

6. COMMITTEE ITEMS

a. Subject: Report on activities from Washington, D.C.

Presented by: Brad Hiltcher, Executive Legislative Representative

Mr. Hiltcher reported on federal matters which included:

- House and Senate activities
- Appropriations
- Federal legislation
 - California drought
 - Invasive species
 - Chemical Facility Anti-terrorism Standards
- House hearings on the Administration's proposed rule to implement the Clean Water Act
- Nominations
- Congressional calendar

b. Subject: Report on activities from Sacramento

Presented by: Kathy Cole, Executive Legislative Representative

Ms. Cole reported on a number of state matters which included:

- Legislative deadlines
- State legislation
 - 2014 Water Bond
 - Groundwater Sustainability
 - AB 2023 (Wagner): Eminent Domain
- State budget

c. Subject: Oral report on regional communications and outreach campaign to increase water awareness and conservation

Presented by: Yvette Martinez, Section Manager, Customer & Community Services

Ms. Martinez introduced Rene Fraser from Fraser Communications who gave the report on the 2014 Water Awareness and Conservation Campaign, including preliminary messaging, pre-launch research, creative products, media plan, and evaluation metrics.

7. MANAGEMENT REPORT

- a. Subject: External Affairs Management report
- Presented by: Dee Zinke, Deputy General Manager, External Affairs

Ms. Zinke reported on the following items:

- Bay Delta Conservation Plan Outreach Efforts
- District office legislative briefings
- Media related to drought and water awareness campaign

Ms. Zinke also presented the final produced television spots for the Water Awareness and Conservation communications campaign.

8. FUTURE AGENDA ITEMS

Vice Chair Peterson requested the opportunity to provide legislative suggestions, including a legislative proposal to increase renewable credits for hydroelectric power.

Ms. Zinke responded that staff will discuss the legislation proposed process at the August meeting and invite the Board's input.

Director Ballin requested a report in August on the impacts of the advertising campaign on the rebate program.

Next meeting will be held on August 18, 2014.

Meeting adjourned at 2:39 p.m.

Linda Ackerman
Chair