

WEST BASIN MUNICIPAL WATER DISTRICT

OCTOBER 8, 2003 - Water Resources

McDonald, Little

OCTOBER 27, 2003 – Board Meeting

Prepared by: Charlene Jensen

Submitted by: Darryl G. Miller

Approved by: Darryl G. Miller

ACTION CALENDAR

TAP WATER VALUE LEADERSHIP FORUM WORKSHOPSSUMMARY:

Holding Leadership forums has been discussed among several water agencies regarding the perception of tap water. The forum would be comprised to 10-12 water industry leaders that represent both wholesalers and retailers.

Resource Trends, Inc., who has been assisting West Basin with the desalination and recycled water programs, has proposed five two-hour workshops held every month as follows:

1. Marketing and Branding Principles
2. The Tap Water Identity/Brand
3. Value Activities - Connecting with Rate Payers and Key Audiences
4. The Municipal Water Value Chain
5. Deciding to Move Forward

The cost for participating in the Leadership Forum is \$5,000 per agency. The goal is to secure the funding in the next month and begin the workshops in the November-December timeframe.

Detailed information will be presented at the Water Resources Committee meeting on October 8, 2003.

FISCAL IMPACTS:

Funds for this Forum are not included in the FY 2003-04 Budget.

ENVIRONMENTAL COMPLIANCE:

None.

COMMITTEE STATUS:

This item was reviewed by the Water Resources Committee on October 8, 2003 and was recommended for approval at the October 27, 2003 Board meeting.

RECOMMENDED MOTION:

That the Board considers participation in the Tap Water Value Leadership Forum Workshops and approves amending the Budget to include \$5,000 for participation.

LIST OF EXHIBITS:

Exhibit "A" - Explanation of Proposed Workshops

