

MEMORANDUM

Date: March 27, 2023
To: Board of Directors
From: Michael Fritschi, Interim General Manager
Subject: Debrief of March 18th IWMP Townhall

Objective: Improve the overall information exchange experience at the next special committee townhall meeting.

Background: The District held a special Communications Committee meeting in a townhall format at the Murieta Room at the Rancho Murieta Country Club on March 18th at 10: a.m. The District enlisted the assistance of a professional facilitator to facilitate the meeting. Overall, the goal was to provide a space in which questions and comments could be exchanged regarding the District endeavor to complete an Integrated Water Master Plan. The intent of the first meeting was to introduce what an Integrated Water Master Plan is and what the scope of the study would include.

The following debrief comments are a culmination of comments submitted by Communications Committee Directors:

Things that went well:

1. The event was well attended with likely over 150 people in attendance.
2. The Power Point presentation went well and conveyed good information.
3. District leadership was thought to be cast in a favorable light based on some answers provided for critical questions.
4. Video recording of the meeting worked as intended and is available for future community reference.

Areas for Improvement:

1. It was mentioned that advertisement and meeting planning communication could have been improved. Need to determine a clearer chain of command for managing the production of the meeting materials and advertisement.
 - a. In addition, a clear chain of command will need to be established for the various reviewers of information. Understanding that if streamlining of review does not occur, it could take several days to get information out.
2. While there were a significant number of questions asked and answered, there were some issues related to rules of order that could have been handled better.
3. The District should consider running the meeting more like a special committee meeting including:

- a. Have agendas created and printed on hand and provided to Committee Members prior to the meeting .
 - b. Having each Director initially seated on the panel.
 - c. Have either Director introduce the panel and Facilitator and then turn over the question and answer section to the Facilitator.
 - d. Consider making the power point presentation available prior to the meeting to help in generating questions.
 - e. Create a balance in running the meeting without making an overly stated attempt to “control” the meeting.
4. The District will need to determine the order and duration in which questions are asked or comments made.
 - a. There is push-back on “timed” statements or questions, however without some limit, some audience members may tend to take exhaustive comment time which limits the available time for others to ask questions or comment.
 - b. Another suggestion was to provide a single point for audience members to approach to speak, to keep things more fair and orderly.
 - c. Do not require written questions and do not read off a list of written questions.
5. Technical Items to consider:
 - a. Redundancy in available microphones.
 - b. Adjust the heating for greater comfort.
 - c. Screen is very small for the size of the crowd.