

MINUTES/REPORT
STRATEGIC PLANNING WORKSHOP
at the
Embassy Suites, Seaside
Friday, June 13, 2003

PRESENT:

Board of Directors:

Peggy Shirrel, Chair
Morrie Fisher, Vice Chair
Dewey Baird
Janet Barnes [Alternate - Salinas]
Theresa Canepa
Ramiro Cortez
Carlo Cortopassi
Gloria De La Rosa
Butch Lindley
Tom Moore
Dave Pendergrass
Joe Russell [Alternate – DRO]
Charles Scholl [Alternate – MCWD]

MRWPCA Staff:

Keith Israel	General Manager
Robert Wellington	Legal Counsel
Tom Buell	Director of Finance
Robert Jaques	Director of Engineering Planning and Technology
John Tiernan	Director of Administrative Services

ABSENT:

Board of Directors:

Jack Barlich
Darryl Choates

OTHERS PRESENT:

William Woodworth - Resident of Pacific Grove

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1. CALL TO ORDER

The meeting was called to order at 8:30 a.m. by Chair Shirrel.

2. PUBLIC COMMENTS

There were no comments received.

3. STRATEGIC PLANNING

Marilyn Snider of Snider and Associates assisted MRWPCA in developing new one-year objectives to continue the efforts to reach the long-term goals established at last year's workshop, as follows:

1. Implement the Salt Reduction Program
2. Implement Expeditiously the Rapid Response Plan to Serve New as well as Existing Customers
3. Construct the Urban Reclamation Project with the Marina Coast Water District
4. Begin Providing Storm Water Services in Nine Local Jurisdictions

This year, the following Core Values were developed:

"The Monterey Regional Water Pollution Control Agency values...

- Cost-efficient, consistent and reliable service and business practices
- Open, honest lines of communication between and among board, public and staff
- Ethical behavior
- Customer-focused and –centered
- Helpful and timely responses
- Loyalty and dedication"

[At 12:15 p.m., the Strategic Planning Workshop concluded.]