

MEETING REPORT

OUTREACH / EDUCATION COMMITTEE
THURSDAY, MARCH 12, 2009
7:30 A.M.

Directors: Barbara Balen
Bob Behee

Staff: Pete Kampa
Casey Prunchak

Poster Contest Judging

Committee members judged the posters for the 2009 third grade "Be a Water Saver" poster contest. The grand prize winner was Ian Smith from Sonora Elementary School and 2nd grand prize winner was Samuel Grider from Black Oak Elementary School.

Review How the Strategic Plan fits into the Public Outreach Committee Structure

Pete Kampa reported that in Section 4.5 of the Strategic Plan is to develop a District communication plan and comprehensive system of community and public agency outreach. The purpose of this external communication plan is to ensure that timely, relevant information is delivered to the public, District staff and policy makers. In addition, the plan will take into consideration increasing the transparency of TUD, improving access to District records and the decision-making process, in an effort to increase awareness and broad-based support of critical District decisions. Mr. Kampa recommended that the Committee members begin to brain storm on ideas for water conservation and other topics for future Outreach / Education Committee meetings.

Pete Kampa inquired on the level of review and input that the Outreach/Education Committee would like to see and be involved as District staff begins developing some of the components of the Strategic Plan, noting that he wants to assure that the Committee structure has a good understanding of each of the items. Committee members strongly suggested that District staff engage Board members to deliver the TUD message, not just District staff.

Discussion ensued on how to better involve the Board members in the ongoing process of public outreach education.

Barbara Balen suggested that District staff order thank you notes / notepads, with the TUD logo, for regulators/legislators from "A River Runs through Us", noting that she will provide Casey Prunchak with the information.

Barbara Balen suggested that District staff contact Ethan Rothman of ISpeakEasy to possibly meet with the Board on "helping people speak effectively and with confidence".

Items for Future Committee meetings:

- Brain storm on Section 4.5 of the Strategic Plan and agree on the message, agree the delivery strategic, and discuss the actual outreach structure.
- Discuss the possibility of having Gary Klein make a presentation to the Board regarding plumbing methods that would result in cost savings.
- Discuss the possibility of requesting Ethan Rothman of ISpeakEasy to address the Board.

Pete Kampa indicated that he will be presenting a quarterly report to the Board on the Strategic Plan process.

Consensus of the Committee was to meet more frequently.