



CAMWC Board of Directors Meeting
Wednesday, August 19, 2015
8:30 a.m. – 9:30 a.m.

Call-in Number: (712) 775-7031
Access Code: 540-575-707#

Agenda

8:30 a.m.:

- 1) Call to Order (Chairman Byerrum)
- 2) Roll Call
- 3) Chairman's Report
- 4) Executive Director's Report
- 5) Approval of July 9, 2015 Board Meeting Minutes
- 6) Budget Report *(Separate Attachment)*
 - a. Review and Approval of Demand Sheet
 - b. Financial Statements
- 7) Policy Regarding Committee Membership (Ciampa)
- 8) July Website Stats (Peralta Gailey)
- 9) Legislative Committee Report
 - a. Update on AB 1077
 - b. Update on AB 656
- 10) Director Comments
- 11) Quarterly Workshop – October 2015, Date & Location: TBD
- 12) Adjourn (9:30 a.m.)

2015 Board Roster

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Mr. Ken Deck
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Mr. Adan Ortega, Executive Director
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Ms. Denise Peralta Gailey, Managing Director
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Ms. Myra Evangelista, Treasurer
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Mr. Jim Ciampa, Legal Counsel
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California Association of Mutual Water Companies (CAMWC)
Board of Directors Meeting Minutes
July 9, 2015

Call to Order: Chairman Byerrum called the meeting to order at 12:50 p.m.

Present: Jim Byerrum, Dave Michalko, Lisa Yamashita-Lopez, Ken Bradbury, Ken Deck, Ken Tchong, Dave Armstrong, Doug Nunneley, Adan Ortega (Staff, Executive Director), Denise Peralta Gailey (Staff, Managing Director, by phone), Jim Ciampa (General Counsel, by phone), Jason Mehta (Staff), Izeah Garcia (Staff), Myra Evangelista (Staff, joined the meeting by phone at 12:54 p.m.)

Absent: None

Approval of Minute: The June 16, 2015 minutes were unanimously approved, as submitted.

Chairman's Report: No comments on this item.

Executive Director's Report: Executive Director Ortega reported that website visits continue to increase. Managing Director Peralta Gailey reported that views for June increased by 24% to 992 unique visits. Email open rates also continue to increase. In June, the open rate for nonmembers was 45% and 57% for members. No further comments on this item.

Demand Sheet: Staff Member Evangelista provided an overview of the demand sheet which includes a final payment of \$6,000 to K Street Consulting. Staff Member Evangelista added that the payment to Lagerlof, Senecal, Gosney & Kruse includes \$1,300 in non-retainer services relating to AB1077 and the budget trailer bill. She added that the payment to Sloat, Higgins & Jensen would be increased from \$6,000 to \$7,500 to reflect the increase in services. By unanimous vote, the demand sheet was approved.

Budget Report: Staff Member Evangelista disseminated and reviewed the budget report which will be updated to incorporate the additional \$1,500 to Sloat, Higgins & Jensen as well as the termination of K Street Consulting's services. No further comments on this item.

Committee Membership Policy: General Counsel Ciampa reported that based on the board's feedback, he will draft the membership policy to be used in determining committee participation. He added that the bylaws will need to be amended to include the new policy on committee participation. No further comments on this item.

Legislative Committee Report: Lisa Yamashita-Lopez reported on AB1077 and AB 656. Executive Director Ortega noted that AB656 has been calendared for senate floor vote and outreach for support letters is ramping up. Managing Director Peralta Gailey provided an update on her meeting with the small systems interagency committee. She reported that the Rural Community Assistance Corporation (RCAC), also a member of the committee, has agreed to submit a support letter for AB656. No further comments on this item.

Director Comments: No comments on this item.

Next Workshop: October 2015, Location: TBD

Next Board Meeting: Wednesday, August 19th at 8:30am, via conference call.

Adjourn: Jim Byerrum adjourned the meeting at 1:30 p.m.

**CALIFORNIA ASSOCIATION OF MUTUAL WATER COMPANIES
POLICY REGARDING COMMITTEE MEMBERSHIP**

1. Pursuant to Article VI of the Association's Bylaws, the Board of Directors and the chairman of the Board of Directors **[if amended as set forth below]** are authorized to establish committees in connection with specific issues pertaining to the Association. Such committees may be permanent committees or may be ad hoc committees of limited duration with respect to a particular issue.

2. Membership of Board committees shall consist of: (a) directors appointed by the Board chairman who shall be entitled to vote on committee issues, (b) general managers of Association members who desire to become non-voting members of a committee and are approved for membership on such committee by the directors serving on that committee, and/or (c) other representatives of Association members who are confirmed in writing by the Association member to represent the interests of that member as a non-voting committee member and are approved for membership on such committee by the directors serving on that committee.

3. All directors who are members of a committee shall serve at the pleasure of the Board of Directors or Board chairman, depending on which person or entity appointed the director to the committee. Any non-voting committee members shall serve at the pleasure of the directors serving on the committee.

4. The number of members, both voting and non-voting, on any committee may be established when the committee is established or may remain flexible depending on the nature of the committee's business.

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ARTICLE VI

COMMITTEES

Section 1. COMMITTEES. The Board of Directors may, by ~~action approved~~resolution ~~adopted~~ by a majority of the directors then in office, ~~or the Board chairman, may~~ designate one or more committees consisting of two or more directors, ~~and only of directors,~~ to serve at the pleasure of the Board; provided, however, that non-directors appointed in accordance with a policy adopted by the Board of Directors may be added as non-voting members to any such committee. Any member of any committee may be removed, with or without cause, at any time by the Board, by the Board chairman if the Board chairman appointed that member or as otherwise set forth in any policy on committee membership adopted by the Board of Directors. Any committee, to the extent provided in the ~~action~~resolution of the Board or as the Board chairman may establish, shall have all or a portion of the authority of the Board, or may provide input to the Board on matters within the jurisdiction of that committee as the Board establishes. No committee, regardless of the Board resolution, may fill vacancies on the Board of Directors

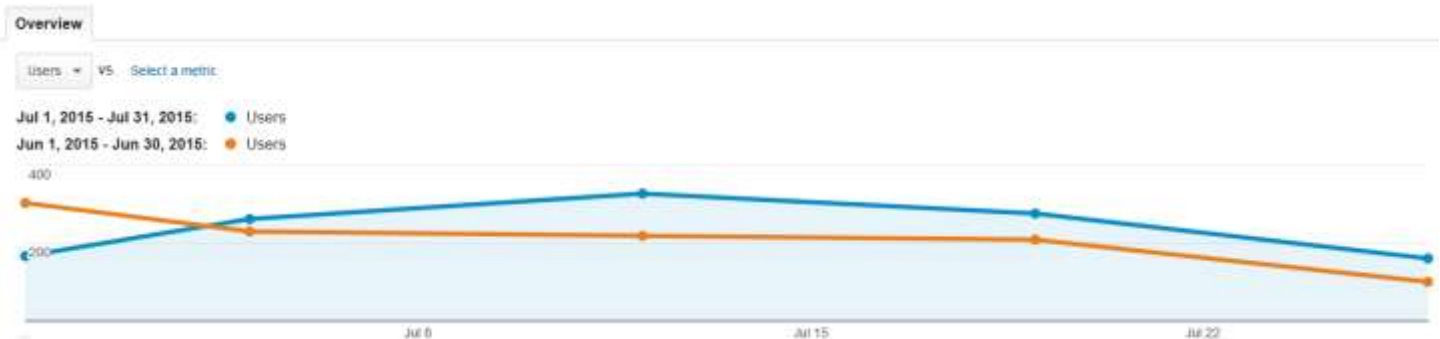
or on any committee, amend or repeal the articles of incorporation or bylaws or adopt new bylaws, designate any other committee of the Board or appoint the members of any committee, approve any transaction to which the corporation is a party and as to which one or more directors has a material financial interest, or between the corporation and one or more of its directors or between the corporation and any corporation or firm in which one or more of its directors has a material financial interest.

Section 2. MEETINGS AND ACTION OF COMMITTEES. Meetings and action of committees shall be governed by, noticed, held and taken in accordance with the provisions of these bylaws concerning meetings of the Board of Directors, with such changes in the context of such bylaw provisions as are necessary to substitute the committee and its members for the Board of Directors and its members. The time for special meetings of committees may also be fixed by the Board of Directors, or by the committee itself. The Board of Directors, or the committee, may also adopt rules and regulations pertaining to the conduct of meetings of any committees and with respect to the operations of any committee to the extent that such rules and regulations are not inconsistent with the provisions of these bylaws.



CalMutuals Website Traffic

July vs June 2015



Users

16.23%

1,153 vs 992

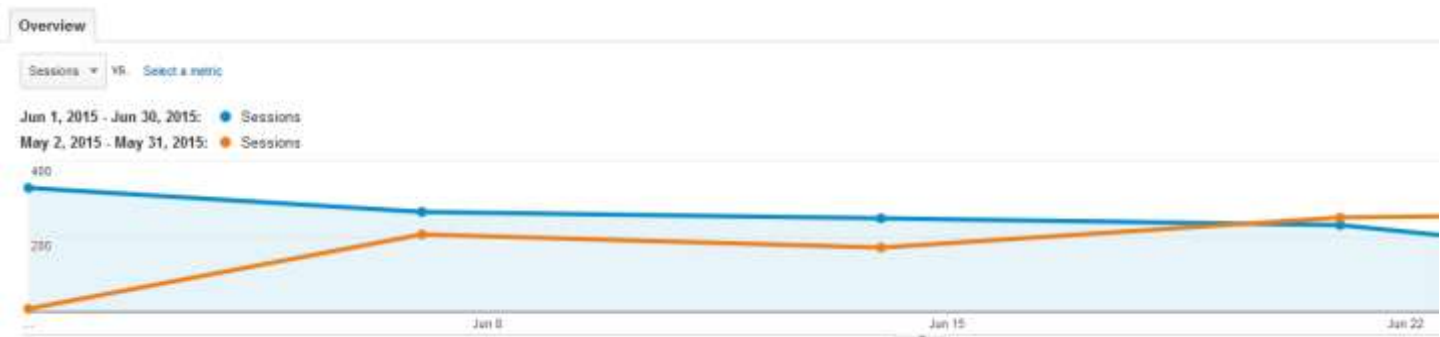


The **blue** line represents July – the **orange** line represents June

Users are the number of unique visitors to the site.

We had a 16.23% increase in the number of unique visitors to the site with 1,153 during July (up from 992 in June)

We are continuing to increase the number of unique visits each month.



Sessions

6.67%

1,263 vs 1,184



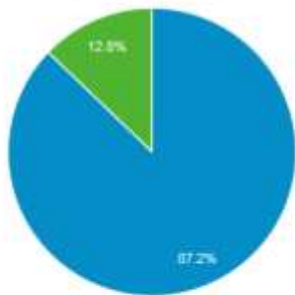
The **blue** line represents July – the **orange** line represents June

Sessions are the number of visits to the website. Unlike users (which are unique), one user could visit the site 3 times within a month which would count as 3 sessions.

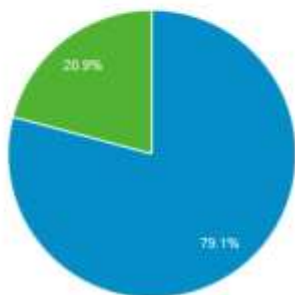
We had a 6.67% increase in the number of sessions in July with 1,263 (up from 1,184 in June).

■ New Visitor ■ Returning Visitor

Jul 1, 2015 - Jul 31, 2015



Jun 1, 2015 - Jun 30, 2015



The good news is we had a lot of new visitors to the website during July but we also want to ensure that we have a solid number of returning visitors. We had 12.8% returning visitors in July (down from 20.9% in June).

The drop is most likely a result of the news alerts we sent in July which did not direct recipients back to our website. This past month we focused on several free trainings and included links directly to the sign-up forms of the agencies providing those trainings.

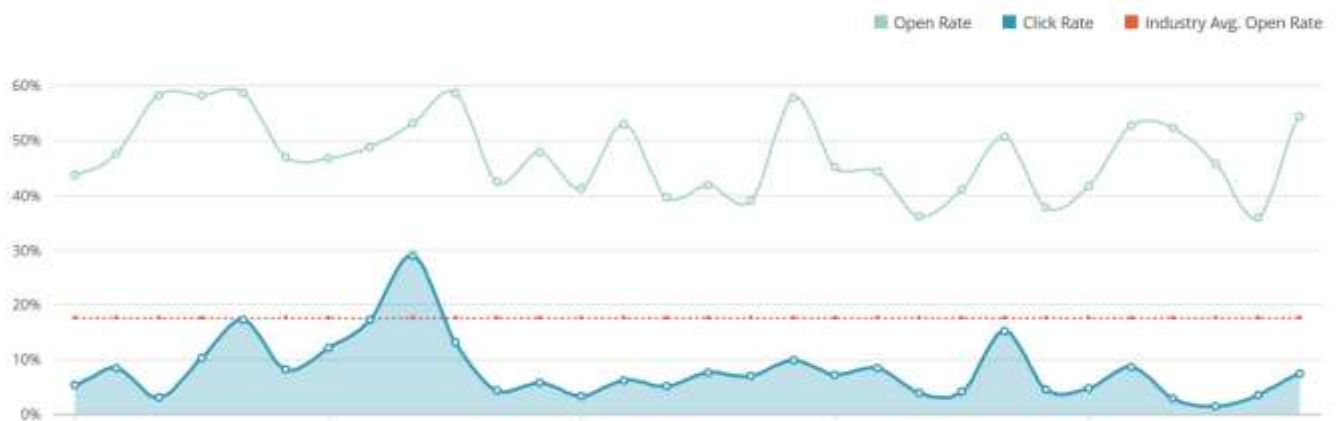
Since we want the CalMutuals website to become a trusted resource within the industry that members as well as nonmembers visit on a regular basis, we'll need to ensure that every news alert includes at least one link back to the CalMutuals site.

CalMutuals Email Performance

The top light blue line represents our open rate, the darker filled blue line along the bottom is the click rate and the orange dotted line represents the industry standard open rate.

The **Open Rate** improved by three percentage points in July to an average of 48% for emails sent to the entire list (members and nonmembers) and up one percentage point (58%) for messages sent to members only. We continue to more than triple the industry-standard open rate of 17% for comparable organizations. Our average click rate has also moved up to 13.61% which is now is 6 times the industry standard of 2.3%.

Overview



TO: Lisa Yamashita Lopez, Chair, Legislative Committee
Board of Directors

FROM: Adán Ortega, Jr., Executive Director
Denise Peralta Gailey, Managing Director

DATE: August 19, 2015

SUBJECT: Legislative Committee Report

AB 1077 (Holden): Mutual water companies: open meetings. AB1077 (Holden) was heard by the Senate Governance and Finance Committee on June 16th. On August 11th, Assemblyman Holden's staff informed Legislative Advocate Kelly Jensen that committee staff was concerned that the bill's language did *not* permit an eligible person from attending a board meeting despite providing prior notice. Legal Counsel Jim Ciampa pointed out that the bill's language required and also removed the prior meeting notice requirement; thus, creating conflict. Executive Director Adan Ortega also recommended that committee staff take into account the circumstances surrounding mutual water company board meetings (e.g. volunteer board, located in rural communities, lack of office space) and that the author of the bill, Asm. Holden, viewed the bill as a 'tool' for mutual water companies, while committee staff perceived the bill as a vehicle for creating more transparency. After much deliberation, committee staff agreed with the Association's suggested language which preserved the prior meeting notice requirement.

AB 656 (Garcia, Cristina): Joint powers agreement: mutual water companies. AB656 passed the senate with a 37-0 vote. The bill is now headed to the Assembly for concurrence. CalMutuals staff will begin outreach for letters of support to the Governor's office.

CalMutuals is currently "watching" the following bills:

SB 385 (Hueso) Primary drinking water standards: variances: hexavalent chromium. SB 385 would establish a carefully monitored process for public water systems to work toward and achieve compliance with the new chromium-6 standard. As amended on April 7, the measure would authorize the State Water Resources Control Board to grant a limited period of time for affected water systems to work toward achieving compliance without being deemed in violation as long as strict safeguards are met. The bill is on the consent calendar.

AB 617 (Perea): The Sustainable Groundwater Management Act: requires all groundwater basins designated as high- or medium-priority basins by the Department of Water Resources that are designated as basins subject to critical conditions of overdraft to be managed under a groundwater sustainability plan or coordinated groundwater sustainability plans by January 31, 2020, and requires all other groundwater basins designated as high- or medium-priority basins to be managed under a groundwater sustainability plan or coordinated groundwater sustainability plans by January 31, 2022, except as specified. This bill was amended on July 16th to defer to language in SB 13 (Pavley) preserving the authority for a mutual water company to participate in the Groundwater Sustainability Agency (GSA). The bill is now headed to Senate Appropriations.