

**Burney Water District**  
**Board of Director's Public Relations Standing Committee Meeting**  
**April 14<sup>th</sup>, 2016**

**ITEM**

**1. CALL TO ORDER AND ROLL CALL**

**PRESENT:** Directors Tanya Taylor, District Manager Willie Rodriguez.

**ABSENT:** Director Britta Rogers.

**CALL TO ORDER:** District Manager Willie Rodriguez called the Meeting to order at 5:51 p.m.

**2. PUBLIC SPEAKERS:**

None.

**NEW BUSINESS:**

- 3. Discuss SDLF District Transparency Certificate of Excellence and Checklist:** The SDLF is an organization affiliated with CSDA, which we are members of. SDLF is promoting the District Transparency of Excellent Certificate. District Manager Willie Rodriguez summarized the SDLF District Transparency Certificate of Excellence Certificate and Checklist. We have met some of the items on the checklist but will be working to meet the rest. We will review our progress every meeting and check off the items that we have accomplished.
- Director Britta Rogers arrived at 6:03 p.m.
- 4. Review Rate Study Customer Notification Documents:** We are going to be having Rural Community Assistance Corporation (RCAC) perform an income survey of our customers. We have two letters that we plan on sending to our customers, one that will be coming from the Burney Water District and the second one coming from RCAC. They are going to be sent to our customers to let them know what we are looking to do and ask for their participation in completing those surveys. Directors recommended that we add some information to our letter about how the Water District could benefit if they complete this survey by possibly receiving Federal or State funding depending on the outcome of this survey and what projects we could get done with this funding. Directors recommended that District Manager Willie Rodriguez revise the Burney Water District and RCAC letter to be more specific and revise all sections adding more detail, describe the benefit of the District and the Customers depending on the income survey outcome and include the website URL for more information.
- 5. Consider Additional Public Relations for Rate Study:** Directors recommended that District Manager Willie Rodriguez contact Walt Caldwell and Craig Harrington to have them put something in the papers about the Rate Study and the benefits to our customers if they participate in the Income Survey.
- 6. Burney Water District Website Review ([burneywater.org](http://burneywater.org)):** District Manager Willie Rodriguez brought up our website to show the Directors and summarized all of the information that we currently have on there and items that we need to work on getting up. Need to update the Meetings sections and double check all others to make sure we have the

most current items posted.

7. **Review SDLF Districts of Distinction and Transparency Requirements:** The SDLF District of Distinction and Transparency Requirements is the next step after we complete and receive the SDLF District Transparency Certificate of Excellence. District Manager Willie Rodriguez went over the application form. He summarized the work that we will have to complete in order to receive this and what advantages the District would have once we meet these requirements.
8. **Discuss Possible Billing Format Changes:** We have been discussing changing from our postcard bill to an 8 ½ x 11 tri fold bill that will help us put some additional information on their bill about previous payments, historical usage and will allow us to put notifications on the bill letting them know of any changes or upcoming events. The concern with switching our billing is how much more we will be paying in postage monthly, and the plus side is that if we start doing online billing that we will have fewer statements to send out. We are looking into what it will take for us to switch over to this and what the difference in cost will be.
9. **Review Future Agenda Items and Summarize Board Direction:** Revise Burney Water District and RCAC Rate Study Customer Notification letters, Put our Website URL on the bottom of our statements, Check on Director Tanya Taylors Certifications, Contact Walt and Craig on Public Relations Rate Study, and work on getting more information on making Billing Format Changes. Next Public Relations Standing Committee Meeting for Thursday, May 12<sup>th</sup> at 6:00.
10. **Adjournment:** District Manager Willie Rodriguez called for adjournment at 7:42 p.m.

  
CHAIRPERSON

  
BOARD SECRETARY