



BOARD OF DIRECTORS
PRESIDENT Ruth Stiles
VICE PRESIDENT Chris Perri
David Hodgin
Ken Kannegaard
Danny Reber

GENERAL MANAGER
Piret Harmon

Board of Directors
Special Meeting
Tuesday, March 21, 2017
2:00 p.m.

Scotts Valley Public Library Conference Room
251 Kings Village Rd, Scotts Valley, CA, 95066

Agenda

1. Convene Meeting

- 1.1. Call to Order and Roll Call
- 1.2. Additions/Deletions to the Agenda
- 1.3. Oral Communications

2. Board Strategic Planning

- 2.1. Board President's Message
- 2.2. Strategic Goals and Management Objectives – Prioritization
- 2.3. Community Outreach

3. Adjournment

The next regular meeting of the Scotts Valley Water District Board of Directors will be held on Thursday, April 13, 2017 at 7:00 p.m. in the Santa Margarita Community Room, 2 Civic Center Drive, Scotts Valley, CA 95066

AVAILABILITY OF PUBLIC RECORDS PROVIDED TO THE BOARD OF DIRECTORS: THE DISTRICT WILL MAKE AVAILABLE FOR PUBLIC REVIEW ANY PUBLIC RECORDS FURNISHED TO THE BOARD OF DIRECTORS AT THE SAME TIME SUCH RECORDS ARE FURNISHED TO THE BOARD OF DIRECTORS. **SUCH RECORDS SHALL BE AVAILABLE AT THE DISTRICT OFFICE DURING NORMAL BUSINESS HOURS.**

PUBLIC ACCESS – ACCOMMODATIONS UNDER THE ADA: PURSUANT TO TITLE II OF THE AMERICANS WITH DISABILITIES ACT OF 1990, THE SCOTTS VALLEY WATER DISTRICT REQUESTS THAT ANY PERSON IN NEED OF ANY TYPE OF SPECIAL EQUIPMENT, ASSISTANCE OR ACCOMMODATION(S) IN ORDER TO EFFECTIVELY COMMUNICATE AT THE DISTRICT'S PUBLIC MEETING PLEASE MAKE SUCH A REQUEST TO THE DISTRICT OFFICE AT THE ABOVE ADDRESS OR BY CALLING (831) 438-2363 A MINIMUM OF THREE (3) WORKING DAYS PRIOR TO THE SCHEDULED MEETING. ADVANCE NOTIFICATION WITHIN THIS GUIDELINE WILL ENABLE THE DISTRICT TO MAKE REASONABLE ARRANGEMENTS TO ENSURE ACCESSIBILITY.



SCOTTS VALLEY WATER DISTRICT

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BOARD RETREAT: STRATEGIC DIRECTION AND COURSE OF ACTION

OBJECTIVE

Long range planning to confirm the direction and major goals, identify internal/external obstacles, concur on strengths.

March 21, 2017 2-6pm

1. Board President's Message
 - Vision and Values
 - Strengths/Weaknesses/Opportunities/Threats

2. Strategic Goals and Management Objectives - Prioritization
 - a. Water Resource Management
 - b. Infrastructure Integrity
 - c. Financial Stewardship
 - d. Public Outreach
 - e. Organizational Vitality

3. Community Outreach
 - a. Overview of the Communication Strategy (Bill Maxfield)
 - b. Successes and shortcomings
 - c. Objectives for upcoming year

VISION

Be a high performance organization by defying the public agency stereotype and converting problems to solutions

VALUES

- Be adaptable and forward looking
- Nurture positivity and collaboration
- Strive for efficiencies
- Go above and beyond the average level of service

Strengths: <ul style="list-style-type: none">• Characteristics that give our organization an advantage over others• What is our value proposition, how does it differentiate us• What do we perceive as our strengths			Weaknesses: <ul style="list-style-type: none">• Characteristics that place our organization at a disadvantage relative to others• What do other agencies/companies do better than us• What do we perceive as our weaknesses
Opportunities: <ul style="list-style-type: none">• What are the elements our organization could exploit to its advantages• What trends or conditions may have positive affect on us			Threats: <ul style="list-style-type: none">• What are the elements in the environment that could cause trouble for us• What trends or conditions may have negative affect on us

MISSION

To deliver a sustainable, high quality water supply in an environmentally responsible and sound financial manner while providing outstanding customer service

STRATEGIC GOALS

- 1. Water Resource Management:** Meet the current and future water supply needs of its customers.

Priority

Develop additional recharge capacity in the groundwater basin
Maximize the potential use of recycled water
Actively support conjunctive use opportunities
Achieve maximum feasible water conservation and efficient use

- 2. Infrastructure Integrity:** Provide continual investment in its infrastructure.

Priority

Optimize the redundancy and effectiveness of the system and facilities
Maintain all assets within their useful life threshold
Utilize technology and other resources to realize increased operational efficiencies

- 3. Financial Stewardship:** Manage its financial resources in a responsible manner.

Priority

Strive for maximum efficiency and transparency
Develop and sustain a fair, effective, and legitimate rate structure
Maintain sufficient revenues to cover operating expenses, capital needs and adequate reserves

- 4. Public Outreach:** Foster relationships and communications with its stakeholders and the community.

Priority

Identify, develop and strengthen strategic alliances, both private and public
Advance public awareness on water matters
Promote community engagement

5. Organizational Vitality: Commit to retaining the highest quality employees and board members.

Priority

Value and reward high competence and exceptional customer service

Pursue opportunities for continuous training and knowledge transfer

Maintain safe and productive work environment

Promote and support positive workforce culture

COMMUNITY OUTREACH STRATEGY

The community of Scotts Valley places a high value on livability, innovation and planning for the future. Scotts Valley Water District is proud to play a vital role in supporting those efforts by providing a reliable, sustainable, high-quality water supply.

The District is focused on engagement, efficiency and transparency and is well positioned for emerging opportunities by:

- Leading sustainable water management practices in response to the effects of population growth and climate change.
- Embracing innovation — such as paperless solutions, cloud services, automated metering— in ways that contain costs and extend value for customers.
- Attracting and retaining a savvy and dedicated 21st century workforce.
- Supporting growing community interest in water as a valuable resource, including supply, efficient use, value, price and regulatory landscape.
- Serving as a trusted source of water-related information for the community.

Through partnership with our community, strategic investment in resources and pursuit of new ideas, Scotts Valley Water District has redefining its historic role in order to meet future challenges and turn them into opportunities.