

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 the following items:

- Federal legislative calendar items
- Response to President’s FY 2018 Budget
- Policy issues and legislative activity

b. Subject: Report on activities from Sacramento

Presented by: Rosalie Thompson, Principal Legislative Representative

Ms. Thompson reported on state matters which included:

- Legislative calendar
- FY 17/18 state budget
- Cap-and-Trade legislation
- Legislation to Implement “Making Water Conservation a California Way of Life”
- SB 623 (Monning): “Safe and Affordable Drinking Water Fund”
- AB 1000 (Friedman): Water Transfers
- SB 49 (De Leon and Stern): California Environmental, Public Health, and Workers Defense Act of 2017

c. Subject: Update on 2017 Water Conservation Advertising and Outreach Campaign

Presented by: Sue Sims, Group Manager, External Affairs

Ms. Sims reported on the following items:

- Media outreach budget
- Spring H2Love campaign
- Conservation messaging
- Paid media including outdoor, radio, digital and social media
- Galaxy - MWD H2Love Title Night July 19
- Other events including Santa Monica Pier ferris wheel and Audubon Center
- Coordination with member agencies

7. MANAGEMENT REPORT

a. Subject: External Affairs Management Report

Presented by: Sue Sims, Group Manager, External Affairs

Ms. Sims reported on the following items:

- Spanish language California Friendly landscape guide
- Legislative briefing with Senator Stern
- CA Construction Expo

8. FOLLOW-UP ITEMS

None

9. FUTURE AGENDA ITEMS

None

Next meeting will be held on August 14, 2017.

Meeting adjourned at 2:41 p.m.

Cynthia Kurtz
Chair