

**A REGULAR MEETING OF THE BOARD OF DIRECTORS
OF THE UPPER SAN GABRIEL VALLEY MUNICIPAL WATER DISTRICT
248 E. FOOTHILL BLVD, ROOM #103, MONROVIA, CALIFORNIA 91016
4:00 P.M. – OCTOBER 23, 2024**

A regular meeting of the Board of Directors was held in the office of the District, 248 E. Foothill Blvd, Rm. 103, City of Monrovia, County of Los Angeles, State of California, within said Water District, on October 23, 2024 at the hour of 4:00 p.m.

ROLL CALL

DIRECTORS Santana, Fellow, and Garcia
PRESENT:
DIRECTORS Treviño, and Chavez
ABSENT:
STAFF Tom Love, General Manager; Patty Cortez, Assistant General
PRESENT: Manager, External Affairs; Evelyn Rodriguez, Chief Financial Officer/Chief Administrative Officer; Martin Koczanowicz, District Counsel; Steve Johnson, District Engineer; Venessa Navarrette, Executive Assistant; Katherine Vazquez, Government and Community Affairs Assistant; and Jessica Hernandez, Administrative Assistant

OTHERS PRESENT

Lenet Pacheco, Russ Bryden, David Muse, Jose Martinez, and Ray Cordero

ADOPTION OF AGENDA

On motion by Vice President Fellow, seconded by Treasurer Garcia, the agenda was adopted as presented by the following vote:

AYES: SANTANA, FELLOW, GARCIA
NOES: NONE
ABSTAIN: NONE
ABSENT: TREVIÑO, CHAVEZ

PUBLIC COMMENT

None

COMMITTEE REPORTS

None.

CONSENT CALENDAR

On motion by Treasurer Garcia, seconded by Vice President Fellow, the consent calendar was approved by the following vote:

AYES: SANTANA, FELLOW, GARCIA
NOES: NONE
ABSTAIN: NONE
ABSENT: TREVIÑO, CHAVEZ

- (a) Minutes of a regular meeting of the Board of Directors held on October 09, 2024 at 4:00 p.m.

UPPER DISTRICT BRANDING PRESENTATION

Patty Cortez, Assistant General Manager, presented the final concepts for the District’s branding strategy on behalf of 789, Inc. Ms. Cortez emphasized the importance of resilience and adaptability in building public trust and the District’s mission of providing reliable, high quality and affordable water to the San Gabriel Valley, driven by transparency and community empowerment. She briefly went over the key branding concepts previously presented to the Board including taglines, brand pillars, color palette and logo concepts. She then presented two tagline options and two logo concepts for the Board’s approval.

Tagline Option One - "Championing Our Water Resilience"
Tagline Option Two - "Securing Water Resilience for the San Gabriel Valley"

Logo Concept One – Using "Upper Water" in the new branding logo with a clear representation of the agency's purpose for external communications.

Logo Concept Two – Keeping "Upper District" in the new branding logo for continuity.

Treasurer Garcia stated that the name Upper Water gives the public a better idea of what the District does.

Vice President Fellow expressed support for tagline option two, "Securing Water Resilience for the San Gabriel Valley".

President Santana echoed Treasurer Garcia's comment supporting the name Upper Water.

On motion by President Santana, seconded by Treasurer Garcia, the Board of Directors moved to adopt logo concept one, Upper Water, with tagline option two, "Securing Water Resilience for the San Gabriel Valley", by the following vote:

AYES: SANTANA, FELLOW, GARCIA
NOES: NONE
ABSTAIN: NONE
ABSENT: TREVIÑO, CHAVEZ

INFORMATION ITEMS

Press Releases and News Articles.

ATTORNEY'S REPORT

District Counsel reported working with staff on administrative matters including responding to a Public Records Act request.

ENGINEER'S REPORT

District Engineer provided updates on various projects, including interconnection efforts for Sunny Slope and San Gabriel County Water District and the reactivation of Monrovia's USG-7 connection. He also reported on water deliveries and how the Key Well is going up, which is good during this time of the year.

GENERAL MANAGER'S REPORT

The General Manager provided an update on USG-3 deliveries, explaining that USG-3 was temporarily turned off to make way for the Department of Water Resources' project at Devil Canyon. He mentioned planning to bring USG-3 back online the following week with the 250 CFS plate and deliver close to 90,000 acre feet by the end of 2024.

The General Manager commended Russ Bryden, Watermaster's Executive Officer, for his efforts in coordinating with the County, the Corps of Engineers and the three responsible agencies. He mentioned that it has been challenging but crucial for the success of the deliveries. He also reported that MWD is holding workshops to evaluate a potential new fixed charge on treated water connections. He added that MWD will be considering additional funding for the Delta Conveyance Project, with a decision expected in December.

The General Manager reported on a recent MWD retreat for general managers, which addressed business model alignment issues among member agencies, highlighting the importance of MWD's future decisions. He also recommended canceling the upcoming Administrative and Finance Committee meeting scheduled on election day. Lastly, he shared the University of San Diego men's rowing team's victory at the Head of the Charles race in Boston. He added that two of his sons previously participated in the race.

DIRECTORS' COMMENTS

Treasurer Garcia praised staff's work and the branding presentation, expressing anticipation for new outreach materials with the new logo.

Vice President Fellow mentioned a recent roundtable discussion regarding Delta Conveyance, raising concerns about the lack of engagement by the state legislature on Bay Delta issues. He emphasized the need to involve the new assembly and state senator in these discussions, especially those representing the San Gabriel Valley. He also reported that the MWD directors decided to keep the MWD general manager on leave until investigations are complete. Lastly, Vice President Fellow shared that he is set to attend the 50th anniversary of MWD's water quality lab in Weymouth.

President Santana expressed her gratitude and commended Vice President Fellow for his active engagement in the MWD meetings.

FUTURE AGENDA ITEM

None.

ADJOURNMENT

President Santana asked if there were any other business to come before the Board. There being none, the meeting was duly adjourned to a regular meeting of the Board of Directors to be held on November 13, 2024, at 4:00 p.m., at 248 E. Foothill Blvd., Room #103, Monrovia, CA 91016.

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PRESIDENT

ATTEST

Signed by:



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SECRETARY

SEAL