant, local, reliable and safe water supply.
- Goal #2: Perpetually renew and improve our infrastructure.
- Goal #3: Be financially responsible and transparent.
- Goal #4: Increase favorable opinion of Mesa Water.
- Goal #5: Attract, develop and retain skilled employees.
- Goal #6: Provide excellent customer service.
- Goal #7: Actively participate in regional and statewide water issues.

### PRIOR BOARD ACTION/DISCUSSION

At its June 12, 2024 meeting, the Board of Directors (Board) approved the Fiscal Year 2025 attendance at Conferences, Seminars, Meetings and Events.

### DISCUSSION

During the discussion of this item, if any, the Board may choose to delete any item from the list and/or may choose to add additional conferences, seminars, meetings, or events for approval, subject to available budget or additional appropriation.

### FINANCIAL IMPACT

None.

### ATTACHMENTS

None.

**2024 CONFERENCES, SEMINARS, AND MEETINGS:**

|   |   |
|---|---|
| <b>October 16, 2024</b>                           |   |
| CALAFCO Annual Conference                         |   |
| Fish Camp, CA                                     |   |
| <b>October 20 - 23, 2024</b>                      |   |
| AWWA CA-NV Annual Fall Conference                 |   |
| Reno, NV  |   |
| <b>November 13 - 14, 2024</b>                     |   |
| SWMOA Annual Symposium                            |   |
| Monterey, CA                                      |   |
| <b>December 3 - 5, 2024</b>                       |   |
| ACWA JPIA Fall Conference                         | <i>Atkinson, Bockmiller, DePasquale, Fisler</i> |
| Palm Desert, CA                                   |   |
| <b>December 4 - 6, 2024</b>                       |   |
| Colorado River Water Users Association Conference |   |
| Las Vegas, NV                                     |   |

**2025 CONFERENCES, SEMINARS, AND MEETINGS:**

|   |  |
|---|--|
| <b>February 5 - 6, 2025</b>             |  |
| CalDesal Annual Conference              |  |
| Sacramento, CA                          |  |
| <b>February 24 - 27, 2025</b>           |  |
| Jt. CA-NV AWWA/AMTA Spring Conference   |  |
| Long Beach, CA                          |  |
| <b>February 25 - 27, 2025</b>           |  |
| ACWA Washington D.C. Conference         |  |
| Washington, D.C.                        |  |
| <b>February 26 - 28, 2025</b>           |  |
| Urban Water Institute Spring Conference |  |
| Palm Springs, CA                        |  |
| <b>March 16 - 19, 2025</b>              |  |
| WaterReuse Symposium                    |  |
| Tampa, FL                               |  |
| <b>April 6 - 8, 2025</b>                |  |
| CMUA Annual Conference                  |  |
| Anaheim, CA                             |  |
| <b>April 7 - 10, 2025</b>               |  |
| AWWA CA-NV Water Conference of the West |  |
| Anaheim, CA                             |  |
| <b>May 13 - 15, 2025</b>                |  |
| ACWA JPIA Spring Conference             |  |
| Monterey, CA                            |  |
| <b>May 20 - 21, 2025</b>                |  |
| CSDA Legislative Days                   |  |
| Sacramento, CA                          |  |

# October 2024

| October 2024 |    |    |    |    |    |    | November 2024 |    |    |    |    |    |    |
|--------------|----|----|----|----|----|----|---------------|----|----|----|----|----|----|
| Su           | Mo | Tu | We | Th | Fr | Sa | Su            | Mo | Tu | We | Th | Fr | Sa |
|              |    | 1  | 2  | 3  | 4  | 5  |               |    |    |    |    | 1  | 2  |
| 6            | 7  | 8  | 9  | 10 | 11 | 12 | 3             | 4  | 5  | 6  | 7  | 8  | 9  |
| 13           | 14 | 15 | 16 | 17 | 18 | 19 | 10            | 11 | 12 | 13 | 14 | 15 | 16 |
| 20           | 21 | 22 | 23 | 24 | 25 | 26 | 17            | 18 | 19 | 20 | 21 | 22 | 23 |
| 27           | 28 | 29 | 30 | 31 |    |    | 24            | 25 | 26 | 27 | 28 | 29 | 30 |

| SUNDAY | MONDAY  | TUESDAY   | WEDNESDAY   | THURSDAY   | FRIDAY   | SATURDAY |
|--------|---|---|---|--|--|----------|
| Sep 29 | 30  | Oct 1<br>7:30am ISDOC Executive Committee Meeting ( <a href="https://us06web.zoom.us/j/8123456789">https://us06web.zoom.us/j/8123456789</a> )<br>6:00pm Costa Mesa City Council Meeting (IN PERSON & VIRTUAL) | 2<br>8:30am Jt. MWDOC/MWD Workshop (IN PERSON & VIRTUAL)<br>5:30pm OCWD Board Meeting (IN PERSON & VIRTUAL)   | 3<br>H2O Women Conference<br>Pay Period Ends<br>12:00pm OCWD Communications/Legislative (IN PERSON & VIRTUAL)                  | 4<br>7:30am WACO Meeting (VIRTUAL)   | 5        |
| 6      | 7<br>8:30am R/S to 10/14 MWDOC Planning & Operations<br>12:00pm Executive Committee Meeting (Panian Conference)   | 8<br>7:00am State of the Schools Breakfast (Corona Del Mar High School)<br>8:00am OCBC Infrastructure Committee Meeting   | 9<br>Payday<br>8:15am LAFCO Meeting (400 W Civic Center)<br>8:30am MWDOC Admin Meeting<br>12:00pm OCWD Water Board Meeting<br>4:30pm Board Meeting  | 10<br>11:30am Costa Mesa Chamber Event (3050 Bristol Street, Costa Mesa)<br>12:00pm OCWD Admin & Finance (IN PERSON & VIRTUAL) | 11   | 12       |
| 13     | 14<br>8:30am R/S from 10/7 MWDOC Planning & Operations<br>5:00pm IRWD Board Meeting (IN PERSON & VIRTUAL)<br>5:00pm GWRS Steering Committee (IN PERSON & VIRTUAL) | 15<br>7:30am WACO Planning Committee Meeting<br>8:30am ACWA Region 10 Event (Yorba Linda)<br>6:00pm Costa Mesa City Council Meeting (IN PERSON & VIRTUAL)   | 16<br>CALAFCO Annual Conference (1122 Highway 41, Fish Camp, CA 923623)<br>8:30am MWDOC Board Meeting (IN PERSON & VIRTUAL)<br>3:00pm Costa Mesa Chamber of Commerce<br>5:30pm OCWD Board Meeting | 17<br>Pay Period Ends<br>8:30am MWDOC Executive Committee (IN PERSON & VIRTUAL)  | 18<br>8:30am City/Districts Liaison Committee Meeting (Costa Mesa City Hall - 77 Fair Drive, Costa Mesa, CA) | 19       |
| 20     | 21  | 22  | 23<br>Payday<br>8:30am ACC-OC Infrastructure Tour<br>8:30am Jt. Board Meeting<br>4:30pm Board Meeting<br>5:30pm OC Tax Event  | 24<br>11:30am ISDOC Quarterly Event (MWDOC/OCWD Joint Boardroom)   | 25<br>11:00am State of OC Sanitation District (10401 Warner Avenue, Fountain Valley, 92708)                  | 26       |
| 27     | 28<br>5:00pm IRWD Board Meeting (IN PERSON & VIRTUAL)   | 29<br>3:30pm Mesa Water District Fall Board Workshop (Mesa Water District Boardroom)  | 30<br>11:30am R/S from 10/31 ISDOC Quarterly Meeting (VIRTUAL)  | 31<br>Pay Period Ends<br>11:30am R/S to 10/30 ISDOC Quarterly Meeting (VIRTUAL)  | Nov 1  | 2        |

# November 2024

| November 2024 |    |    |    |    |    |    | December 2024 |    |    |    |    |    |    |
|---------------|----|----|----|----|----|----|---------------|----|----|----|----|----|----|
| Su            | Mo | Tu | We | Th | Fr | Sa | Su            | Mo | Tu | We | Th | Fr | Sa |
| 3             | 4  | 5  | 6  | 7  | 8  | 9  | 1             | 2  | 3  | 4  | 5  | 6  | 7  |
| 10            | 11 | 12 | 13 | 14 | 15 | 16 | 8             | 9  | 10 | 11 | 12 | 13 | 14 |
| 17            | 18 | 19 | 20 | 21 | 22 | 23 | 15            | 16 | 17 | 18 | 19 | 20 | 21 |
| 24            | 25 | 26 | 27 | 28 | 29 | 30 | 22            | 23 | 24 | 25 | 26 | 27 | 28 |
|               |    |    |    |    |    |    | 29            | 30 | 31 |    |    |    |    |

| SUNDAY | MONDAY   | TUESDAY   | WEDNESDAY   | THURSDAY  | FRIDAY                         | SATURDAY |
|--------|--|---|---|---|--------------------------------|----------|
| Oct 27 | 28   | 29  | 30  | 31  | Nov 1<br>7:30am WACO (VIRTUAL) | 2        |
| 3      | 4<br>8:30am MWDOC Planning & Operations<br>12:00pm Costa Mesa Chamber Event (1701 Golf Course Drive, | 5<br>7:30am ISDOC Executive Committee Meeting (VIRTUAL)<br>6:00pm Costa Mesa City Council Meeting (IN PERSON & VIRTUAL) | 6<br>Payday<br>8:30am Jt. MWDOC/MWD<br>12:00pm Executive Committee Meeting<br>5:30pm OCWD Board   | 7<br>12:00pm OCWD Communications/Legislative (IN PERSON & VIRTUAL)          | 8                              | 9        |
| 10     | 11<br>District Holiday<br>5:00pm IRWD Board Meeting (IN PERSON & VIRTUAL)                            | 12  | 13<br>8:15am LAFCO Meeting (400 W Civic Center)<br>8:30am MWDOC Admin & Finance Committee<br>12:00pm OCWD Water<br>4:30pm Board Meeting | 14<br>Pay Period Ends<br>12:00pm OCWD Admin & Finance (IN PERSON & VIRTUAL) | 15                             | 16       |
| 17     | 18   | 19<br>7:30am WACO Planning Committee Meeting (VIRTUAL)<br>6:00pm Costa Mesa City Council Meeting (IN PERSON & VIRTUAL)  | 20<br>Payday<br>8:30am MWDOC Board Meeting (IN PERSON)<br>3:00pm Costa Mesa Chamber of<br>5:30pm OCWD Board                             | 21<br>8:30am MWDOC Executive Committee (IN PERSON & VIRTUAL)                | 22                             | 23       |
| 24     | 25<br>5:00pm IRWD Board Meeting (IN PERSON & VIRTUAL)  | 26  | 27  | 28<br>District Holiday<br>Pay Period Ends                                   | 29<br>District Holiday         | 30       |

# December 2024

| December 2024 |    |    |    |    |    |    | January 2025 |    |    |    |    |    |    |
|---------------|----|----|----|----|----|----|--------------|----|----|----|----|----|----|
| Su            | Mo | Tu | We | Th | Fr | Sa | Su           | Mo | Tu | We | Th | Fr | Sa |
| 1             | 2  | 3  | 4  | 5  | 6  | 7  | 5            | 6  | 7  | 1  | 2  | 3  | 4  |
| 8             | 9  | 10 | 11 | 12 | 13 | 14 | 12           | 13 | 14 | 15 | 16 | 17 | 18 |
| 15            | 16 | 17 | 18 | 19 | 20 | 21 | 19           | 20 | 21 | 22 | 23 | 24 | 25 |
| 22            | 23 | 24 | 25 | 26 | 27 | 28 | 26           | 27 | 28 | 29 | 30 | 31 |    |
| 29            | 30 | 31 |    |    |    |    |              |    |    |    |    |    |    |

| SUNDAY | MONDAY  | TUESDAY  | WEDNESDAY   | THURSDAY  | FRIDAY                            | SATURDAY |
|--------|---|--|---|---|-----------------------------------|----------|
| Dec 1  | 2<br>8:30am MWDOC Planning & Operations Committee Meeting (IN PERSON & VIRTUAL)                           | 3<br>7:30am R/S to 12/10 ISDOC Executive Committee Meeting<br>6:00pm Costa Mesa City Council Meeting (IN PERSON & VIRTUAL) | 4<br>Payday<br>8:30am Jt. MWDOC/MWD<br>5:30pm OCWD Board  | 5<br>12:00pm OCWD<br>CRWUA Conference (Las Vegas, NV)                       | 6<br>7:30am R/S to 12/13 - WACO   | 7        |
| 8      | 9<br>12:00pm Executive Committee Meeting (Panian Room)<br>5:00pm IRWD Board Meeting (IN PERSON & VIRTUAL) | 10<br>7:30am R/S from 12/3 ISDOC Executive Committee Meeting<br>8:00am OCBC Infrastructure Committee Meeting               | 11<br>8:15am LAFCO Meeting (400 W Civic Center)<br>8:30am MWDOC Admin & Finance Committee<br>12:00pm OCWD Water<br>4:30pm Board Meeting | 12<br>Pay Period Ends<br>12:00pm OCWD Admin & Finance (IN PERSON & VIRTUAL) | 13<br>7:30am R/S from 12/6 - WACO | 14       |
| 15     | 16  | 17<br>7:30am WACO Planning Committee Meeting (VIRTUAL)<br>6:00pm Costa Mesa City Council Meeting (IN PERSON & VIRTUAL)     | 18<br>Payday<br>8:30am MWDOC Board Meeting (IN PERSON & VIRTUAL)<br>5:30pm OCWD Board Meeting (IN PERSON)                               | 19<br>8:30am MWDOC Executive Committee (IN PERSON & VIRTUAL)                | 20                                | 21       |
| 22     | 23<br>5:00pm CANCELED IRWD Board Meeting (IN PERSON & VIRTUAL)  | 24<br>District Holiday   | 25<br>District Holiday  | 26<br>Pay Period Ends   | 27                                | 28       |
| 29     | 30  | 31<br>District Holiday   | Jan 1, 25   | 2   | 3                                 | 4        |



## UPCOMING COMMUNITY OUTREACH EVENTS

| Event                                     | Date & Time                              | Location   |
|---|--|--|
| Power of One Foundation<br>Trunk or Treat | Saturday, October 26, 2024<br>3 – 7 p.m. | Ikea Parking Lot<br>1475 South Coast Drive<br>Costa Mesa, CA 92626 |



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## MEMORANDUM

TO: Board of Directors  
FROM: Kaitlyn Norris, Public Affairs Specialist and Hester "Fritz" Petropoulos, Water Use Efficiency and Education Coordinator  
DATE: October 9, 2024  
SUBJECT: Public Affairs Fiscal Year 2025 Plan

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### RECOMMENDATION

Receive the presentation.

### STRATEGIC PLAN

Goal #4: Increase favorable opinion of Mesa Water.  
Goal #6: Provide excellent customer service.

### PRIOR BOARD ACTION

None.

### DISCUSSION

Mesa Water District's (Mesa Water®) outreach program aims to connect Mesa Water with its customers and constituents to achieve Goal #4 of the Board of Directors' (Board) Strategic Plan. Outreach activities that increase favorable opinion of Mesa Water include informing the District's constituents about Mesa Water, current water issues, and water-use efficiency.

In Fiscal Year (FY) 2024, staff continued the concerted effort toward enhancing the Public Affairs program to increase awareness with customers about who their water provider is, and that Mesa Water delivers a 100% local water supply, as measured by the annual customer survey. Staff leveraged the New Customer Welcome Program and 25-Year Anniversary Program, hosted in-person events, participated in various community events and used its owned communication channels (social media, direct-mail, earned media and newsletter) to continue to expand reach and amplify messaging to customers and new audiences.

In FY 2025, staff will continue to leverage its Public Affairs program, looking for new ways to increase awareness and expand outreach to customers. The opening of the Mesa Water Education Center (MWEC) will offer opportunities for customers to visit and learn where their water comes from and Mesa Water's unique redwood story.

Field trips and tours will be the cornerstone of the MWEC programs, with a goal of hosting 50 field trips and tours in FY 2025. Service area public and private schools, homeschool groups, community organizations, as well as water industry groups will all be invited to tour the MWEC.

The MWEC will be a venue for Mesa Water hosted meetings, classes and events such as Water Issues Study Group, Neighborhood Chats and the Institute for Conservation Research and Education Poster Symposium. It will also be a destination for civic, business and industry meetings such as the Water Loss Control Group and the Water Use Efficiency Coordinators Work Group.



Outreach events continue to be a highly effective channel for interacting with the public. Plans for FY 25 include hosting the Yo Amo Mesa Water event in Division One, in addition to annual sponsored community events such as Concerts in the Park and Lions Club Fish Fry.

With the addition of a Water Use Efficiency and Education Coordinator to the Public Affairs team, Mesa Water will take on Objective C of Strategic Goal #4 to increase customer knowledge about water-use efficiency and water-wise resources in the following ways:

- Revamping the rebates section of the Mesa Water website
- Sending a postcard about rebates
- Including rebate information as bill messages
- Posting social media messages about rebates
- Incorporating a rebates flyer as an additional component of Mesa Water’s popular new customer welcome program

The Public Affairs team is also working to increase Mesa Water’s visibility in the community by implementing phase I of the “Detail the District” plan to accomplish Objective A of Strategic Goal #4.

#### FINANCIAL IMPACT

In Fiscal Year 2025, \$1,047,550 is budgeted for Public Affairs Support Services; \$140,980 has been spent to date.

#### ATTACHMENTS

None.

**REPORTS:**

6. REPORT OF THE GENERAL MANAGER

**REPORTS:**

7. DIRECTORS' REPORTS AND COMMENTS

**DIRECTORS' REPORTS (AB 1234) PER CA GOVERNMENT  
CODE SECTION 53232.3(D)**

*In accordance with CA Government Code 53232.3(d), the following report identifies the meetings for which Mesa Water Directors received expense reimbursement.*

**Jim Atkinson** **Meetings Attended**

| Reimbursement Date: | Description, Date |
|---------------------|-------------------|
| N/A                 |                   |

**Fred R. Bockmiller, P.E.** **Meetings Attended**

| Reimbursement Date: | Description, Date |
|---------------------|-------------------|
| N/A                 |                   |

**Marice H. DePasquale** **Meetings Attended**

| Reimbursement Date: | Description, Date                                    |
|---------------------|--|
| 9/16/24             | Meeting Regarding Water Issues, 7/9                  |
| 9/16/24             | Urban Water Institute Annual Conference, 8/21 – 8/23 |

**Shawn Dewane** **Meetings Attended**

| Reimbursement Date: | Description, Date |
|---------------------|-------------------|
| N/A                 |                   |

**James R. Fisler** **Meetings Attended**

| Reimbursement Date: | Description, Date |
|---------------------|-------------------|
| N/A                 |                   |

**CLOSED SESSION:**

9. CONFERENCE WITH SPECIAL LEGAL COUNSEL – EXISTING LITIGATION:  
Pursuant to California Government Code Section 54956.9 (d)(1)  
Case: *Irvine Ranch Water District v. Orange County Water District and related cross-actions*  
Los Angeles County Superior Court Case Nos. BS168278 and BS175192