



PAJARO VALLEY WATER MANAGEMENT AGENCY

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Special Meeting of the Board of Directors
March 22, 2023, 5:00 p.m. – 8:00 p.m.

Pajaro Valley Water Management Agency
36 Brennan Street
Watsonville, CA 95076

BOARD MEETING AGENDA STRATEGIC PLAN 2024+ Workshop #1

OBJECTIVES

- Understand Strategic Plan 2024+ (SP24+) Approach + Schedule
- Review Survey and Interview Results
- Develop Mission, Vision, Values, and Goals
- Next Steps/Actions/Information Needed

AGENDA

TIME	DESCRIPTION	LEAD	OUTCOME
5:00 PM	1. CALL TO ORDER <ul style="list-style-type: none"> • Roll Call of the PV Water Board of Directors • Pledge of Allegiance 	Chair Newell	
5:05 PM	2. ORAL COMMUNICATIONS <ul style="list-style-type: none"> • <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> 	Public	
5:10 PM	3. CONSIDER AGREEMENTS WITH PACIFIC GAS & ELECTRIC FOR INSTALLATION OF ELECTRICAL SERVICES FOR COLLEGE LAKE PROJECT IN AN AMOUNT NOT TO EXCEED \$114,595.92	Chair Newell / GM Lockwood	

STRATEGIC PLANNING WORKSHOP			
5:15 PM	4. INTRODUCTIONS <ul style="list-style-type: none"> • Introduction of SP24+ team • Review meeting objectives and agenda 	Lockwood/ Cross	<i>Understand meeting objectives</i>
5:20 PM	5. SP24+ APPROACH + SCHEDULE <ul style="list-style-type: none"> • Review approach • Review schedule <ul style="list-style-type: none"> ○ January 2023 Survey/Interviews ○ March 22 Workshop #1 ○ April 25 Workshop #2 	Cross	<i>Understand SP24+ approach and schedule</i>
5:25 PM	6. SURVEY / INTERVIEW RESULTS <ul style="list-style-type: none"> • Summarize survey / interview input 	Pascoal	<i>Understand respondents' input</i>
5:35 PM	7. ENVISIONING MISSION + VISION <ul style="list-style-type: none"> • Envision PV Water's future with a renewed Mission & Vision that expresses purpose and drive 	Cross	<i>Develop Mission & Vision that reflect PV Water for the next 3+ years</i>
6:15 PM	8. CAPTURING VALUES <ul style="list-style-type: none"> • Develop core values and how PV Water will carry out its vision both within and external to the organization 	Cross	<i>Develop values that describe how PV Water will carry forth its business</i>
6:30 PM	BREAK		
6:40 PM	9. DEFINING GOALS <ul style="list-style-type: none"> • Develop overarching goals to deliver on PV Water's Mission and Vision 	Cross	<i>Develop high-level goals that drive PV Water's objectives</i>
7:55 PM	10. NEXT STEPS <ul style="list-style-type: none"> • Confirm approach + schedule • Identify information needed • Verify next steps 	Cross	<i>Understand next steps</i>
8:00 PM	ADJOURN		

SP24+ PARTICIPANTS

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

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.

**Unknown at this time if Public Access to
Board of Directors Meeting will be available via GoToMeeting.
Should remote access be available, a link is provided below.**

By Computer:

<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>