





## 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:

- Summary of drought-related congressional actions
- Senate energy legislation
- Forest Service reform legislation
- Appropriations and FY 2016 budget plan
- Native American water settlement agreement legislation
- 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
- State legislative highlights
- Senate energy package
- Senate Select Committee on Sacramento-San Joaquin Delta
- Second Cap-and-Trade Investment Plan

c. Subject: Update on components of 2015 advertising and outreach campaign related to water conservation

Presented by: Sue Sims, Group Manager, External Affairs

Ms. Sims reported on the following items:

- Media objectives and strategies
- Reaching diverse audiences
- Media plan for television, radio, digital, mobile, billboards and transit signs

Ms. Sims also reported on the success of the Turn Reveal at Randy's Donuts event on August 12 in Inglewood, CA.

- d.           Subject:           Report on Metropolitan exhibit at Vista del Lago Visitor Center
- Presented by:       Vince Antonino, Principal Government & Regional Affairs  
  Representative

Mr. Antonino reported on Metropolitan's new exhibit at the Vista del Lago Visitors Center at Pyramid Lake.

## **7. MANAGEMENT REPORT**

- a.           Subject:           External Affairs Management Report
- Presented by:       Sue Sims, Group Manager, External Affairs

Ms. Sims reported that they have been working with environmental and conservation groups to launch a hashtag outreach campaign in September. The same hashtag will be used by the group to promote each other's events. The hashtag will be #wateryoudoing.

## **8. FUTURE AGENDA ITEMS**

None

Next meeting will be held on September 21, 2015.

Meeting adjourned at 3:32 p.m.

Cynthia Kurtz  
Chair