

**SAN GABRIEL BASIN WATER QUALITY AUTHORITY  
LEGISLATIVE/PUBLIC INFORMATION COMMITTEE  
DECEMBER 10, 2024 AT 9:00 A.M.**

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**CALL TO ORDER**

Mr. Kuhn called the committee meeting to order and reviewed the actions anticipated on the agenda for the meeting.

**REMOTE PARTICIPATION  
DECLARATION – AB 2449  
[Government Code Section 54953(f)]**

None.

**COMMITTEE MEMBERS  
PRESENT**

Robert Gonzales, Bob Kuhn and Valerie Munoz.

**WATERMASTER LIASON**

None.

**COMMITTEE MEMBERS  
ABSENT**

None.

**OTHER BOARD MEMBERS  
PRESENT**

None.

**STAFF MEMBERS PRESENT**

Randy Schoellerman, Executive Director; Dan Colby, Assistant Executive Director/Senior Project Manager; Stephanie Moreno, Director of Communications; Mary Saenz, Director of Finance; Jackie Montgomery, Accounting Specialist; Michelle Sanchez, Senior Administrative Assistant/Office Coordinator

**MEMBERS OF THE PUBLIC  
PRESENT**

Bruce Knowles, San Gabriel Valley Municipal Water District

**MEMBERS OF THE PUBLIC  
PARTICIPATING ONLINE**

Chris Lancaster, Civic Publications; Lenet Pacheco, Valley County Water District

***Public Comment***

None.

***Discussion Regarding Next  
Advertorial***

Ms. Moreno and Mr. Lancaster presented the annual report, highlighting its digital features, including embedded videos and animations. They reported that the publication is being distributed to 50,000 households and 320,000 LA Times subscribers. They also presented the Community Profiles digital magazine. Mr. Lancaster reported that the publication had 400,000 page views. He noted that the digital format allows increased engagement with real time updates and information changes. Ms. Moreno and Mr. Lancaster shared their plans for creating more content, including video

interviews with Board members, to enhance engagement. They reported that with this digital content, the ability to geo-target a specific service area and provide personalized updates is now available. Ms. Moreno stated that the upcoming advertorials will be in January 2025 for Sustainable California and in February for Civic Leadership. She also stated that discussion regarding topics for those advertorials will be brought back to the committee in January.

The committee appreciated the new dynamic content and requested that staff make the same demonstration to the full board.

### ***Discussion Regarding Kadesh & Associates, LLC Agreement***

Mr. Schoellerman reported that the Kadesh & Associates, LLC agreement is set to expire at the end of the month. He stated that Kadesh & Associates, represented by Chris Kierig, has maintained a longstanding relationship with the WQA. Staff recommended a two-year extension of the contract without changes to the terms, noting the value of Kadesh's connections in Washington, D.C., and their ability to support the WQA's initiatives.

The Committee members expressed support for renewing the contract, acknowledging the importance of Kadesh's role in facilitating communication with legislators and other officials.

Mr. Kuhn noted a good idea for a future advertorial could be to explain to the public the value of using a lobbyist in Washington, D.C.

After further discussion, the committee reaffirmed the importance of continuing the partnership with Kadesh & Associates to achieve the organization's legislative and funding objectives and recommended the agreement go to the full board for approval.

### ***2024 Election Results Update/Review***

Mr. Schoellerman reported on the changes of newly elected representatives in the Assembly and Senate districts as well as local and federal developments. Additionally, he discussed upcoming outreach initiatives particularly for new members of the legislature. He expressed the importance in establishing relationships to convey institutional knowledge and strengthen collaboration.

Ms. Moreno noted that The Gualco Group is having their Golden State Policy Summit and Reception in Sacramento on March 4, 2025, an event which is a great opportunity to meet and connect with the newly election officials.

***Legislative Activities/Reports***

**State**

No Report.

**Federal**

Mr. Schoellerman discussed concerns about the potential federal budget cutbacks and what that might mean for appropriations. He reported that the \$7M for the San Gabriel Basin Restoration Fund is still under consideration in the FY25 appropriations process. He noted that discussions are taking place about the appropriate length of a continuing resolution (CR) that is expected to be approved prior to the expiration of the current CR on December 20<sup>th</sup>.

**EXECUTIVE DIRECTOR'S  
REPORT**

Mr. Schoellerman reported that the WQA was taking the lead on planning the Puente Valley Operable Unit Intermediate Zone Treatment facility dedication next year. He stated that the project is waiting for their final permit. He stated that the WQA is working with Northrop and La Puente Valley County Water District and has set a tentative date for April 29<sup>th</sup>.

**ADJOURNMENT**

Mr. Kuhn asked if there were any other items of business to come before the committee. There being none, the meeting was adjourned.

  
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Mark Paulson  
Chairman

  
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Valerie Munoz  
Secretary