

5. BOARD INFORMATION ITEMS

9-2 Subject: Report on Federal Drought Legislation

Presented by: Brenda Burman, Special Projects Manager

Ms. Burman reported on the following items:

- 2014 federal drought legislation history
- Key provisions of H.R. 5781 (Valadao)

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:

- Lame-duck session activities
- Overview of 114th 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:

- Commencement of 2015/16 legislative session
- Bill introductions
- Anticipated legislation in 2015
- State's fiscal outlook

c. Subject: Item withdrawn from agenda

- d. Subject: Report on assessment of water awareness and conservation outreach campaign
- Presented by: Yvette Martinez, Section Manager, Customer and Community Services

Ms. Martinez introduced Rene Fraser from Fraser Communications who provided the following report:

- 2014 Summer-fall campaign objectives
- Media and messaging strategy
- Custom television segments
- Campaign impact
- Spanish television media augmentation
- Outreach campaign assessment
- Summary

- e. Subject: Update on conservation messaging and extended outreach program
- Presented by: Dee Zinke, Deputy General Manager, External Affairs

Ms. Zinke reported on the following items:

Objectives:

- Winter Campaign
 - Paid radio advertising
 - Public outreach
 - Education outreach
 - Civic and business outreach
- Bid process for summer 2015 ad campaign

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:

- Several Metropolitan staff worked with ACWA in providing comments on the Clean Water Act and were recognized at the ACWA conference in December.

8. FUTURE AGENDA ITEMS

None

Next meeting will be held on January 12, 2015.

Meeting adjourned at 2:59 p.m.

Linda Ackerman
Chair