

Casitas Municipal Water District

PUBLIC RELATIONS COMMITTEE
Baggerly/Spandrio

May 21, 2020
10:00 a.m.

The meeting will be held via teleconference
To attend the meeting call (888) 788-0099 or (877) 853-5247
Enter Meeting ID 953 8887 3418#

AGENDA

1. Roll call
2. Public comments
3. Board/Management comments
4. Review of Staff Public Relations Schedule Recommendations.

Right to be heard: Members of the public have a right to address the Board directly on any item of interest to the public which is within the subject matter jurisdiction of the Board. The request to be heard should be made immediately before the Board's consideration of the item. No action shall be taken on any item not appearing on the agenda unless the action is otherwise authorized by subdivision (b) of ¶54954.2 of the Government Code.

If you require special accommodations for attendance at or participation in this meeting, please notify our office in advance (805) 649-2251 ext. 113. (Govt. Code Section 65954.1 and 54954.2(a). Please be advised that members of the Board of Directors of Casitas who are not members of this standing committee may attend the committee meeting referred to above only in the capacity of observers, and may not otherwise take part in the meeting. (Govt. Code Sections 54952.2(c)(6).

Casitas Municipal Water District – Bond Measure Tentative Schedule

**Presuming March 2021 Special Election Timing*

May

- Drought Stage Level Recommendation to Board (May 13)
- Spring Newsletter
- Bill Insert – COVID-19 update

June

- Draft Comprehensive Water Resources Plan (CWRP)
 - Release to Public (TBD)
 - Press Release
 - Op-ed – Drought update + CWRP overview
 - Post card/ bill Insert – CWRP public comment period invitation

July

- Draft CWRP public comment period ends (45-day)
 - Bill Insert – Thanking customers for participating + next steps
- Bond Counsel Retained
- State of the District (TBD)
 - Media Advisory/Press Release

August

- Board Vote on Bond Measure Resolution
 - Press Release
 - Bill Insert – Invitation to Sept. bond measure workshop

September

- Bond Measure Op-ed
- Bond Measure Hearing/Public Workshop
 - Bill Insert – Thanking customers for participating + link to op-ed

October

- Bond Measure Filing Deadline – TBD
- Bond Measure Website Goes Live
 - Bill Insert – March special election update + link to bond measure website

November

- Ballot Title & Summary, Full Text, and Tax Rate Statement due to County
- Fall Newsletter

December

- Bill Insert – Happy holidays from Casitas + invitation to Jan. bond measure workshop

January

- Bond Measure Education Workshop
- County's Voter Information Guide Mailed to Voters

- Customer mailer – Bond measure education
- Bill Insert – Invitation to Feb. bond measure workshop

February

- Bond Measure Education Workshop
- Bond Measure Op-ed #2
- Vote-by-Mail Ballots Available
- Paid Ad Placement – Bond measure education + election participation
- Bill Insert – Urging customers to participate in upcoming March election

March

- Election