



# PAJARO VALLEY WATER MANAGEMENT AGENCY

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Special Meeting of the Board of Directors  
April 25, 2023, 5:00 p.m. – 8:00 p.m.

Pajaro Valley Water Management Agency  
Field Office at 76 Holohan Road  
Watsonville, CA 95076

## BOARD MEETING AGENDA STRATEGIC PLAN 2024+ Workshop #2

### OBJECTIVES

- Understand Strategic Plan 2024+ (SP24+) Approach + Schedule
- Finalize Mission/Vision/Values/Goals
- Discuss Draft Objectives and Revise
- Next Steps/Actions/Information Needed

### AGENDA

TIME	DESCRIPTION	LEAD	OUTCOME
5:00 PM	<b>1. CALL TO ORDER</b> <ul style="list-style-type: none"> <li>• Roll Call of the PV Water Board of Directors</li> <li>• Pledge of Allegiance</li> </ul>	Chair Newell	
5:05 PM	<b>2. ORAL COMMUNICATIONS</b> <ul style="list-style-type: none"> <li>• <i>This time is set aside for members of the general public to address the Board of Directors on any item not on the Agenda, and that is within the subject matter jurisdiction of the Board of Directors. Each speaker is allotted up to 3 minutes. No action or discussion shall be taken on any item presented except that the Board may respond to statements made or questions asked, or may ask questions for clarification. All matters of an administrative nature will be referred to staff. All matters pertaining to the Board may be scheduled for discussion at a future meeting or referred to staff for clarification or a report, at the pleasure of the board.</i></li> </ul>	Public	
5:15 PM	<b>4. INTRODUCTIONS</b> <ul style="list-style-type: none"> <li>• Introduction of SP24+ team</li> <li>• Review meeting objectives and agenda</li> </ul>	Lockwood/ Cross	<i>Understand meeting objectives</i>
5:20 PM	<b>5. SP24+ APPROACH + SCHEDULE</b> <ul style="list-style-type: none"> <li>• Review approach</li> </ul>	Cross	<i>Understand SP24+ approach and schedule</i>

	<ul style="list-style-type: none"> <li>• Review schedule <ul style="list-style-type: none"> <li>○ January 2023 Survey/Interviews</li> <li>○ March 22 Workshop #1</li> <li>○ April 25 Workshop #2</li> </ul> </li> </ul>		
<b>5:25 PM</b>	<b>6. FINALIZE MISSION, VISION, VALUES, GOALS</b> <ul style="list-style-type: none"> <li>• Review Mission, Vision, Values, and Goals from Workshop #1</li> <li>• Refine if needed</li> <li>• Recommend Board Vote</li> </ul>	Cross	<i>Finalize Mission, Vision, Values, and Goals</i>
<b>6:00 PM</b>	<b>7. DISCUSS OBJECTIVES AND REVISE</b> <ul style="list-style-type: none"> <li>• Walk through objectives for each goal <ul style="list-style-type: none"> <li>○ Are any objectives missing?</li> <li>○ Should any be removed?</li> <li>○ Should any be modified?</li> </ul> </li> </ul>	Cross/ Pascoal	<i>Objectives refined until agreed upon</i>
<b>7:55 PM</b>	<b>8. NEXT STEPS</b> <ul style="list-style-type: none"> <li>• Identify information needed</li> <li>• Verify next steps</li> </ul>	Cross	<i>Understand next steps</i>
<b>8:00 PM</b>	<b>ADJOURN</b>		

## SP24+ PARTICIPANTS

PARTICIPANT	ROLE
<b>BOARD OF DIRECTORS</b>	
<b>Mary Bannister</b>	Division A Director
<b>Stephen Rider, Vice Chair</b>	Division B Director
<b>Amy Newell, Chair</b>	Division C Director
<b>Bob Culbertson, Treasurer</b>	Division D Director
<b>Javier Zamora</b>	Appointed Director for Monterey County
<b>Tom Broz</b>	Appointed Director for Santa Cruz County
<b>Abel Sanchez</b>	Appointed Director for City of Watsonville
<b>PV WATER STAFF</b>	
<b>Brian Lockwood</b>	General Manager
<b>Casey Meusel</b>	Associate Hydrologist
<b>Marcus Mendiola</b>	Water Conservation & Outreach Specialist
<b>Laura Taay</b>	Administrative Analyst, Board Secretary
<b>Nancy Trevino</b>	Finance & Administrative Services Manager
<b>CONSULTANTS</b>	
<b>Ellen Cross</b>	Strategic Plan Facilitation, Strategy Driver
<b>Maria Pascoal</b>	Strategic Plan Engagement & Outreach, GEI Consultants

### NOTES

*PV Water is an accessible facility. If you wish to attend a meeting and you will require assistance in order to attend and /or participate, please call the Agency at (831) 722-9292 in advance of the meeting and every effort made to accommodate your attendance and participation.*

*This agenda is subject to revision and maybe amended prior to the scheduled meeting. If amended, a Final Agenda to be posted at PV Water, 36 Brennan Street, Watsonville and at the location where meeting will be held, 72 hours prior to the meeting. Copies of the Final Agenda will be available at the Board Meeting. This Agenda shall be made available upon request in alternative formats to persons with a disability, as required by the Americans with Disabilities Act of 1900 (42 U.S.C. Sec. 12132) and the Ralph M. Brown Act (Cal. Govt. Code Sec. 54954.2). Persons requesting a disability-related modification or accommodation should contact PV Water at (831) 722-9292 during regular business hours at least 24 hours prior to the time of the meeting.*

*Agenda documents are available for review, on the Monday following posting of the agenda, in person at PV Water, 36 Brennan St. Watsonville, or on the website: <http://www.pvwater.org/board-and-committees/director-agendas.php>*

### Translation Services/Servicios De Traducccion

*Spanish language translation is available on an as needed basis. Please make advance arrangements with the PV Water Board Secretary, 36 Brennan St. Watsonville, CA or by telephone (831) 722-9292.*

*Se proven servicios de interpretacion segun se necesiten. Sirvase contactar a la secretaria de Directiva de la Agencia para hacer preparativos.*

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Board of Directors Meeting will be available via GoToMeeting.  
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<https://www.gotomeet.me/PVWater/board-of-directors>

**By Phone:**

**United States (Toll Free): 1 (877) 309-2073 Access Code: 347-473-301#**

**Please Note: Meeting materials are posted at: <https://www.pvwater.org/director-agendas>**