

Director name: Gary Martin
Meeting attended: CSDA Membership Committee Meeting
Date of meeting: February 1, 2019
Location: CSDA Offices, Sacramento, CA
SCV Water Board meeting to be presented at: February 5, 2019

Points of Interest:

1. This was the first meeting of the CSDA Membership Committee for 2019. Chairman Ralph Emerson opened the meeting welcoming the committee members and asked each member to introduce themselves and state their affiliation.
2. CSDA Member Services Director, Cathrine Lemaire, reviewed the responsibility of the committee, as a whole, and further explained expectations and responsibilities of individual members:
Committee: responsible for assisting the Association in the recruitment of new members, member retention, development of new member benefits, and review of current programs.
Individual members: should attend all meetings and be engaged in the process; should be willing to assist staff to help achieve committee goals through email, phone calls, face-to-face contact with peers; must be a member of an organization that is a current regular, associate or business affiliate member of CSDA.
3. The CSDA Core and Value-Added Benefits were then reviewed in detail. It is an extensive and impressive list of benefits that are made available to members of CSDA. This information can be viewed at csda.net. It is recommended that those interested in learning more about programs and benefits of CSDA should establish a user name and password to gain access to all the member-only information. Later in the meeting, CSDA staff made an excellent demo presentation of the CSDA website and online "Communities." There is quite a lot of very useful (and relevant) information available and I would encourage directors to take some time to familiarize yourself with what is available, if you have not already done so.
4. CSDA staff gave an update presentation on membership recruitment and retention. At the time the agenda was prepared, 91% of members were paid-up for 2019. A discussing of the dues structure followed and it was pointed out that member dues are based on operating revenues and divided into a number of steps.
5. The latter part of the meeting was an open format discussion of "Chapter" activities around the state. Jacque McMillan, who attended representing MWD, is working on establishing a Los Angeles Chapter. Stay tuned for updates on that effort.
6. Personal note: The meeting was held in the Earl Sayre SDRMA Board room, and the facilities were very effective. The sound, including the voices of call-in participants, was quite good and the video display was very large with very sharp resolution. Agency staff who might be considering any upgrades to SCVWA meeting facilities (especially call-in sound amplification) would benefit from a tour and demonstration of these facilities.

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**California Special
Districts Association**
Districts Stronger Together

MEMBER SERVICES COMMITTEE

February 1, 2019

Earl Sayre Board Room: 1112 I Street, Suite 380, Sacramento, CA 95814

9:30 AM – 11:30 AM

CALL IN # 571-297-3003 PIN 746113

Item 1: Welcome & Introductions

- a. Chair Comments
- b. 2019 Member Services Committee Roster INFO/DISCUSS Page 2

Item 2: Consent Calendar

- a. Approval of 11/1/18 minutes ACTION Page 4

Item 3: Committee Member Orientation

- a. Expectations & Responsibilities
 - b. CSDA Member Benefits Overview
 - c. California Special Districts Alliance
- INFO/DISCUSS Page 8

Item 4: 2019 Membership Recruitment & Retention Report

- a. 2019 Recruitment Summary
 - b. 2019 Retention Status
- INFO/DISCUSS Page 13

Item 5: 2019 Recruitment & Retention Efforts

- a. 2019 Trial Membership Program
 - b. Other Recruitment Incentives
 - c. Retention Efforts
- INFO/DISCUSS Page 16

Item 6: Website & Online Communities

- a. CSDA Communities: What Do They Mean to Me?
 - b. Online Resources
- INFO/DISCUSS Page 18

Item 7: Chapters Discussion

VERBAL

Item 8: 2019 Important Dates

INFORMATION Page 26

Item 9: Additional Items/Comments

VERBAL

Item 10: Adjourn

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DIRECTOR AB 1234 REPORT

Director Name: *Bill Cooper*

Meeting Attended: - *ACWA Board mtg Sacramento*

Date of Meeting: *1/24 & 1/25/19*

Board Meeting to Be Presented At: *2/5/19*

Points Of Interest: *ASSIST in preparation of ACWA
Strategic Plan & Attend Bimonthly BOARD meeting
AS the alternate of Region 8 chair*

Please Attach Agenda or Brochure if Available.

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DIRECTOR AB 1234 REPORT

Director Name: *Bill Cooper*

Meeting Attended: *ACWA Region 8 Board mtg
@ MWD Headquarters*

Date of Meeting: *1/28/19*

Board Meeting to Be Presented At: *2/5/19*

Points Of Interest: *planning mtg to prepare Region 8
Program for the ACWA conference. Also
planning for a 2019 Region 8 event.*

Please Attach Agenda or Brochure if Available.

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ITEM NO.
13.5

January 31, 2019

RE: 1234 report

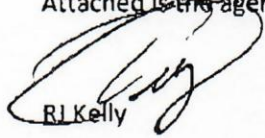
I attended the VIA presentation of the SCV Economic Development Corporation at the Hyatt Valencia on January 29, 2019.

In attendance were approximately 230 local business people and community leaders.

Discussion included the need for and the process of getting more businesses to relocate in our business hub.

How does this affect the SCVWA? New development of commercial and industrial property.

Attached is the agenda for the event.



RJ Kelly

Director

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**Valley Industry Association
General Luncheon Meeting
Tuesday, January 29, 2019
Agenda**

- 1. **Call to Order, Flag Salute:** Teresa Todd
- 2. **Upcoming Luncheons:** Teresa Todd/Richard Budman
- 3. **Introduction of Dignitaries & Guests:** Kathy Norris
- 4. **Committee Reports:**
Membership: Mariella Masuda

5. **Program:**
Santa Clarita Valley Economic Development Corporation

How does SCVEDC attract new businesses to the Santa Clarita Valley? Do you know the advantages of being located in the SCV?

Holly Schroeder, President & CEO of the Santa Clarita Valley Economic Development Corporation will be the keynote speaker for today's luncheon to share information about incentives, cost saving programs and other reasons the Santa Clarita Valley is the location for growing businesses – you'll also head about some of the companies that are expanding in the SCV.

Growth is in our future and today's presentation will give you the inside scoop on who, where and when!

- 6. **Spotlight:** Curtis Cummins of Piru Gateway joins VIA to offer an overview of a unique project in nearby Piru.
- 7. **Special Drawing:** Kathy Norris/Marcia Bruce Bush

Today's drawing prizes courtesy of: Bank of Santa Clarita, Mission Valley Bank, Point of View Communications, Jersey Mike's Subs, Marston's Restaurant and The Valley Industry Association.

With special thanks to our luncheon sponsors:





SANTA CLARITA VALLEY
ECONOMIC DEVELOPMENT CORPORATION

Biography

Holly Schroeder
President/Chief Executive Officer

Holly Schroeder is President and CEO of the Santa Clarita Valley Economic Development Corporation. Schroeder works with the dynamic SCVEDC Board of Directors and oversees all operations of the SCVEDC, which provides an integrated approach to attracting, retaining and expanding a diversity of business and industry in the Santa Clarita Valley. Schroeder also serves on the Board of Directors for the Henry Mayo Newhall Hospital Foundation.

Schroeder has extensive experience in the non-profit, public and private sectors. Prior to joining the SCVEDC in September 2013, she served for 8 years as Executive Officer of the Los Angeles Ventura Chapter of the Building Industry Association (BIA/LAV). Before that, she worked for nearly a decade at the Oregon Department of Environmental Quality (DEQ). Prior to working at DEQ, Schroeder worked in the private sector for Waste Management Inc.

Born and raised in Ohio, Schroeder has a Bachelor's Degree from St. Olaf College in Minnesota, and a Master's Degree from the University of Oregon.

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