



Minutes of the Special Meeting
of the Board of Directors of Rowland Water District

October 25, 2011 - 4:00 p.m.
Location: District Office

PLEDGE OF ALLEGIANCE

ROLL CALL OF DIRECTORS

President Anthony J. Lima
Vice President Szu Pei Lu-Yang
Director Robert W. Lewis
Director John Bellah
Director Teresa P. Rios

ABSENT:

None.

OTHERS PRESENT:

Dr. Bill Mathis, The Mathis Group

ROWLAND WATER DISTRICT STAFF:

Ken Deck, General Manager
Ted Carrera, Assistant General Manager
Rose Perea, Director of Administrative Services

ADDITION(S) TO AGENDA

None.

PUBLIC COMMENT ON AGENDA ITEMS

None.

Tab 1 - ACTION ITEMS

1.1

Strategic Planning Workshop

Dr. Bill Mathis directed the discussion on the development of the District's Strategic Plan which included the following topics:

- Providing a Safe and Reliable Water Supply
- Best of Class Water District and Organization
- Political and Regional Influence for Citizens' Benefit
- Exceptional Customer Service.

After a lengthy discussion on each of the topics included on the agenda, the Board directed staff to further develop these categories with specific options to be discussed at the next strategic planning workshop.

1.2

Review and Approve Proposal from CV Strategies to Perform Customer Survey

Staff provided a verbal report on their review of samples provided by CV Strategies of customer surveys performed for other water districts. In addition, staff was asked to look into the potential development of focus groups made up of customers from each Director's division.

Upon motion by Vice President Lu-Yang, seconded by Director Lewis, the Board approved the proposal from CV Strategies to Perform Customer Survey by the following roll call vote:

AYES: Directors Lima, Lu-Yang, Lewis and Rios
NOES: Director Bellah
ABSTAIN: None
ABSENT: None

The motion passed 4 to 1.

Directors' and General Manager's Comments

None.

Future Agenda Items

- Schedule Strategic Planning Workshop on November 22, 2011, at 4:00 p.m.

Late Business

None.

A motion was made by Vice President Lu-Yang, seconded by Director Lewis, and unanimously carried to adjourn the meeting. The meeting was adjourned at 6:55 p.m.

ANTHONY J. LIMA
Board President

Attest: _____
KEN DECK
Board Secretary