

The motion passed by a vote of 11 ayes, 0 abstain, and 6 absent.

Director Gray returned to the meeting at 2:05 p.m.

3. CONSENT CALENDAR ITEMS – ACTION

None

4. OTHER BOARD ITEMS – ACTION

None

5. BOARD INFORMATION ITEMS

None

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:

- 113th Congress: Recent actions and remaining legislative prospects
- Federal rule-making/regulatory updates
- National Water Resources Association upcoming conference

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
- 2014 Session Highlights
- Prospects for 2015
- Anticipated Policy Issues in 2015

c. Subject: Update on federal chemical security issues and legislation

Presented by: Brad Coffey, Assistant Group Manager, Water Systems Operations

Mr. Coffey reported on the following items:

- Chlorine Use
- Board Legislative Strategy
- Key Regulatory & Legislative Issues
- President's Executive Order
- Worker & Community Safety

d. Subject: Update on World Water Forum

Presented by: Benita Horn, Principal Public Affairs Representative

Ms. Horn reported on the following items:

- World Water Forum (WWF) overview
- Sample of WWF college and university projects
- WWF timeline

e. Subject: Report on the regional water awareness and conservation campaign

Presented by: Dee Zinke, Deputy General Manager, External Affairs

Ms. Zinke reported on the following items:

- Campaign strategy/media objectives
- Pre-campaign research
- Media plan target audience
- In-language and ethnic coverage
- Millennial outreach
- Campaign metrics
- Post-campaign research

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:

- Water bond presentation requests
- Public Information Officers Meeting on October 16, 2014
- Rex Brandt Colorado River Aqueduct Exhibit opening October 14, 2014 in the rotunda

8. FUTURE AGENDA ITEMS

None

Next meeting will be held on November 17, 2014.

Meeting adjourned at 3:29 p.m.

Linda Ackerman
Chair