



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

BOARD OF DIRECTORS WORKSHOP

AGENDA

9:00 AM Wednesday, February 9, 2022

CALL TO ORDER

1) INTRODUCTIONS

2) PUBLIC COMMENT

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

3) DISCUSSION ITEMS

3.1 Discussion of Potential Name Change Opportunities and Requirements for Consideration (Page 2)
[Staff Memo - Discussion of Potential Name Change Opportunities and Requirements for Consideration](#)

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 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. Participation will require in-person attendance



DATE: February 9, 2022

TO: Board of Directors Workshop - Branding

FROM: Kristeen Farlow, Strategic Communications Manager

SUBJECT: Discussion of Potential Name Change Opportunities and Requirements for Consideration

Staff Recommendation

Staff recommends the Board of Directors participate in this workshop as an informative process, provide input on considerations regarding a potential name change and discuss how the Board might want to move forward.

Summary

At the workshop on December 9, 2021, the Directors requested Staff investigate whether a formal District name change was feasible. After discussions with legal counsel, our state lobbyist, and representatives from California Senate committees, it has been determined that there are several paths forward to accomplish a formal name change, should the Directors decide to pursue it. This workshop will be facilitated by Jeff Szytel of our contracted consulting firm WSC who is leading the District's brand update. Through the discussion, we will explore the purpose, goals, benefits, and potential drawbacks to a name change, work to align any potential action on changing our name with our Strategic Plan, and inform a path forward on the branding effort.

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 brand refresh as a component of the Strategic Communications and Engagement Plan.

On October 18, 2021, WSC led the Directors through a process to evaluate how the District's existing brand aligns with the District's communication goals, role in the watershed, and recently developed Strategic Plan. At this workshop, the Directors requested a follow-up to further discuss expanding the branding scope.

At the Policy Workshop on December 9, 2021, Staff presented three options for District branding: Brand Refresh, Brand Revive, and Rebrand. Each of these options offers a different level of updating the District's brand and branding elements. The Board approved the "Brand Revive" option but also asked Staff to explore whether a name change is possible for the District and what is required to legally make a change.

Fiscal Impact

The costs associated with the District Brand Revive were approved at the Board Meeting on January 4, 2022 (\$60,440). These costs will be funded from account number 6360. Additional costs related to changing the District's name are unknown at this time.