



# CALAVERAS COUNTY WATER DISTRICT

## External Relations Committee Meeting

### OUR MISSION

Protect, enhance, and develop Calaveras County's water resources and watersheds to provide safe, reliable, and cost-effective services to our communities.

2021-2026 Strategic Plan, Adopted April 28, 2021, can be viewed at this [link](#)

External Relations Committee  
Tuesday, October 24, 2023  
1:00 p.m.

Calaveras County Water District  
120 Toma Court  
San Andreas, California 95249

**Board Chambers are open to the public and the following alternative is available to members of the public who wish to participate in the meeting virtually:**

### Microsoft Teams meeting

Join on your computer, mobile app or room device

[Click here to join the meeting](#)

Meeting ID: 234 590 087 530

Passcode: A9RFTX

**Or call in (audio only)**

[+1 323-647-8603,,211743932#](#)

Phone Conference ID: 211 743 932#

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Administration Office at 209-754-3028. Notification in advance of the meeting will enable CCWD to make reasonable arrangements to ensure accessibility to this meeting. Any documents that are made available to the Board before or at the meeting, not privileged or otherwise protected from disclosure, and related to agenda items, will be made available at CCWD for review by the public.

### ORDER OF BUSINESS

#### CALL TO ORDER / PLEDGE OF ALLEGIANCE

1. ROLL CALL

2. PUBLIC COMMENT

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#### COMMITTEE MEMBERS

Director Underhill, Chair

Russ Thomas, Director

**3. NEW BUSINESS**

3a External Affairs Update  
(Kelly Gerkenmeyer, External Affairs Manager)

3b\* Customer Service Update  
(Kelly Richards, Business Services Manager)

**4.\* GENERAL MANAGER COMMENTS**

**5.\* DIRECTOR COMMENTS OR FUTURE AGENDA ITEMS**

**6. NEXT COMMITTEE MEETING**

- Tuesday, November 21, 2023, at 1:00 p.m.

**7. ADJOURNMENT**

# Agenda Item

DATE: October 24, 2023

TO: Michael Minkler, General Manager

FROM: Kelly Gerkenmeyer, External Affairs Manager

SUBJECT: External Affairs Manager Introduction, Report and Outreach Strategy

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## SUMMARY:

I am excited to announce my appointment as the External Affairs Manager with the Calaveras County Water District (CCWD). I am thrilled to be joining this dedicated team and look forward to working collaboratively to enhance our community engagement and external relations efforts.

As your new External Affairs Manager, my primary goals are as follows:

1. **Community Engagement:** Strengthening our ties with the communities we serve is a top priority. I will work on developing and maintaining strong relationships with community leaders, residents, and local organizations to ensure that their voices are heard, and their concerns are addressed.
2. **Transparency and Communication:** Open and transparent communication will be a priority. I will lead efforts to improve our communication strategies, ensuring that our customers and community are well-informed about our operations, initiatives, and the quality of our services.
3. **Advocacy and Outreach:** I will represent CCWD in external forums, engaging with policymakers, regulators, and industry stakeholders. Through strategic advocacy and outreach, we will seek to influence policies and decisions that benefit both CCWD and the communities we serve.
4. **Innovation and Technology:** Exploring innovative technologies and data-driven solutions in a cost conscience manner. We will seek to enhance our efficiency and improve the overall customer experience through technological advancements. However, we will maintain consideration for the rural communities we serve and be mindful of non-technological forms of communication.
5. **Partnerships and Collaborations:** Collaborations with local organizations, agencies and community groups will be a cornerstone of our external affairs efforts. Together we can have a more significant and lasting impact on our community and environment.

CCWD's outreach strategy is continually evolving and improving to better connect with the community we serve. Recognizing the importance of transparency and engagement we are actively enhancing our communications methods, such as social media platforms, and working towards creating a more informative website. We are actively seeking feedback through our External Relations Committee meetings to foster a two-way dialogue that will build trust and ensure our community is well informed.

Current outreach strategy and goals are as follows:

1. Update, enhance and create a more intuitive, informative website.
2. Utilize current available software, website, and technologies to incorporate metrics into a simple digestible format.
3. Utilize Social Media Platforms more frequently to inform and educate our community. Also, utilize social media to link and drive the public to our website to easily access all pertinent information and updates.
4. Utilize the water and wastewater bills to create a non-technological form of communication.
5. Encourage and facilitate tours of our infrastructure, and projects to inform and educate the nuances of our industry and the unique environment CCWD operates within.
6. Create visually appealing virtual tours of our facilities and projects to educate and inform a broader audience.
7. Work creatively under a limited outreach budget to accomplish appropriate community outreach and engagement.
8. Develop and identify the appropriate frequency for a digital CCWD newsletter.

#### **FINANCIAL CONSIDERATIONS:**

None at this time.