



## **SPECIAL NOTICE REGARDING CORONAVIRUS DISEASE 2019 (COVID-19) AND PARTICIPATION IN PUBLIC MEETINGS**

On March 4, 2020, Governor Newsom declared a State of Emergency resulting from the threat of COVID-19. On September 16, 2021, Governor Newsom signed Assembly Bill No. 361 into law. Assembly Bill No. 361 amends Government Code section 54953(e) by adding provisions for remote teleconferencing participation in meetings by members of a legislative body, without the requirements of Government Code section 54953(b)(3), subject to the existence of certain conditions. The San Bernardino Valley Municipal Water District adopted a resolution determining, by majority vote, that, as a result of the declared State of Emergency, a meeting in person would present imminent risks to the health or safety of attendees. Accordingly, it has been determined that all Board and Workshop meetings of the San Bernardino Valley Municipal Water District will be held pursuant to the Brown Act and will be conducted via teleconference. There will be no public access to the meeting venue.

### **BOARD OF DIRECTORS WORKSHOP MONDAY, OCTOBER 18, 2021 – 2:00 P.M.**

#### **PUBLIC PARTICIPATION**

Public participation is welcome and encouraged. You may participate in the October 18, 2021, meeting of the San Bernardino Valley Municipal Water District online and by telephone as follows:

**Dial-in Info: (877) 853 5247 US Toll-free**  
**Meeting ID: 684 456 030**  
**PASSCODE: 3802020**

**<https://sbvmwd.zoom.us/j/684456030>**

If you are unable to participate online or by telephone, you may also submit your comments and questions in writing for the District's consideration by sending them to [comments@sbvmwd.com](mailto:comments@sbvmwd.com) with the subject line "Public Comment Item #" (insert the agenda item number relevant to your comment) or "Public Comment Non-Agenda Item". Submit your written comments by 6:00 p.m. on Sunday, October 17, 2021. All public comments will be provided to the President and may be read into the record or compiled as part of the record.

**IMPORTANT PRIVACY NOTE: Participation in the meeting via the Zoom app is strongly encouraged. Online participants MUST log in with a Zoom account. The Zoom app is a free download. Please keep in mind: (1) This is a public meeting; as such, the virtual meeting information is published on the World Wide Web and available to everyone. (2) Should you participate remotely via telephone, your telephone number will be your "identifier" during the meeting and available to all meeting participants; there is no way to protect your privacy if you elect to call in to the meeting.**



**SAN BERNARDINO VALLEY MUNICIPAL WATER DISTRICT**  
380 E. Vanderbilt Way, San Bernardino, CA 92408

**BOARD OF DIRECTORS WORKSHOP**

**AGENDA**

**2:00 PM Monday, October 18, 2021**

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**CALL TO ORDER**

**1) INTRODUCTIONS**

**2) PUBLIC COMMENT**

Any person may address the Board on matters within its jurisdiction.

**3) DISCUSSION ITEMS**

3.1 Brand Refresh Workshop (Page 2)  
[Staff Memo - Brand Refresh Workshop](#)

**4) ADJOURNMENT**

**PLEASE NOTE:**

Materials related to an item on this Agenda submitted to the Board after distribution of the agenda packet are available for public inspection in the District's office located at 380 E. Vanderbilt Way, San Bernardino, during normal business hours. Also, such documents are available on the District's website at [www.sbvmd.com](http://www.sbvmd.com) subject to staff's ability to post the documents before the meeting. The District recognizes its obligation to provide equal access to those individuals with disabilities. Please contact Melissa Zoba at (909) 387-9228 two working days prior to the meeting with any special requests for reasonable accommodation.



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**DATE:** October 18, 2021  
**TO:** Board of Directors Workshop  
**FROM:** Heather Dyer, CEO/General Manager  
**SUBJECT:** Brand Refresh Workshop

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### **Background**

On June 1, 2021, the Board of Directors approved a proposal from Water Systems Consulting, Inc. (WSC), for \$120,545 to complete the Strategic Communications and Engagement Plan. On September 21, 2021, the Board of Directors approved Amendment 1 to the Agreement for \$9,655 to include a potential brand refresh as a component of the Strategic Communications Plan. The Directors indicated they would like to work through the facilitated process with WSC and then decide if, and to what level, the Valley District brand could be updated.

At this Board workshop, WSC will lead the Directors through an interactive process to clarify the priorities of Valley District and how our brand may, or may not, currently reflect those priorities and the vision for the District moving into the future. The workshop will evaluate Valley District's visual identity and consider its alignment with the agency's recently developed Strategic Plan, including reflecting our Mission, Vision, and Values.

WSC will highlight the purpose and benefits of an effective brand, share examples of successful brands, and explore Valley District's various brand elements, including logo, common name, use of graphics, photography, colors, fonts and more. All of these steps will help the Board of Directors decide whether to pursue a brand refresh at this time.

### **Fiscal Impact**

The fiscal impact of the Brand Refresh is \$9,655 which was previously approved in the Strategic Communications Plan Amendment 1 that was approved by the Board of Directors on September 21, 2021. This amount is included in the current fiscal year budget account number 6360 – Consultants.

### **Recommended Action**

Discuss and provide input to Staff on a potential District brand refresh.