

Minutes of the Special Meeting of
The Board of Directors of the
Aromas Water District
September 26th, 2013

I. CALL TO ORDER:

The special meeting for Strategic Planning Workshop of the Board of Directors of the Aromas Water District was called to order by President Holman on Thursday, September 26, 2013 at 7:00 p.m. at the District Office located at 388 Blohm Ave, Aromas, California.

II. ROLL CALL:

President Holman, Vice President Mahler, Directors Norton and Leap were present. Director Dutra was absent. General Manager Vicki Morris and Counsel Bob Bosso were present

III. PLEDGE OF ALLEGIANCE: President Holman led the pledge of allegiance.

IV. STATEMENTS OF DISQUALIFICATION: There were no disqualification statements

V. ADDITIONS AND DELETIONS: There were no additions or deletions.

VI. ORAL COMMUNICATION: None

VII. STRATEGIC PLANNING WORKSHOP

GM Morris began the session by presenting some Strategic Plans as samples from other Districts. She recommended the action of forming an ad hoc committee with two directors. She indicated that this is a good time for formation of the plan because the Board and staff are all working well together. She recently attended a presentation by Rausch Communication Consultants and Brent Ives, Consultants, companies that specialize in preparing strategic plans, but feels we can accomplish it in-house. Director Leap and Pres. Holman agreed with that approach. Dir. Norton only felt the need for a third party if the Board finds they cannot reach an agreement on something.

The Board came up with the following preliminary ideas. The plan will be adjusted and reviewed for final formation of the Strategic Plan in the months ahead.

Mission Statement:

Current: *The Aromas Water District is dedicated to providing a reliable supply of high quality water at the most cost effective rates to its customers.*

The general consensus is to leave the statement as is, but consideration will be given to adding the words "in an environmentally responsible manner" or "in perpetuity" to the end of the current mission statement.

Vision:

The Vision should motivate and depict an ideal future. The following ideas were outlined:

In 20 Years we would like to say:

- We remain a strong, independent (locally controlled) District
- There is good stewardship (or environmentally sound use) of local resources
- We value the needs and views of our customers.
- We remain financially sound
- We are prepared for potential Wastewater services
- We are prepared for potential Parks and Recreation services
- We maintain a professional and highly trained workforce which fosters a positive work environment

- We continue to meet all regulatory requirements for water quality and quantity
- We maintain strong and up to date policies and procedures
- Evidence of good planning is demonstrated
- Our capital facilities and assets continue to be in excellent condition
- We continue to meet the water needs of our current and future customers

In support of that long-term Vision,

In 5 years AWD will say:

- We are a good partner with regional agencies
- There is evidence of good stewardship of local resources
- We meet all regulatory requirements for water
- We continue to make customer service a priority
- We are financially sound and have reserves to reach an adequate level
- We effectively manage infrastructure maintenance
- We actively explore and assess renewable energy sources
- Our board is committed to a high level of staff development
- We are actively exploring and assessing potential new water sources
- Our capital facilities and assets are in excellent condition and cost-effectively maintained.
- We regularly review and update our emergency response plan
- We have developed a GIS based mapping system
- We have improved the corporation yard
- We are maintaining effective communication with customers and community while utilizing new technology
- We have achieved our incremental goal toward conserving water in-line with the 20% 2020 reduction goal in accordance with AB32
- We have innovated and changed as opportunities and needs have arisen.

Core Value Statements

- Provide safe and reliable high-quality water to our customers
- Promote local control
- Support our commitment to maintenance of our infrastructure and assets
- Provide cost effective and practical services
- Promote environmentally responsible water use and conservation
- Promote honesty and integrity
- Be responsive, open and clear in our relationship with our customers
- Support regional cooperation and partnerships
- Be proactive and seek opportunities
- Attain excellence
- Support employees to be safe, productive and motivated

All directors will be receiving a list in Word format so that they can add to and prioritize the lists above. Directors Norton and Leap have volunteered to serve on the ad hoc Strategic Plan Committee. GM Morris thanked everyone for their input.


VIII. ADJOURNMENT

President Holman adjourned the meeting at 8:59 PM.


Report submitted by Laurie Goodman, District Secretary

Date: October 22, 2013

Read and approved by:



Director

Attest: 
Laurie Goodman, Board Secretary