

Director name: Gary Martin
Meeting attended: CSDA Member Services Committee Meeting
Date of meeting: October 18, 2020
Location: Virtual
SCV Water Board meeting to be presented at: October 20, 2020

On October 18th I attended the California Special District Association (CSDA) Membership Services Committee meeting via Zoom virtual conference. The meeting and discussion followed the agenda as follows:

Item 1. Welcome and Introductions. The committee chair welcomed everyone and called the meeting to order. Roll was called to determine members in attendance.

Item 2. The consent calendar was approved, including the minutes from the June 10, 2020 meeting.

Item 3. The committee received a member benefits update from Casandra Strawn, Member Services Director. Casandra made an excellent presentation which included the following discussion topics:

- Core benefits, including legislative representation, educational opportunities, and information sharing.
- Value-added benefits, including financing, risk management, merchant services, digital mapping solutions, investing, GASB actuarial valuation, website design and hosting, vehicle rental, commercial credit cards, utility cost control, and online surplus auction.
- CSDA's 2020 highlights, including a flyer-formatted document that focused on membership, legislative advocacy in Sacramento, and delivering essential information and education to members.

Item 4. 2020 retention status and new members.

- CSDA's goal is 98% retention of Regular and Associate members. The current retention is 98.2%.
- For Business Affiliates the retention goal is 85% and the current rate is 88.8%.
- A list of 55 new members as of October 7 was presented.

Item 5. Targeted new members campaign, including "Pay-What-You-Can," (PWYC)

- At the August CSDA Board meeting, staff presented a new member campaign targeted at small non-member districts, called Pay-What-You-Can. The program is expected to launch on November 1 and is a program that will offer a 2-year membership to small non-member districts for a rate that they believe they can afford.
- The targeted group is small independent districts with operating revenue less than \$250,000.
- Goal is to grow CSDA membership with over 2,000 potential regular members as compared to the current regular member total of 921.
- Smallest districts usually benefit most from membership.

Item 6. Chapter Discussion – members representing various chapters provided an update on their activities.

Item 7. Important Dates – the CSDA Board has approved the following 2021 Membership Committee meeting dates:

- Thursday, February 4, 9:30 – 11:30 am, in-person, Sacramento (subject to change to zoom)
- Thursday, June 3, 9:00 – 10:00 am, Zoom
- Thursday, October 14 - 9:30 – 11:30 am, in-person, Sacramento (subject to change to zoom)