



Meeting Highlights -- Tuesday, December 9, 2008

Committee members present: Sharon Schilling; Chair; Arthur Reker; Sarah Velasquez; John McCubbin; Deena Monteiro.

Committee members absent: Allan Schroeder

1. Welcome

Sarah Rubin, the Center for Collaborative Policy (CCP) facilitator, opened the meeting and walked the group through the meeting agenda.

2. Recap of Action Items

Sharon Schilling, UAC Chair, walked the group through the status of the action items:

- ❖ CPI/UPI Articles: Ms. Schilling asked the group to please read the articles.
- ❖ Four Stages of Drought: Ms. Schilling requested a further explanation of the four stages of drought.
- ❖ City of Long Beach: Ms. Schilling indicated that additional information is available on the Long Beach website and requested that it be brought to the next meeting.

3. November 5, 2008 Minutes

Ms. Rubin asked the group to take a minute and review the November minutes. The group suggested the following edits:

- ❖ Add page numbers.
- ❖ Organize the topics to follow the agenda items.

Ms. Monteiro had a concern about the reappointment issue; Ms. Schilling said she would discuss the issue with her after the meeting. The group decided to accept the November meeting highlights.

Sarah Rubin asked Mr. Andersen to introduce himself for the benefit of those individuals who were not at the November meeting. Mr. Andersen explained that he is the Assistant Director of the Department of Public Utilities and is here to assist the group.

Sarah Rubin asked everyone who was not at the November meeting to introduce him or herself.

- ❖ Deena Monteiro introduced herself, and explained her experience with both elected and appointed public service. Ms. Monteiro currently works as a teacher.

- ❖ John McCubbin introduced himself, and explained that he is a retired air force bureaucrat who used to run superfund clean up sites; including three sites within the City of Fresno.

Revised list of current UAC members and vacancies

Ms. Schilling has called various City Council member offices to ask them to appoint members to fill the current UAC vacancies. Ms. Schilling confirmed with Bill Stewart, via an email communication, that he had found someone to join the committee; however, that person was unable to attend the December 9 meeting. Ms. Rubin explained that the point of this effort was to get all 11 member spots filled. Mr. Andersen added that there is a UAC application online.

Ms. Monteiro asked whether the City of Fresno website had a page for each council member. John Watkins explained that there was.

Ms. Monteiro suggested that the UAC ask all the Council members to add a link from their individual web pages to the UAC page. After discussion there was not consensus amongst group members to move forward with this idea.

Public Outreach Process

Jackie Grazier, JSA, gave an overview of the public outreach processes and the public service announcement (PSA) idea in particular. The idea was to have the PSAs voiced by Ms. Schilling. Ms. Grazier explained that radio PSAs are more cost effective than print ads.

Ms. Grazier then asked the group to review the various PSA examples she brought to the meeting, pick their favorites, and provide feedback. Mr. McCubbin said he did not prefer the baseball themed PSA. Art Reker stated that he did not think the PSA's got to the heart of what the UAC does. He felt that the effort should be on recruiting members and asking members of the public to become active participants. There was general group consensus toward this approach.

Ms. Grazier agreed to rewrite the PSAs with a focus on radio, websites, and (the City of Fresno utilities bill insert) Service Line. The group asked to see the revised PSAs before the next meeting. Ms. Grazier will send the revised PSAs to CCP, the City of Fresno and Ms. Schilling, before sending out to the entire group. The group will see everything before it gets approved. The group agreed that Ms. Schilling should voice the PSA spots. An additional idea was to have city council members or the Mayor perform PSAs asking for UAC vacancies to be filled.

As the group was discussing City Council member involvement and support of the UAC, Ms. Monteiro asked Mr. Anderson to look into any comments or feedback the City Council had regarding last year's UAC Report.

Revised Work Plan

Ms. Rubin walked the group through the right hand of the work plan; what topics would be covered at each meeting. She explained why some topics were moved to reflect the various priorities and why the additional meetings were added. Mr. Andersen explained

that the urgent issues to be addressed in 2009 would be Prop 218 and then the Reserve Policy; the least urgent issue is the 5 year rate increase.

The left hand column of the work plan lists the proposed meeting dates through the summer of 2009. Ms. Monteiro asked why the meeting dates had been changed from Thursdays to Tuesdays. It was explained that as participants discussed meeting dates and time at the November meeting it simply worked better for those in attendance. Ms. Monteiro pointed out that since there was not a quorum at the November meeting it technically was not appropriate to make that decision. Ms. Rubin suggested that the group take up the issue further during the Mission and Guidelines portion of the meeting.

Cash for Trash

Ms. Schilling saw the Cash for Trash segment while watching television and wanted to share it with the group. The group watched the segment on the ABC News online website.

UAC Mission and Guidelines (Charter) Renewal

Ms. Rubin asked members to pull out the "UAC Mission and Guidelines" document which is sometimes referred to as the group's charter. She explained that for the group's current session (Fall 08 through Summer 09 and beyond) new suggested language was in blue text. Additional suggested changes put forward as of November 5 are in track changes mode. It was noted that the group's original Mission and Guidelines document dated August 1, 2007 was approved by the city council.

Page 1

- On page 1 of the charter, the Roles and Responsibilities were reordered and text revised to reflect the order of issues the group wanted to focus on this year (see revised document for specific text changes).

Break

The group took a ten minute break.

UAC Mission and Guidelines (Charter) Renewal Continued

Page 2

- On page 2 of the charter, Ms. Rubin presented two "Term" options for the group to consider. As reference, the options are listed below:

[option a] Committee members are appointed by Council members and the Mayor. They serve for two-year terms. In the event that a Council member or the Mayor leaves office or is replaced, the Committee member(s) will continue to serve out their original term. Once their term is up, they will either be re-appointed by the new Council member/ Mayor or the Council member/ Mayor will have the prerogative to appoint someone else to take their place.

[option b] Committee members are appointed by Council members and the Mayor. They serve for two-year terms. In the event that a Council member or the Mayor leaves office or is replaced, the Committee member(s) will either be re-appointed by the new Council member/ Mayor, or the Council member/ Mayor will have the prerogative to appoint someone else to take their place.

- Ms. Monteiro explained the background behind the two term options. Specifically, Ms. Monteiro explained that she had proposed “option a” as she believed it was important for the credibility of the UAC for any appointed member to know they would serve a full two year term.
- Mr. Reker suggested the following text: *Committee members are appointed by and serve at the will of Council members and the Mayor. It is expected that they serve for two-year terms, and may be reappointed.*
- Ms. Rubin had group members reference the gradients of agreements handout as reference for assisting them in seeking consensus. She then asked the group to vote on the term language proposed by Mr. Reker using the gradients of agreement.

Ms. Schilling, Ms. Velasquez, Mr. McCubbin and Mr. Reker each voted to accept the suggested changes; Ms Monteiro did not.

Given the group’s decision making guideline (dated August 1, 2007 and included in the UAC’s meeting materials November 15, 2007 | Item 4), the revised language would be adopted and reflected in the next version of the group’s “Mission and Guidelines” document.

Page 3

- On page 3 of the charter, the group discussed decision making including, the various ways to define consensus as well as the meaning of quorum.
- Consensus: The group decided to remove the bullet defining consensus.
- Decision making: The group proposed using majority vote (51%) as their decision making procedure if consensus could not be reached.
 - The participants agreed to remove the fourth (proposed) bullet under decision-making.
- Quorum: Participants had a robust discussion of the meaning and intent of quorum. Generally the conversation focused on whether
 - 51% of the total group members (currently 4 of 6) was needed to make any decision;
 - or, if
 - when 51% of members are meeting a decision could be made with a majority of those members (currently this would mean that if 4 members attend a meeting, then hypothetically 3 members could vote on a given decision).
 - After much discussion it was reiterated that the group should seek consensus, and that they should rely on a majority vote of those present (assuming 51% or more of appointed members are present).
 - Mr. Reker volunteered to provide some more formal examples of decision-making language that could help the group have the clarity they are seeking on the issue.

Page 4

- On page 4 of the charter, Under Meeting Protocols, the Vacancies bullet: the text was changed to read: *If a Committee member resigns or has to step down for any reason a new member will be appointed by a council member or Mayor.*

5. Public Outreach Plan

UAC Member Recruitment: See discussion above

General Public attendance: See discussion above

6. Public Outreach / PIO / Water Meter Project

Mr. Andersen presented a Gantt chart showing the progress of the water meter project. He explained that right now the City is trying to go out to bid with a water meter project that will result in water meters for one hundred thousand residents.

There are two ways to read the water meters:

- ❖ Mobile: drive by and take readings.
- ❖ Fixed: each meter will send information to central pump system. The City already has a SCADA system that does this (requires line of sight).

The benefit of the fixed system is water conservation. With the fixed system the City will be alerted if unusual water use is occurring and residents will be able to monitor their own usage online. The City is leaning towards the fixed system. The cost benefit analysis of the 20 year life cycle for both systems is very close.

Mr. Andersen informed the group that over the next week the City will be short listing the vendors. If a vendor only has one type of system they will get 10 opportunities to install a meter; if they have both types of systems, they will get 20 opportunities. The City is federally mandated to install all meters by January 2013. The City plans to have the meter installation completed by October 2012.

Nora Laikam explained to the group that people can afford the water they use, but some can not afford the extra water that is lost to leaks in their system. She said that the City will fix water leaks for the people participating in the program. There are 10 people in each council district participating in the program. There will be stories about the program participants in the Fresno Bee.

7. Unfinished and New Business

The group tabled the meeting day discussion until January.

8. Public Comments

The cookies were good.

Adjourn

Additional Attendees:

Robert Andersen, City of Fresno

John Watkins, City of Fresno

Jackie Grazier, Jeffrey Scott Advertising

Nora Laikam, City of Fresno, Department of Public Utilities, Water Meter Outreach

Sarah Rubin, CSUS, Center for Collaborative Policy

