

1. CALL TO ORDER

Chair Ewart called the special meeting of the Executive Committee to order on April 11, 2024 at 8:30 a.m. at the RWA Board Room located at 2295 Gateway Oaks, Suite 100, Sacramento, CA 95833. Seven of the Executive Committee Members were present at roll call; a quorum was established. Individuals in attendance are listed below:

Executive Committee Members

Brett Ewart, City of Sacramento, Chair
William Roberts, City of West Sacramento, Vice Chair
Audie Foster, California American Water
Ron Greenwood, Carmichael Water District
Bruce Kamilos, Elk Grove Water District
Gwynne Pratt, Del Paso Manor Water District
Robert Wichert, Sacramento Suburban Water District

Staff Members

Jim Peifer, Trevor Joseph, Tom Hoffart, Raiyna Villasenor, Amy Talbot, Ashley Flores, and Andrew Ramos, legal counsel.

Others in Attendance:

None

2. 2024 Water Efficiency Program Public Outreach Media Buys

This is an action item presented by Amy Talbot, Water Efficiency Program Manager for the RWA Executive Committee to approve agreements and authorize execution of the agreements by the Executive Director for advertising entities for Water Efficiency Program (WEP) Public Outreach Activities. The WEP regularly develops and funds advertising media buys to disseminate public outreach messaging to targeted audiences. For 2024, the program plans on partnering with tv, online tv, Spanish tv, commercial radio, public radio, Spanish radio, billboards, and digital media outlets. This item is for approval of the agreements and funding amounts to various media outlets (details for each below). The combined budget for all agreements is \$141,000, which will be funded by WEP and an Urban Community Drought Relief Grant from the California Department of Water Resources (DWR) at \$46,000 and \$95,000 respectively. WEP contracts with INCommunications to act as a broker on behalf of RWA to negotiate packages with all media outlets to ensure competitive pricing and scope.

A motion was made to approve agreements and authorize execution of the agreements by the Executive Director.

Motion/Second/Carried Director Kamilos moved, with a second by Director Pratt

Brett Ewart, City of Sacramento; William Roberts, City of West Sacramento; Audie Foster, California American Water; Ron Greenwood, Carmichael Water District; Bruce Kamilos, Elk Grove Water District; Gwynne Pratt, Del Paso Manor Water District; Robert Wichert, Sacramento Suburban Water District; voted yes. motion passed.

Ayes- 7
Noes- 0
Abstained- 0
Absent- 2

ADJOURNMENT

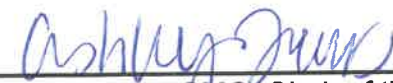
Chair Ewart adjourned the meeting at 8:45 a.m.

Approved by:



Brett Ewart, Chair

Attested by:



Ashley Flores, CMC, Clerk of the Board