



OJAI VALLEY SANITARY DISTRICT
A Public Agency

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**MINUTES OF THE
BOARD OF DIRECTORS'
ORDINANCE/PUBLIC RELATIONS/NEWSLETTER
COMMITTEE**

The Ordinance/Public Relations/Newsletter Committee held a meeting at the District Office, 1072 Tico Road on February 11, 2014 beginning at 1:30 p.m.

COMMITTEE MEMBERS PRESENT: Stan Greene
Russ Baggerly
William C. Murphy, Chairman

COMMITTEE MEMBERS ABSENT: None

STAFF PRESENT: Jeff Palmer, General Manager
Brenda Krout, Administrative Officer
Ron Sheets, Operations Superintendent

OTHERS PRESENT: None

1. **Select Chairman For The Committee**

Director Murphy was selected to serve as Committee Chairman.

2. **Public Comment - (Items not on the agenda - 3 minute limit)**

None

3. **Discussion of Proposed Sewer Lateral Program**

Mr. Palmer reviewed the issue of Inflow & Infiltration (I&I) as it relates to faulty laterals within the District's system. Mr. Palmer discussed engaging an engineering firm to evaluate alternatives available to the District instead of fixing leaky laterals; i.e. building facilities to process the increased flow caused by I&I such as a reverse osmosis process.

Item 16-1

Notes from the recent kick-off meeting to the I&I study being performed by MNS Engineers was reviewed.

Mr. Palmer reported that staff recently met with District Legal Counsel (DLC) to discuss the proposed lateral program and to modify the District's Code of Regulations to support such a program. DLC will be developing a rewrite of Chapters 4 & 9 of the Code; these revisions should be ready in draft form for the Committee and Board's consideration in early summer.

4. **Discussion of Public Outreach Efforts**

The Committee discussed the need for adequate public outreach efforts in order to educate the public about the need to eliminate I&I from the District's system. It was agreed that the general public does not understand the magnitude of this problem and the costs in the form of fines that it can potentially cause to the District.

Mr. Palmer announced that he will be speaking to the Ojai Valley Board of Realtors on March 12, 2014 about the District's pending lateral program.

Director Baggerly suggested a local celebrity be hired to tell the story on the local broadcast station about the need to repair/replace faulty laterals.

Other public outreach venues were discussed:

- Ojai Day
- Lavender Festival
- Newsletter mailings
- Single message Postcard mailings

It was agreed all of the outreach venues should be utilized.

Mr. Palmer walked the Committee through a beta version of the District's new updated website. This website will replace the existing site within the next couple of weeks.

5. **Discussion**

a. Audience

None

b. Committee Members

None

c. General Manager

Mr. Palmer announced that in the near future he will be working on applying for an IRWM grant for a large scale mainline sewer pipe lining project.

The Ordinance/Public Relations/Newsletter Committee Meeting adjourned at 2:50 p.m.

Minutes submitted by Brenda Krout, Clerk of the Board.