

3. CONSENT CALENDAR ITEMS – ACTION

None

4. OTHER BOARD ITEMS – ACTION

Dee Zinke, Deputy General Manager of External Affairs, provided an update on recent activities by Metropolitan’s outreach and advertising campaign to increase public awareness of drought conditions and promote water conservation during the winter months.

Ms. Zinke introduced Sue Sims for item 8-9.

8-9 Subject Authorize entering into a contract with Quigley-Simpson & Heppelwhite, Inc. for advertising and community outreach services related to water conservation and other key water issues not to exceed \$5.5 million

Presented by: Sue Sims, Group Manager, External Affairs

Motion: Adopt the CEQA determination that the proposed action is not defined as a project and is not subject to CEQA, and authorize the General Manager to enter into a one-year agreement with Quigley-Simpson & Heppelwhite, Inc. for advertising and community outreach services related to water awareness and conservation, not to exceed \$5.5 million.

Moved: Director Morris Seconded: Director Murray

Ayes: Chair Kurtz, Vice Chair Gray, Directors Abdo, Ackerman, Apodaca, Arceneaux, Ballin, Barbre, Camacho, Lefevre, Lewinger, Morris, Murray, Peterson, and Tu

Noes: None

Abstentions: None

Absent: Directors Friedman, Griset, and Vasquez

The motion passed by a vote of 15 ayes, 0 no, 0 abstain, and 3 absent.

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:

- Federal budget overview
- Storage and drought-relief legislation
- Desert conservation legislation and Metropolitan facilities
- Congressional calendar

b. Subject: Report on activities from Sacramento

Presented by: Kathy Cole, Executive Legislative Representative

Ms. Cole reported on several state matters which included:

- Key legislative deadlines
- SB 143 (Stone): DVL Recreation
- 2015 bill introductions

c. Subject: Report on Education Strategic Plan

Presented by: Adrian Hightower, Unit Manager V, Education Unit

Mr. Hightower reported on the following items:

- Educational objectives
- Metropolitan educational outreach programs
- Working strategies
- Educational trends
- Member agency survey findings
- Strategic opportunities
- Next steps

7. MANAGEMENT REPORT

a. Subject: External Affairs Management Report

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

Ms. Zinke reported on the winter outreach efforts regarding conservation.

8. FUTURE AGENDA ITEMS

Vice Chair Gray requested that a report be given on the Education Unit efforts on workforce development.

Next meeting will be held on April 13, 2015.

Meeting adjourned at 2:38 p.m.

Cynthia Kurtz
Chair